

ABSTRACT

MARKETING COMPARISON RED CHILI THROUGH SUB TERMINAL AGRIBUSINESS IN SUKAKERTA VILLAGE PANUMBANGAN DISTRICT CIAMIS

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This research aims to know the comparison between marketing red chili in Sukakerta vilage Panumbangan district, Ciamis that Throught STA and not Through STA seen from structure, conduct and market performance.

Research method used in this research is survey. Methods of determining the respondent of farmers are deliberately based on certain criteria and to know the respondent marketing institution used method snowball sampling.

Based on research results, there is one pattern of marketing channels through STA and there are two patterns of marketing channels Non STA. Market structure that occurs in merketing through STA approaches the market oligopoly differentiation, while non STA marketing approach the perfect competition market.

The market conduct that is formed form marketing through STA is proces of buying and selling by way of a charter based on quality, payment system is paid later, the price determined unilaterally by the STA and the farmers have established a partnership. The market behavior that is formed from the marketing Non STA is the sale and purchase process by not wholesale basis based on quality, ash and mixed payment system, pricing with bargaining process and the farmer sells red chili on the merchant collecting and selling freely. Margin, cost, marketing profit obtained by the marketing agency of red chili through STA is greater than marketing of non sta, so marketing efficiency of red chili 8,24%.

Keyword: Red Chili , STA, Panumbangan