

ABSTRACT

Marketing aims to attract buyers' attention in consuming the products offered. So marketing is how to satisfy customer needs. If marketers understand customer needs well, develop products that have superior value and set prices, distribute and promote their products effectively, then these products will sell easily. Kalibening hamlet, Kebondalem village, Jambu sub-district, Semarang regency is a leading local avocado producing center. In Kalibening hamlet, Kebondalem village, Jambu sub-district, Semarang district, avocado plants are cultivated on approximately 50 hectares. The local avocados grown are Kalibening, Eligator, Miki, Nina and Kelut varieties. The research aims: to determine marketing channels, the size of the farmer's share and the marketing margin for local avocados in Kalibening hamlet, Kebondalem village, Jambu sub-district, Semarang district.

The research was conducted using a qualitative descriptive method approach. Data collection was carried out by distributing questionnaires to farmers (38 farmers), collectors (4 people) and wholesalers (2 people) and 7 retailers. The data collected was tabulated and analyzed using marketing channels, farmer's share and marketing manjin.

The research results show 1) The avocado marketing channel on channel 1 provides greater total profits than marketing channel 2. 2) The percentage of farmer's share value on channel 1 is 61.11%, channel 2 is 57.14%. 3) The margin value is IDR. 11,973.47 with a percentage of 44.39% on channel 1, channel 2 amounted to 15,000.00 with a percentage of 55.61%.

Keywords: Marketing, local avocado, Kalibening