

## ABSTRACT

This research was conducted on the Tempe Cap Bunga Mawar business owned by Mr. Mawardatinur in Tunong Bugeng Village, Darul Falah District, East Aceh Regency. The development of the Tempe Cap Bunga Mawar Agroindustry business requires integration between the production activities they carry out that can be linked to increased marketing activities, so that the resulting product can be widely known by the public. In this case, the role of marketing institutions in distributing Tempe Cap Bunga Mawar until it reaches the hands of end consumers is very reliable. However, the more institutions involved, the longer the marketing channel that must be taken, this can also have an impact on the price that must be paid by end consumers will be more expensive, so that the owner of the Tempe Cap Bunga Mawar Agroindustry business is required to be careful and selective in choosing which channel is the most efficient and profitable so that this business is feasible to continue. The purpose of this study was to determine the number of channels and institutions involved and to analyze the margin value, profit ratio and efficiency in marketing activities. The data analysis method used was descriptive qualitative and quantitative analysis. The results of this study indicate that the Tempe Cap Bunga Mawar business has 3 marketing channels, namely: 1. (Producer-Consumer), 2. (Producer-Retailer-Consumer), 3. (Producer-Retailer-Intermediary-Consumer). Meanwhile, from the quantitative analysis aspect, the Tempe Cap Bunga Mawar business in Channel II is the most efficient with the price of tempe obtained by the end consumer at the retailer being Rp. 1,000,- for small tempe, Rp. 2,000,- for medium tempe and Rp. 5,000,- for large tempe with the acquisition of a margin share figure of 80% and an efficiency level percentage of 19.93%. The Tempe Cap Bunga Mawar business has a profit ratio of Rp. 1.15. With the provision that every R/C ratio spent Rp. 1.00,- will get a profit of Rp. 1.15,-. Therefore, with a R/C ratio greater than 1, it can be concluded that the Tempe Cap Bunga Mawar agro-industry is feasible to continue.

**Keywords:** Tempe Business, Marketing Channels, Marketing Institutions, Marketing Margin, Profit Ratio, and Marketing Efficiency