ABSTRACT
FARMING AND MARKETING ANALYSIS OF MUSHROOMS OYSTER BY CONVENTIONAL AND NETWORKS (Multi Level Marketing) WAYS IN LAMPUNG PROVINCE

by

Reki Candra

The research aims to: (1) analyze the profitable of oyster mushroom farming in Lampung Province, and (2) analyze the revenue different of oyster mushroom marketing system between conventional and networks ways in Lampung Province. The research is conducted in Bandar Lampung and Metro City of Lampung Province. The location of this research are determined on purpose. Farmer respondents were taken by census method; while the respondents of marketing intermediaries by following the marketing channels. The data was collected from January to August 2013, included the primary and secondary data, and were analyzed by analysis of farming income and marketing system efficiency. The results showed that oyster mushroom farming in Lampung Province was profitable, for its farmers got R /C ratio of 1.88 over cash costs and R /C ratio of 1.25 on the total cost. The market structure was formed on conventional marketing oligopsonistic, while at network marketing was an oligopoly. The behavior of the market was indicated by the price formation process that was determined by farmer's bargaining for network marketing. The market performance showed that the conventional marketing had four marketing channels, with uneven rasio profit margin. Similarly, the benefits and costs of network marketing was formed by the uneven upline and dowline groups, and oyster mushrooms marketing margin without forming network group upline and downline network was also uneven.

Keywords: farming, oyster mushrooms, conventional marketing, network marketing