

ABSTRACT

Coconut palm is a plant that grows in tropical climates and can be found throughout Indonesia, from mountainous areas to coastal areas. Coconut plants can also grow side by side with other food plants and their benefits from leaves to roots have become part of our people's daily lives. Nibung Hangu District has quite large inner coconut production potential which is located in Ujung Kubu Village and Jati Mulia Village. The results of this research use analysis : marketing margin, farmer's share and marketing efficiency. There are 5 coconut marketing channels in Ujung Kubu Village and Jati Mulia Village. The margin calculation results obtained by marketing channels vary. Marketing channel margin I Rp. 0/coconut, marketing channel II IDR 2,500/coconut, marketing channel III IDR 3,250/coconut, marketing channel IV IDR 4,250/coconut, and marketing channel V IDR 1,000/coconut. Coconut marketing efficiency in each marketing channel is included in the efficient category because the EF value is <33%. In marketing channel I the marketing efficiency value is 27.30%, in marketing channel II the efficiency value is 31,48%, in marketing channel III the efficiency value is 29.97%, in marketing channel IV the efficiency value is 32.37% and in Marketing channel V has an efficiency value of 30,44%. It can be concluded that the most efficient marketing channel is marketing channel I with an efficiency value of 27.30% because the marketing efficiency value is smaller. However, in this marketing channel only purchases are made in small quantities.

Keywords : Internal Coconut, Marketing Channels, Marketing Margin, *Farmer's Share*, and Marketing Efficiency.