

## **ABSTRACT**

### **MARKETING EFFICIENCY OF DUKU KARANGAMPEL VILLAGE BAREGBEG DISTRICT CIAMIS REGENCY**

**By**

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This study aims to examine marketing channels and functions, costs, profits and marketing margins, and the efficiency of marketing channels in Karangampel Village, Baregbeg District, Ciamis Regency.

The research method used is the survey method. The research location was conducted purposively in Karangampel Village, Baregbeg District, Ciamis Regency. The sampling technique used snowball sampling with the number of respondents obtained through a rolling process as many as 19 people from marketing collectors, wholesalers, and retailers in Ciamis Regency Markets and Cikurubuk Markets, Tasikmalaya City. The data analysis methods used are Marketing Channel Analysis and Marketing Functions, Cost, Profit and Marketing Margin Analysis, and Marketing Channel Efficiency Analysis.

The results showed that there were 5 collectors, 2 wholesalers, and 12 retailers. All respondents are in the productive age around 15-64 years. High school education level. The number of family members ranges from 3-4 people. Duku Fruit marketing experience ranges from 11-15 years. Based on the Marketing Channel Analysis, there are 3 marketing channels, namely level 1 (producer-collector-consumer), level 2 (producer-collector-retailer-consumer), and level 3 (producer-collector-wholesale-retailer-consumer). The marketing functions carried out are sales, purchasing, transportation, storage, risk-taking, and market information functions. The highest cost is on channel level 3 type 1. The lowest cost is on channel level 2. The highest profit is on channel level 3 type 1. The lowest profit is on channel level 1. The highest margin is on channel level 3 type I and type II. The lowest margin is at channel level 1. The most efficient marketing channel is channel level 2 and the least efficient marketing channel is channel level 3 type I.

**Keywords:** Duku, Efficiency of the Marketing Channel, Karangampel Village