

ABSTRACT

MARKETING CHANNELS CALIFORNIA PAPAYA IN URUG VILLAGE KAWALU SUBDISTRICT TASIKMALAYA CITY

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California papaya is a fruit plant that is relatively popular with various levels of society as a fresh fruit that has a delicious taste and is rich in vitamins needed by the body. This research aims to determine channels, functions, profits, marketing margins, and farmer's share, as well as marketing efficiency of California papaya. The research location is Urug Village, Kawalu District, Tasikmalaya City from March - October 2023. The research method uses a survey method, determining respondents uses snowball sampling and the data taken is primary data and secondary data. The research results show that there are two marketing channels for California papaya, namely: Channel I: Producer → Collector → Retailer → Final Consumer. Channel II: Producer → Collector → Wholesaler → Retailer → Final Consumer. The marketing function carried out is the exchange function in the form of sales and purchases carried out by all marketing institutions in each channel, the physical function in the form of transportation and storage is only carried out by wholesalers and retailers, the function of providing facilities in the form of market information, the use of risk standardization and financing is carried out all marketing agencies in each channel. Total channel I marketing costs Rp. 2,598.74/kg, channel II Rp. 2,337.40/kg. Total marketing margin on marketing channel I Rp. 4,000/kg, channel II Rp. 5,889/kg. Farmer's share in marketing channel I is 42.86 percent and channel II is 33.75 percent.

Keywords: Marketing Channels, farmer's share, California Papaya.