

ABSTRACT

This research was conducted on Mr. Safwandi's oyster mushroom farm in Gampong Panggoi Muara Dua District, Lhokseumawe City. This study aims to 1) determine the amount of income obtained from Mr. Safwandi's oyster mushroom farm in Gampong Panggoi Muara Dua District, Lhokseumawe City, 2) identify the marketing channel pattern of oyster mushroom farming in Gampong Panggoi Muara Dua District, Lhokseumawe City. The data analysis method used is quantitative and descriptive qualitative analysis method. The results of this study indicate that 1) Mr. Safwandi's oyster mushroom farm obtained an income of Rp.29,636,336 per year with the use of production costs incurred of Rp.39,773,664 per year and the cost of revenue received of Rp.69,410,000 per year. The R/C Ratio value obtained by Mr. Safwandi's oyster mushroom farm is 1.74, meaning that this oyster mushroom farm is profitable and feasible to run. 2) on Mr. Safwandi's oyster mushroom farm there are 2 marketing channels, namely the zero-level marketing channel, namely producer-consumer and level one channel, namely producer-retailer-consumer.

Keywords : *Income, Marketing Channel, Oyster Mushroom*