ABSTRACT

KHAI RIDA. Marketing of Multipurpose Tree Products Developed by Agroforestry system in Lampung Province. Under the direction of DUDUNG DARUSMAN and JAMES ROSHETKO

The objectives of this research were to study marketing channel for multipurpose trees product with agroforestry system, to analyze market integration through vertical price correlation and price transmission elasticity, and to analyze the efficiency of multipurpose tree product marketing system in Lampung.

The research was conducted on October until November 2001 at eight selected regencies, seventeen districts and twenty one villages in Lampung Province which were the center of production areas of multipurpose tree produced by community forest. Analysis method for data are kualitatif (market organization) and kuantitatif analysis (marketing margin, price correlation coefisien, price transmission elasticity, and econometric (simple regerton). The dominance multipurpose tree species were Petai (Parkia speciosa Log), Jengkol (Phitelobium piringa), Jackfruit (Artocaropus integrat), Melinjo (Gnetum gnemon), Candlenut fruit (Aleurites moluccana Wild), Sugar palm (Arenga pinnata), Cinnamon (Cinnamomum burmanii).

The patterns of marketing channel had five channels: farmers → end consumer (1st Channel), farmers → collector trader 1 → end consumer (2nd Channel), farmers → collector trader 1 → collector trader 2 → end consumer (3rd Channel), farmers → collector trader 1 → collector trader 2 → grocer trader → end consumer (4th Channel), farmers → collector trader 1 → collector trader 2 → grocer trader → retailer trader → end consumer (5th Channel).

Margin distribution analysis showed that the highest price level that the highest price level received by farmer was at channel 1 for Petai 81,78 %, Jengkol 91,66 %, Melinjo 36,96 %, Candlenut fruit 89,88 %, Sugar palm 77,14 %, Jackfruit 80 %.

According to market integration analysis (price correlation between price at consumer and farmer level high. Those results showed indicates of imperfect competition and imperfect market system