MARKETINGGROOVE OF BEEF CATTLE IN MALANG REGENCY
EAST JAVA

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ABSTRACT

The research was carried out in Malang Regency East Java. The purpose of this research was to know the grooves marketing and efficiency marketing beef cattle in Malang Regency. The respondents were obtained from Malang Regency was farmers beef and beef cattle marketing agencies. Data were collected from October to November 2016. The method of analysis of data was descriptive and purposive sampling data collection techniques. The marketing grooves in Malang Regency has three a marketing grooves beef cattle namely; directly, short and medium marketing. There were four marketing agencies in Malang Regency; collectors, orion, butcher and traders between regency. The result of this research marketing grooves in Malang Regency are in condition efficient. The value marketing most efficient was directly marketing cattle class A, namely 0.43%. Farmer’s share breeder beef cattle is 98.99% short marketing groove I.

**Key words:** Marketing efficiency, marketing grooves, marketing agencies, class beef cattle