

ABSTRACT

**MARKETING OF DRY SHELLED CORN FROM CIBONGAS VILLAGE
PANCATENGAH DISTRICT TASIKMALAYA REGENCY**

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Dry shelled corn is mostly used as the main component in feed rations. The process of marketing dry shelled corn to the factory involves several marketing agencies, namely people or institutions involved in the marketing process of dry shelled corn. This study aims to describe the marketing channels and functions of dry shelled corn, analyze the amount of marketing costs, marketing profit margins and prices received by farmers (farmer's share) in the dry shelled corn marketing channel that has been formed in Cibongas Village, Pancatengah District, Tasikmalaya Regency. The research area was determined purposively. The method used in this research is survey method. The determination of respondents from the marketing agencies involved was carried out using the snowball sampling method with a sample of 5 collectors and 1 wholesaler. The research results show that there is only one marketing channel. The marketing channel formed is a two-level marketing channel, namely collector traders-larger traders-laying hen feed factories. The marketing functions performed by the collecting traders are purchasing, selling, transporting, storing, packaging, drying, and financing. The marketing functions performed by wholesalers are purchasing, selling, transporting and financing. Marketing costs IDR 1,387.22 per kilogram. Marketing profit of IDR 4,612.78 per kilogram. Marketing margin Rp 2,000 per kilogram. Farmer's share of 66.67 percent.

Keywords : Channels, Corn, Farmer's share, Margin, Marketing,