

**ANALISIS EFISIENSI PEMASARAN JAGUNG DI
KECAMATAN SITIUNG KABUPATEN DHARMASRAYA**

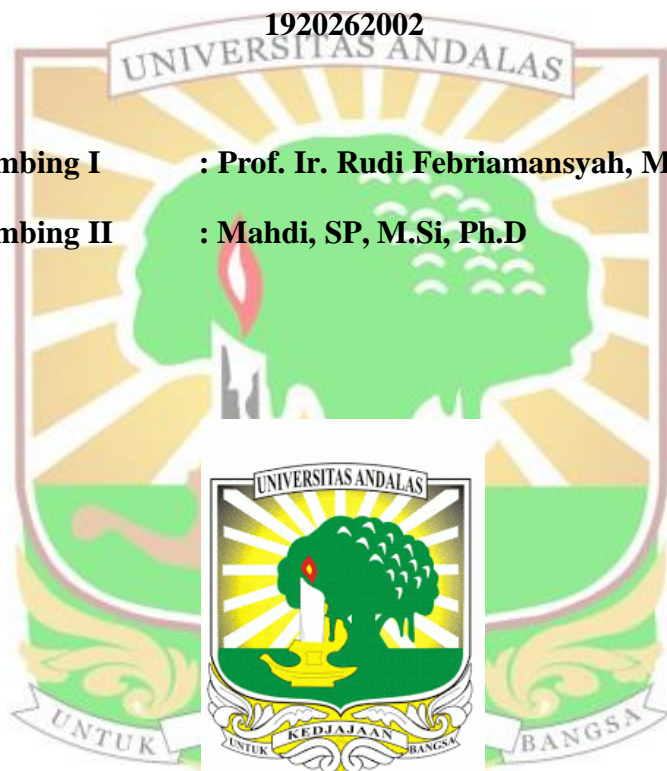
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ANALYSIS OF CORN MARKETING EFFICIENCY IN SITIUNG DISTRICT, DHARMASRAYA REGENCY

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ABSTRACT

This study aims to analyze the structure, Conduct and performance of the corn market in Sitiung District, Dharmasraya Regency. This study used a survey method selected purposively (purposive sampling), namely the sample was taken from the population so that 50 farmers were selected as respondents. In the sample of collectors to retailers, this is done by following the flow of corn commodities from farmers to consumers. The research was conducted in December 2022-January 2023. Data analysis on market structure was descriptive by analyzing the characteristics of the number of sellers and buyers, barriers to market entry and entry, pricing ability and the types of products traded. In analyzing market behavior, it is done by looking at market characteristics including pricing systems and price formation between traders, selling and buying practices, and cooperative network systems between marketing agencies. Meanwhile, market performance analysis takes into account marketing margins and farmer's share. The results showed that one of the structures of the corn market in Sitiung District, Dharmasraya Regency, namely farmers as producers and marketing institutions involved (collectors, wholesalers, retailers and chicken breeders) as consumers, there is a tendency towards an uncompetitive market. perfect is an oligopsony market so that corn marketing that occurs in locations can be included in the inefficient category. Market Conduct suggests that the final pricing system is a higher level marketing agency. In market performance, marketing channel IV is judged to be the marketing channel with the highest level of efficiency because it has the lowest marketing margin percentage and the highest farmer's share

Keywords: Corn, Marketing Efficiency, Marketing Channels, SCP