ABSTRACT

THE ANALYSIS OF PEPPER MARKETING EFFICACY IN ABUNG TINGGI DISTRICT OF NORTH LAPUNG REGENCY By

Muhammad Taqiudin¹, Wan Abbas Zakaria², Achdiansyah Soelaiman²

This research objectives were: (1) to find out the pepper marketing distribution in Abung Tinggi district of North Lampung regency, (2) to find out the efficacy of pepper marketing in Abung Tinggi district of North Lampung regency.

This research was conducted in Ulak Rengas village, Abung Tinggi district, and North Lampung regency. The location was purposively selected considering that this area is the biggest pepper producer in North Lampung regency. The pepper farmer respondents were 59 and collected with simple random sampling method. There were 15 collector trader respondents and 1 exporter company respondent which were collected with snowball method. The research used quantitative and qualitative data analyses.

The results show that: (1) a. the pepper marketing in North Lampung regency is organized by market players including farmers, 1st collector trader (CT1), 2nd collector trader (CT2), and exporter. The pepper transaction process is conducted in 3 marketing channels. They are: farmer → CT1→ CT2→ exporter (38.43%), farmer → CT1→ exporter (15.18%), farmer → CT2→ exporter (46.39%); b. from those three channels, the most profitable and giving fair profit margin channel to farmer is farmer → CT2→ exporter (46.39%), (2) the pepper marketing in North Lampung regency is not efficient. This can be seen from the unevenly distributed marketing margin and ratio profit margin (RPM), the price correlation coefficient (r) of 0.925 (r<1), and the price transmission elasticity of 1.187 (Et>1). These mean that the current market is imperfect competitive market.

¹ Under graduate of Lampung University
² Lecturer of Agriculture Faculty in Lampung University