

ABSTRACT

THE ANALYSIS OF MARKETING EFFICIENCY AND PRODUCTION BASE PRICE OF CORN AT VARIOUS WATER CONTENT IN JATI AGUNG DISTRICT OF SOUTH LAMPUNG REGENCY

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The research purposes are to analyze marketing efficiency, income differences, and comparison of production base price of corn at various water content in Jati Agung District South Lampung Regency.

The research is conducted in Karang Rejo Village of Jati Agung District of South Lampung Regency from January to February 2011. There are two kinds of respondents, namely corn farmers and corn collector traders. Forty eight farmers as respondents are taken by using simple random sampling technique. Whereas, 6 collector traders I and 1 collector trader II are taken by using snowball sampling technique. The research uses quantitative (statistical) and qualitative (descriptive) analysis.

The results indicated that: (1) Corn marketing in the research region run inefficiently. Profit Margin Ratio was not even, and the values of price transmission elasticity were less than one: they were 0.684 and 0.819. It suggested that there was imperfect market competition, (2) There were income differences between farmers who sold corn at 15-27% and at 28-40% water content, (3) There was a little profit differences of the production base price (Rp. 24.66/Kg) between farmers who sold corn at 15-27% and at 28-40% water content.

Key words : income, marketing, water content

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