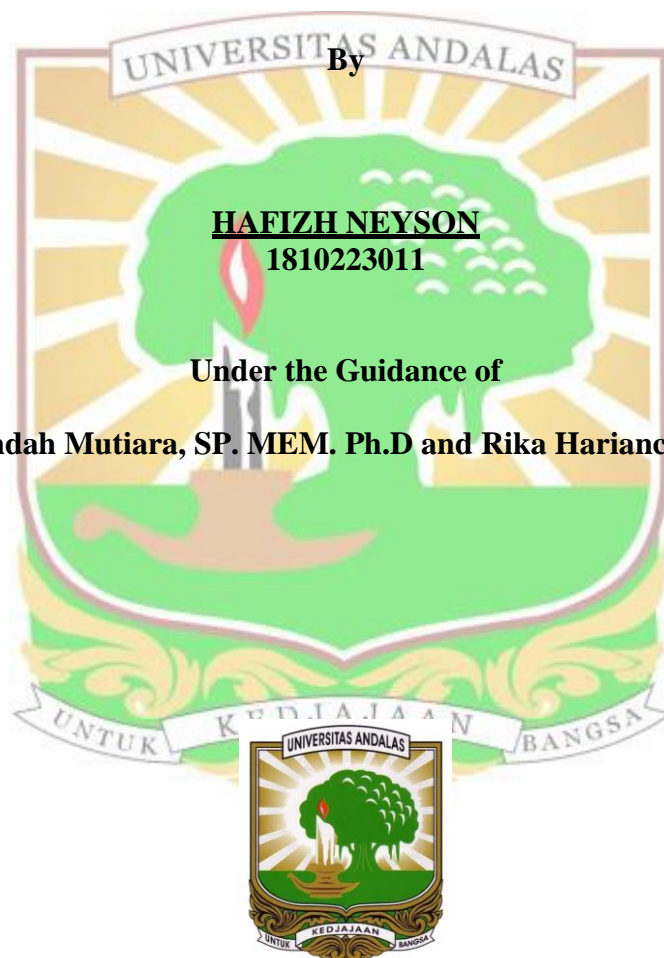


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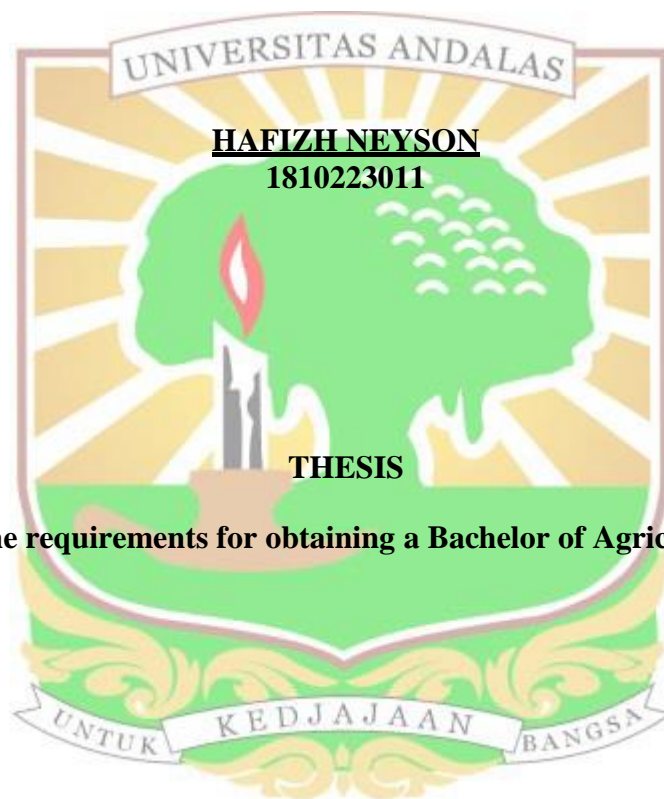
THESIS



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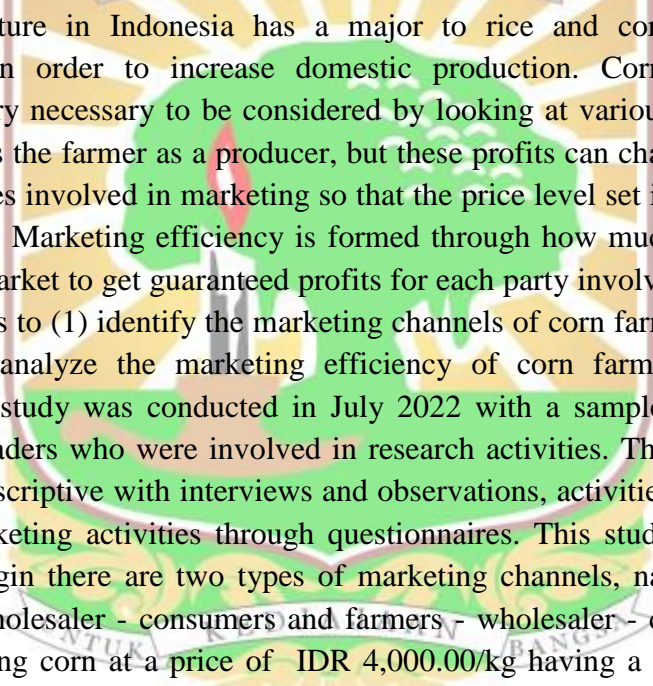
As one of the requirements for obtaining a Bachelor of Agriculture degree

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ABSTRACT



Agriculture in Indonesia has a major to rice and corn as the main commodities in order to increase domestic production. Corn in marketing activities is very necessary to be considered by looking at various opportunities, one of which is the farmer as a producer, but these profits can change when there are many parties involved in marketing so that the price level set is different from other channels. Marketing efficiency is formed through how much percentage is given by the market to get guaranteed profits for each party involved in a channel. This study aims to (1) identify the marketing channels of corn farmers in Tanjung Beringin; (2) analyze the marketing efficiency of corn farmers in Tanjung Beringin. The study was conducted in July 2022 with a sample of 30 farmers followed by traders who were involved in research activities. This research uses quantitative descriptive with interviews and observations, activities carried out by observing marketing activities through questionnaires. This study found that in Tanjung Beringin there are two types of marketing channels, namely farmers - collectors – wholesaler - consumers and farmers - wholesaler - consumers, with channel 1 selling corn at a price of IDR 4,000.00/kg having a share margin of 69.56% and 3.96% for marketing efficiency, while for channel 2 selling corn at a price of IDR 4,800.00/kg has a share margin of 83.47% and an efficiency of 2.50% with the conclusion that the two channels in the research area are included in the efficient category. The suggestions that can be given from the conclusion of the study are that government assistance in the form of extension workers who will foster farmers with capital activities and knowledge of existing agricultural marketing.

Keywords: shelled corn, marketing, marketing efficiency