

ABSTRACT

MARKETING ANALYSIS OF KOPYOR COCONUT IN ALASDOWO VILLAGE, DUKUHSETI DISTRICT, PATI REGENCY. 2019. ZUHDAN MAHARDIKA. (Supervised by DIAH RINA K. and SRIYADI). *The purpose of this study was to determine marketing channels, marketing costs, marketing margins, marketing benefits, farmer's share, and marketing efficiency of Kopyor coconut in Alasdowo Village, Dukuhseti District, Pati Regency. The basic method used is descriptive. The number of farmer respondents was 54 people and marketing agent respondents were 16 people. The results showed that four marketing channels were formed: (1) farmers - pentotok traders – collectors traders - big traders - retailers - consumers, (2) farmers – collectors traders – big traders - retailers - consumers, (3) farmers - big traders - retailers - consumers, (4) farmers -collectors- big traders - retailers - consumers. Channel I marketing costs incurred are the highest, while channel III marketing costs the lowest. Channel I marketing margin is the highest and Channel III marketing margin is the lowest. The marketing profit of channel I is the highest, while channel III is the lowest. Channel III is the channel with the highest farmer share which benefits the coconut farmers, while the farmer share is lowest in channel I that does not benefit the farmer. Marketing efficiency in channel IV is the most efficient compared to other channels from both IET and IEE.*

Keyword(s): Cost, efficiency, kopyor coconut, margin, and profit.