

ABSTRACT

Seruway district is one of the oil palm producing areas which has a land area of 3,484 Ha with a total production of 45.12 thousand tons/ha. The oil palm plantation business in Muka Sungai Kuruk village is a people's business, the majority of oil palm farmers generally still rely on marketing agents to sell their crops, because there are obstacles faced by farmers, namely limited capital, one of which is providing vehicles used to sell their crops. The aim of this research is to determine the marketing channel pattern of oil palm fresh fruit bunches (FFB) and analyze the market structure of oil palm fresh fruit bunches (FFB) in Muka Sungai Kuruk Village, Seruway District, Aceh Tamiang Regency. Location determination was carried out deliberately (purposive sampling). The types of data used in this research are primary data and secondary data. The determination of oil palm farmer respondents was varied out deliberately (purposive sampling) in accordance with predetermined criteria, and for marketing institutions it was carried out using (snowball sampling) method. The research results show that there are two marketing channels, marketing channel I, which starts with farmers selling to small collectors and then selling to large collectors and finally to factories. Next, marketing channel II starts with farmers selling to large collectors then straight to the factory. At the small collector level, numbering 5 people with total purchases of 20,500/kg, has a Cr4 value of 92%, while at the level of large collector traders, numbering 4 people with total purchases of 73,300/kg, has a Cr4 value of 88%. The market structure for oil palm fresh fruit bunches (FFB) that is formed is an oligopsony market as measured by the concentration ratio (CR4)

Keyword : Palm Oil, Marketing Patterns, Market Structure