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This research aims to determine the form of marketing channels, marketing margins, price share received by producers and the marketing efficiency of gadung chips in gadung chip farming businesses in Jombang Regency. This research uses quantitative descriptive methods. Sampling was carried out purposively. Respondents include producers, retailers, collectors and consumers. Data was obtained from direct observation in the field through interviews and questionnaires. The research results show that the marketing channel for Gadung chips consists of two marketing channels, namely; level zero channels consist of producers □ consumers, level 1 marketing channels consist of producers □ collectors □ retailers □ consumers. The total margin on level zero channels is zero, level 1 marketing channels are IDR 20,000 and level 2 marketing channels are IDR 20,000. The share of prices received by level zero channels is non-existent, the share of prices in level 1 channels is 63%; while in level 1 channels it is 20.5%. The efficiency value in level zero marketing channels is non-existent, in level 1 marketing channels it is 63% so it can be seen that marketing channels in channel one are more efficient because the marketing costs incurred in the first channel are less.

Keywords: Gadung chips, marketing margin

