

## **ABSTRACT**

SUHARWANDI. Analysis of Market Behavior and Performance in Nutmeg Marketing in South Aceh Regency. Supervised by Dr. Adhiana, S.P., M.Si and Prof. Dr. Jamilah, S.P., M.P

This research was conducted in Ie Dingen Village, Meukek District, Batu Itam Village, Tapaktuan District, and Hulu Pisang Village, Labuhan Haji District, South Aceh Regency, Aceh Province. This research aims to analyze farmers' behavior in marketing nutmeg in South Aceh Regency and analyze the performance of the nutmeg commodity market in South Aceh Regency. This research is planned to be carried out in early November 2023 with primary data taken from sample farmers and sample traders. The analytical method used is looking at marketing channels, calculating marketing margins, farmer's share and profit-cost ratios. The results of the research show that the most efficient marketing channel for nutmeg in the form of wet nutmeg in Meukek District, South Aceh Regency is the third type of marketing channel, this is because the share received by farmers is more profitable and the largest profit ratio is also found in the third type of marketing channel. .

Keywords: Farmer's share, Marketing Efficiency, Marketing Margin, Nutmeg, Marketing channels, ,