

ABSTRACT

CUT FATMA BALQIS. Analysis of Income and Pattern of Salted Fish Marketing Channels in Kuala Geulumpang Village, Julok District, East Aceh Regency. Guided by ADHIANA AND BARMAWI.

This study aims to analyze the income and pattern of marketing channels in Mr. Zulfan's salted fish processing business in Kuala Geulumpang Village, Julok District, East Aceh Regency. This business produces two types of salted fish, namely Jalue salted fish (*Saurida tumbil*) and Meneng salted fish (*Sardinella fimbriata*). The methods used in this study are quantitative and qualitative descriptive, with data collection techniques in the form of observation, interviews, and documentation. The results of the study show that the total production cost per month is IDR 19,140,222, with a total revenue of IDR 30,250,000, resulting in a net income of IDR 11,109,778. The R/C ratio value of 1.58 and the B/C ratio of 0.58 shows that this business is feasible and profitable to run. There are two marketing patterns used, namely from direct producers to consumers and from producers to agents. The marketing pattern through agents is considered more effective because it is able to buy salted fish in large quantities and sustainably.

Keywords : Income, Marketing Channel, Salted Fish, R/C ratio, B/C ratio.