

ABSTRACT

ELTO MIKO ALVARUQ, 21060072. *Marketing Analysis of Red Chili (Capsicum annum L.) in Talang Empat Sub-Sub-District Central Bengkulu Regency. Supervised by ANA NURMALIA and RIKA DWI YULIHARTIKA*

Red chili (*Capsicum Annum L*) is one of the horticultural plants that has high economic value, good and proper cultivation techniques are needed to obtain high quality production results. The high marketing margin of red chili is caused by a fairly large price difference between the price paid by consumers and the price received by farmers. In addition, the number of marketing institutions directly involved in the marketing distribution process, the more marketing costs and profits taken by the marketing. The objectives of this study are (1) To determine the marketing channels/chains of red chili in Talang Empat Sub-District, Central Bengkulu Regency, (2) To determine the marketing margin of red chili in Talang Empat Sub-District, Central Bengkulu Regency. The research methods used are descriptive analysis and quantitative analysis. The results of the study show that there are 3 marketing channels for red chili (*Capsicum Annum L*) in Talang Empat Sub-District, Central Bengkulu Regency, namely: (1) Farmers - Collectors - Retailers - Consumers, (2) Farmers - Retailers - Consumers (3) Farmers - Consumers. The margin of the collector trader is Rp3,000, while the margin of the retail trader who buys from the collector is Rp2,000, while those who buy directly from farmers are Rp5,000.

Keywords: Red Chili, Channels, Marketing, Talang Empat Sub-District

