

ABSTRACT

THE ANALYSIS OF MARKETING EFFICIENCY AND STRATEGY OF INHYBRID PADDY SEED BY P4S SAMA MAJU, SRI YASA, AND PANTI BOGA PRODUCERS IN LAMPUNG TENGAH REGENCY

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The objectives of this research are: to analyze (1) marketing system efficiency of inhybrid paddy seed system efficiency by P4S Sama Maju, Sri Yasa, and Panti Boga, and (2) marketing strategy in inhybrid paddy seed distribution by P4S Sama Maju, Sri Yasa, and Panti Boga in Lampung Tengah Regency.

The research location was selected purposively and sample were taken by tracing the marketing networks. This research used primary data taken from interview and questionnaires, and secondary data from literary research. Data were collected from May to July 2011. Data analysis included analysis of marketing system efficiency and analysis of marketing strategy called 4P (price, product, place, and promotion).

The results showed that: (1) The inhybrid paddy seed marketing by some producers in Lampung Tengah Regency has been efficient with producer share of > 80%, even though the following conditions happenend: (a) Market structure is oligopoly. (b) Market behavior showed that payment system was dominantly in cash and price was determined by producers. (c) The market profile showed that there are four inhybrid paddy seed marketing channels with uneven profit margin ratio amongst the marketing institutions and price transmission elasticity, was bigger than one. (2) The marketing strategies of some inhybrid pady seed producers were: (a) *Product*: each producer conducts product diversification. (b) *Price*: producers used cost plus pricing method and market-based price method in determining price. (c) *Place*: producers distributed their products by involving marketing agencies such as retailer and farmer groups/farmer groups association. (d) *Promotion*: producers used personal selling.

Keywords: efficiency of marketing, marketing strategy, paddy seeds

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