MARKETING SYSTEM MODELING
SEED cayenne pepper (*Capsicum frustescens*) THE EASTERN REGION IN EAST JAVA AT PT. BENIH CITRA ASIA (BCA)

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ABSTRACT

In this study, determination location of this research is done deliberately *(purposive)* by engaged business in agriculture and horticulture field that was places in East Java. Based on expert system the research was used analyze system to formulate problems and took decision by alternative thinking, those doing interview with five expert people and for the formed result used approaching system combining with *software powersim constructor version 2.51*. The result of this research is (a) Factors that shape seed marketing system cayenne pepper, among others: the amount of seed production per year, planting, seed stocks, the total demand for chili seeds for the Eastern region of East Java, seed stock to outside East Java Eastern and taxation profit or advantage (b) Based on the design of the model that the model used in the model cayenne pepper seed marketing system is a dynamic model consists of several sub-systems include sub-systems of production, then the sub-system of marketing and sub-system and taxation of profit or gain (c) Based on the results East Java in the Eastern part of the next 10 years the demand has been fulfilled will need seed cayenne seen from the total demand and the amount of the need for East Java in the Eastern , 2009. The total demand for seeds and seed requirement for the Eastern region of East Java have started to be fulfilled by the number of stocks held by the company in the amount of 317.60 kg, with a total of 96.31 kg demand and needs as much as 5041.18 g or 5.04 kg and continued until the year 2023.

Keywords: Marketing System Modeling Seed cayenne pepper, *dynamic system*

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