

**ANALYSIS of MARKETING EGG LAYING HENS (LAYER)
PARTNERSHIP SYSTEM UD. JATINOM INDAH BLITAR REGENCY**

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ABSTRACT

The aims of this study is to : 1) Identification marketing structure and marketing channel of egg laying hens (layer) in UD. Jatinom Indah using partnership system. 2) Analysis of marketing efficiency egg's laying hens (layer) in UD. Jatinom Indah using partnership system based on margin of marketing, farmer's share and benefits and cost of marketing. This research had been done on December, 30th 2013- January, 31th 2014. The method of survey to getting primary and secondary data. Sample consisted of the rancher core and rancher plasm using partnership system in Blitar Regency with interviewed and fill the questionnaire to getting primary data. The secondary data obtained from Blitar Regency Livestock Services, Central Agency on Statistics, Central Data and Agricultural Information System Ministry of Agricultural. The survey results revealed the structure and marketing channel consist of ranchers plasm, ranchers core and purchaser. Analysis results showed in UD. Jatinom Indah egg laying hens had efficient marketing channel. Efficient marketing of UD. Jatinom Indah showed from lower marketing margins : just Rp. 100/kg, higher farmer's share : 88.9 % in rancher plasm and 89.4% in rancher core, and showed than higher benefits and lower cost of marketing in January 2014.

Key words : marketing, partnership, layer, egg, blitar