

## **ABSTRACT**

### **ANALYSIS OF INCOME AND MARKETING SYSTEM OF GOAT MILK IN SUNGAI LANGKA VILLAGE GEDUNG TATAAN SUB-DISTRICT PESAWARAN REGENCY**

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*The objective of this research were to : (1) identify goat's milk production and income, (2) analyze marketing system efficiency of goat's milk, and (3) analyze marketing strategies of goat's milk. This research was conducted in Sungai Langka Village Gedung Tataan District Pesawaran Regency and purposively selected. 37 breeders and 3 brokers as marketing agency for the sample. Sampling method for breeders used census method, while sampling method for marketing agency used snowball which is following the marketing flow start from breeders. Data were drawn in July-December 2014. This research used descriptive qualitative and quantitative for the data analysis. The results of this research showed that : (1) average of production for goat's milk PE in location's research was still under the potency, but the business was already profitable, (2) marketing system of goat's milk PE in location's research inefficient, (3) marketing strategies of goat's milk PE in the location of this research still traditional, there was not product diversification yet, there was no brand yet, there was no price diversification, and there was no promotion activity.*

*Key words : goat's milk, goat PE, income, marketing, production.*