

ABSTRACT

THE ANALYSIS OF FARMING AND EFFICIENCY MARKETING OF PINEAPPLE IN CENTRAL LAMPUNG REGENCY

By

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This research were aimed to: (1) Analyze the revenue of pineapple farming in Central Lampung Regency, (2) Analyze the efficiency of pineapple marketing channel in all grade in Central Lampung Regency.

The Location was choosen by purposive sampling. Farmer respondents taken by random sampling and marketing channel respondents taken by snow ball method. Data consist of primary and secondary data. Primary data were collected through interviews and questionnaire. Respondents were pineapple farmer, collector tradesman, big seller, and dealer. Secondary data were obtained from various literatures and some institutions, such as the Central Bureau Statistic, Departemen of Agriclture and other institutions. Data were collected in April-May 2010. The data was analyzed by calculation income and efficiency analysis of marketing.

The results showed that: (1) Pineapple farming in Central Lampung Regency is economically profitable. Ratio of revenue and cost of pineapple farming is 2,82 (2) System of pineapple market in Central Lampung Regency is not efficient, the market structure are oligopsony. The elasticity of price transmission for each grade was 0,522 for grade A, 0,719 for grade B, 0,783 for grade C. The elasticity of price transmission was ($ET < 1$) indicating that the market was not perfectly competitive.

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