

ABSTRACT

THE ANALYSIS OF LAMPUNG DUKU PRODUCT MARKETING EFFICIENCY THROUGH MULTIFUNCTION APPROACH IN SOUTH LAMPUNG DISTRICT

By

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The objectives of this research were to find out Lampung duku marketing efficiency viewed from: (1) functions served by each of marketing agencies in Katibung Sub-district of South Lampung District; (2) producer share, marketing margin and margin profit ratio. This research was conducted in Katibung Sub-district as the production center and the biggest production site of Lampung duku in Lampung. The location was selected purposively. Data were collected from May to June 2013. Consist to taken by marketing channel method. Samples were 50 farmers, 12 small collector traders, 5 big traders, and 5 groceries. Data were analyzed using descriptive qualitative method (with multifunction approach) and quantitative method (producer share, marketing margin and margin profit ratio). The results showed that: Based of approach multifunction, Lampung duku marketing was efficient; Based of producer share $< 50\%$, marketing margin was so high, that over 2 times average of farmer selling price, and the margin profit ratio of each marketing agency showed various and uneven values, so that unefficient.

Keywords : efficiency, marketing, multifunction, duku, Lampung,