ABSTRACT

CASSAVA MARKETING CHANNEL EFFICIENCY ANALYSIS

By

Triyani Wulandari
NPM 195009025

Supervision
Dedi Darusman
Riantin Hikmah Widi

Cassava not only acts as a food buffer but also as a source of income for farmer households. Cassava marketing runs efficiently if it can benefit the producers and marketing agencies involved. The objectives of the study: a) analyze marketing channels and marketing functions, b) analyze costs, profits, marketing margins and farmer's share, c) analyze marketing efficiency on each marketing channel. The research method is a survey, the determination of respondents using snowball sampling consists of 3 collecting traders, 1 wholesaler and 11 retailers. The research was conducted from April - August 2023 in Gunung Tandala Village, one of the cassava production centers in Tasikmalaya City. The results show that (1) There are three marketing channels, namely: channel I: producer – merchant collector – consumer between, channel II: producer – collecting merchant – retailer – end consumer, channel III: producer – collecting merchant – wholesaler – retailer – end consumer. (2) The marketing functions carried out are exchange functions (buying and selling), physical functions (storage and transportation) and facility functions (standardization, *grading*, funding, risk bearing and market research). (3) Marketing costs of marketing channels I, II and III are Rp. 172.17/kg, Rp. 700.09/kg and Rp. 818.42/kg. The benefits of marketing channels I, II and III are Rp. 327.83/kg, Rp. 2,599.91/kg and Rp. 3,364.91/kg. Marketing margins of marketing channels I, II and III are Rp. 500.00/kg, Rp. 3,300/kg and Rp. 4,183.33/kg. The value of farmer's share of marketing channels I, II and III is 42.86 percent, 35.29 percent and 25.07 percent. (4) Marketing channels I, II and III are efficient marketing channels. (5) The most efficient marketing channel is marketing channel I.

Keywords: Marketing Channels, Marketing Efficiency, Cassava.