

ABSTRACT

CHANNELS AND MARKETING MARGIN OF CAYENNE PEPPER (*Capsicum frutescens L*)

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This objective of this study is to analyze marketing channels, marketing agency functions, costs, profits, margins and farmer share. The research method used is the survey method. Purposive sampling was used for the marketing channel for cayenne Pepper that held in Cisurupan, Garut from August 2022 to March 2023. Respondent is determined by using snowball sampling, the types of data used are primary data and secondary data. The research result showed that there are 3 marketing channels for Cayenne Pepper, namely: channel I is a 3-level channel; producers → collectors → wholesalers → retailers → final consumers. Channel II is a 2 level channel; producer → collectors → retailer → final consumer. Channel III is a level 1 channel; manufacturers → retailers → final consumer. Total marketing cost for channel I is Rp. 7.194/kg, channel II is Rp. 3.575/kg. channel III is Rp. 1.734/kg. Total marketing profit of channel I is Rp. 13.094/kg, channel II is Rp. 12.925/kg. channel III is Rp. 8.266/kg. Total marketing margin on channel I is Rp. 20.287/kg, channel II is Rp. 16.500/ kg. channel III is Rp. 10.000/kg. *Farmer share* in channel I is 59,90 percent, channel II is 65,26 percent and channel III is 80 percent.

Keywords: Marketing Channel, Marketing Function, Cayenne Pepper, *Farmer's Share*