

## **Distribution Channel Analysis of Native Chicken in Lumajang Regerency**

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### **ABSTRACT**

This study aims to identify the distribution channel of native chicken, determine the marketing margin and determine the level of efficiency in each distribution channel in Lumajang Regency. The number of respondents in this study was 120 people consisting of 60 chicken farmers, 26 collectors, 14 traders, and 20 consumers consisting of industrial consumers and household consumers. The data collection method in this study was purposive sampling and snowball sampling. The method of analysis is descriptive qualitative analysis to describe the distribution channel system of free-range chicken in Lumajang Regency and quantitative descriptive to calculate marketing margins and marketing efficiency of native chicken in Lumajang Regency. The results showed that in Lumajang Regency there are 3 distribution channels in marketing native chicken, namely distribution channel 1 (farmers to final consumers), distribution channel 2 (farmers to collectors than to final consumers), and distribution channel 3 (breeders to collectors to traders than to the final consumer). The largest total marketing margin is in distribution channel 3, which is Rp. 9.462,- and the smallest total marketing margin is in distribution channel 1, which is Rp. 0.-. The efficiency level of the native chicken distribution channel in Lumajang Regency is entirely efficient because it has an efficiency level below 33%.

Keywords : Distribution Channel, Margins, Efficiency, Native Chicken.