

## **ABSTRACT**

### **SHEEP MARKETING IN THE TRADITIONAL ANIMAL MARKET OF CIAWI TASIKMALAYA DISTRICT**

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This study aims to determine the channel, function, cost, profit, marketing margin, and farmer's share, as well as the marketing efficiency of sheep at the traditional Ciawi animal market in Tasikmalaya. The research method uses a survey, the determination of respondents by snowball sampling consists of 17 collectors, 2 wholesalers, and 12 retailers. The research location was in Pakemitan Village, Ciawi District, Tasikmalaya Regency from Mei 2023-December 2023. The results showed that there were three marketing channels, namely: Channel I: Producers → Collectors → Consumers; Channel II: Producers → Collectors → Retailers → Consumers; Channel III: Producers → Collectors → Wholesalers → Retailers → Consumers. The marketing function carried out is the exchange function in the form of sales and purchases carried out by all marketing agencies in each channel. All marketing institutions in each channel carry out physical functions in the form of transportation and storage except for retailers in marketing channel II. The function of facilities in the form of standardization, financing, risk management, and market information is carried out by all marketing agencies in each channel. The costs of marketing channels I, II, and III are Rp. 24.667/head, Rp. 33.278/head, and Rp. 54.821/head. The benefits of marketing channels I, II, and III are Rp. 196.242/head, Rp. 370.611/head, and Rp. 461.997/head. The marketing margins for channels I, II, and III are Rp. 220.909/head, Rp. 403.889/head, and 516.818/head. Farmer's share channels I, II, and III are 89.88 percent, 84.84 percent, and 80.88 percent. Marketing channels I, II, and III are efficient.

Keyword: Marketing Channel, Marketing Efficiency, sheep