

## **ABSTRACT**

### **KERAGAAN PEMASARAN SALAK PONDOH TASIKMALAYA**

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The aim of this research is to know the channel of marketing *zalacca edulis* fruit Tasikmalaya in Cibeureum Sub.distinct. The function of marketing is carried on by marketing institutions in each marketing channel, the magnitude of marketing margin, farmer's share. The percentage of costs and the profitability of *zalacca edulis* fruit Tasikmalaya. The method of this research is a survey method. The result of this research indicate three marketing channels of *zalacca edulis* fruit Tasikmalaya, they are The channel of zero level : Farmer - Consumer. The channel of first level : Farmer - Retailer - Consumer. The channel of second level : Farmer - Broker/Middleman - Retailer - Consumer. The function of marketing is sales, purchases, transportation, sorting, risk management and market information. The total of margin on the first level channel is Rp. 3.000/kg and on the second level channel is Rp. 7.000/kg. The percentage of marketing costs on the first level channel is 20 percent and on the second level channel is 19,1 percent. The percentage of profits on the first level channel is 80 percent and on the second level channel is 80,74 percent. Farmer's share on channel first level is 57,14 percent and on the second level channel is 41,67 percent.

Key words : Marketing channels, Marketing margin, *Zalacca edulis* fruit Tasikmalaya