

ABSTRACT

This study aims to analyze the income received by farmers, marketing channel patterns, and the marketing efficiency of oyster mushrooms at the Indonesian Army's Arhanud, managed by Mr. Dedi in Gampong Pulo Rungkom, Dewantara District, North Aceh Regency. The analysis methods used are marketing margin income analysis, profit, farmer share, and marketing efficiency. The results of the study show that there are two oyster mushroom marketing channel patterns. The results of the oyster mushroom farming analysis show that the R/C value is 2.2. An R/C value >1 indicates that the business carried out by oyster mushroom farmers is profitable. The values of channel 1 and channel 2 are classified as efficient because they have efficiency values below 50%, namely 1.43% and 32%, respectively.

Keywords : *Oyster Mushrooms, Income, Marketing Channels, Marketing Efficiency*