ANALYSIS EFFICIENCY OF MILK MARKETING IN TUTUR DISTRICT PASURUAN REGENCY

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ABSTRACT

The aims of this study were to know groove of milk marketing at Tutur district, Pasuruan regency and analyze efficiency of milk marketing in Tutur district, Pasuruan regency. This study used descriptive analysis. The sampling of this study used proportional random sampling for the dairy farmer and snowball sampling method to determine marketing agencies. The sample of this study used 56 dairy farmers. The data used were primary data and secondary data taken with a survey method. The results showed that there were three grooves of milk marketing system. Groove I: dairy farmers – TPS – KPSP – IPS. Groove II: dairy farmers – TPS – KPSP – consumers. Groove III: dairy farmers – merchants – consumers outside the city. Total cost of marketing system groove I was Rp 5,999,80 per liter, loss of Rp 959,67 per liter, the total margin of Rp 367 per liter or 7,10%, the farmer's share of 92,80%. Marketing system groove II has a total cost of Rp 5,999,80 per liter, loss of Rp 0,33 per liter, the total margin of Rp 1,267 per liter or 21,11% and 78,80% farmer's share. Marketing system groove III has a total cost of Rp 7,433,11 per liter, the total profit of Rp 2,566,19 per liter, the total margin of Rp 12,500 per liter or 55,60% and 44,44% farmer's share. Efficiency marketing value of each groove were 117,64%, 99,99%, and 33,03%. Based on the results, it can be concluded that marketing system groove III was the most efficient.

Key words: marketing, milk, pasuruan.