

**ABSTRACT****Efficiency Analysis of Cattle Marketing Flow of Livestock Group "Tirto Sari" District Samboja Kabupaten Kutai Kartanegara East Kalimantan Province**

The aim of this research is to know the efficiency of beef cattle marketing at "Tirto Sari" cattle group of Samboja Sub-district of Kutai Kartanegara Regency of East Kalimantan Province by identifying the variation of marketing flow and marketing institution involved then analyzed. Data collection system in this study using questionnaire techniques, interview techniques and documentation. The analysis used in this research is descriptive analysis, marketing margin analysis, profit, farmer's share and marketing efficiency value analysis. The result of the research shows that there are four varieties of marketing of beef cattle in "Tirto Sari" cattle group of Samboja Sub-district of Kutai Kartanegara Regency, namely the marketing flow I (direct flow), marketing flow II (medium flow), marketing flow III (medium flow), and marketing flow IV (long flow). The marketing agencies involved in the marketing process of beef cattle are groups of livestock, small traders, wholesalers, slaughterhouses. The highest marketing margin is in marketing flow IV (long flow) which is 20.58% or Rp.3.500.000 per head and the lowest marketing margin is in marketing flow I (direct flow) that is Rp.0, - per head, highest Farmer's Share is in marketing flow I (direct flow) that is 100 percent and Farmer's Share lowest is in marketing flow IV (long flow) that is 79,4 percent. The result of marketing efficiency calculation shows that all marketing flow of beef cattle group "Tirto Sari" Samboja Sub-district of Kutai Kartanegara Regency is efficient, which is stretched value between 0 - 33%. The conclusion of this research for the most efficient is the marketing flow I (direct flow) with the lowest marketing margin and the highest farmer's share value.

Keywords : Beef Cattle, Marketing Efficiency Analysis, marketing margin, farmer's share, Kutai Kartanegara Regency