ABSTRACT

THE ANALYSIS OF RAMES BANANA MARKETING IN SOUTH LAMPUNG

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This research was conducted to analyze : a) The marketing system of rames banana in South Lampung regency. b) The differences in selling cost and marketing margins at each links of the trade system of rames banana in South Lampung regency, and c) Profit margin of each rames banana marketing institution in South Lampung regency.

The research was conducted in Kalianda and Bakauheni subdistrict South Lampung regency. Data was collected through snowball method, with the number of respondents for 55 merchants. Data was collected in October-November 2010. The qualitative method of data analysis was using structural analysis, behavior, and market performance. The market performance were analyzed quantitatively by using marketing margin analysis, cost correlation, and cost transmission elasticity.

The research concludes that : 1) The marketing system of rames banana in South Lampung regency is inefficient. 2) There is a difference in average value of selling cost and marketing margin in marketing channels of rames banana in Kalianda and Bakauheni subdistrict. 3) There is a partial spread in the average value of margin profit in each marketing unit of rames banana in South Lampung regency.

Key words : banana rames, marketing.

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