

ABSTRACT

MARKETING CHANNEL EFFICIENCY OF ORGANIC BROCCOLI (Case of Mandiri Farmers Group in Ciputri Village, Pacet Subdistrict, Cianjur Regency)

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The change in consumption patterns toward a healthy lifestyle has encouraged an increase in the production of organic vegetables, including broccoli, which is known to contain anti-cancer compounds. This study aims to analyze the channels, functions, costs, margins, profits, farmer's share, and marketing efficiency of organic broccoli. The research was conducted at the Mandiri Farmer Group, Ciputri Village, Pacet Subdistrict, Cianjur Regency, from September 2024 to October 2025, using a survey method and sampling through the snowball sampling technique. Qualitative descriptive analysis was used to identify marketing channel patterns and marketing functions, while quantitative analysis was used to analyze marketing costs, marketing profits, marketing margins, farmer's share, and marketing efficiency. The results showed two marketing channels: Channel I, namely producers–retailers–final consumers, and Channel II, namely producers–wholesalers–retailers–final consumers. The marketing functions performed include exchange, physical, and facilitating functions, while the standardization and grading functions were only found among wholesalers in Channel II. The marketing costs in Channel I were Rp 2.554,70 and in Channel II were Rp 12.273,45. The marketing profits in Channel I were Rp 2.945,30 and in Channel II were Rp 34.326,30. The marketing margins in Channel I were Rp 5.500,00 and in Channel II were Rp 46.600,00. The farmer's share in each marketing channel was 56,00 percent and 34,91 percent, with efficiency values of 20,43 percent and 17,14 percent, respectively. Both channels were efficient, but Channel II was more efficient because it had a smaller efficiency value.

Keywords: Organic Broccoli, Marketing, Channel, Efficiency.