

ABSTRACT

This research was conducted on avocado cultivation in Pondok Baru and Puja Mulia villages, Bandar District, Bener Meriah Regency. The aim of this research is to analyze the income and marketing channels of avocados in Pondok Baru and Puja Mulia villages, Bandar District, Bener Meriah Regency. Sampling was done using census method with a total population of 18 farmers surveyed. The data analysis method used is quantitative descriptive and qualitative descriptive to display Avocado marketing channels. The results of the research show that avocado cultivation is feasible in Pondok Baru and Puja Mulia villages with an R/C ratio of 12,45 and the avocado marketing channel used by most farmers in Pondok Baru and Puja Mulia villages , the sale of their avocados is to village collectors and village collectors resell it to consumers or through marketing channels 3 in Pondok Baru and Puja Mulia villages.

Keywords: Avocado Farming, Analysis Income, Marketing channels