

ABSTRAK

ROMMY QURNIATI. Marketing of Agroforestry Fruit Product in Lampung Province. Under the advisory committee of DUDUNG DARUSMAN and JAMES M. ROSHETKO.

Lampung province has endowed good land and agroclimate condition to support to development fruit commodities. One significant constrains in fruits commodities development has been their marketing system, which is very important subsystem agribusiness to move the whole fruits agribusiness system.

The objective of this thesis research was to understand marketing channels, marketing margin, market integration through price correlation analysis and price transmission elasticity, and fruits marketing efficiency in Lampung province.

Fruits marketing channels in Lampung province had six patterns of marketing channel: channel 1 (farmer, final consumer), channel 2 (farmer, retailer, final consumer), channel 3 (farmer, assembler, retailer, final consumer), channel 4 (farmer, assembler (local), wholesaler (local), retailer (local), final consumer (local)), channel 5 (farmer, assembler (local), wholesaler (non local), retailer (non local), final consumer (non local)), channel 6 (farmer, industry, final consumer).

Marketing systems in banana, rambutan mango, durian, duku, and orange, were indicated due to unequal inefficient distribution of profit margin and ratio of profit margin (RPM) in each level of market institution and channel. Values of profit margin had variation in range of 22 until 3.231 and RPM had variation in range of 0,12 until 227,57.

Coefficient of regression for banana and orange were 0,4439 and 0,5679, and transmission elasticity of banana price was 1,4304 and orange 1,1336. Coefficient regression of less than one and transmission elasticity of more than one showed that market structure was imperfect competition, inefficient marketing system and indication of oligopsonistic power.