

CHAPTER V

CONCLUSION AND IMPLICATIONS

A. Conclusions

Based on the results of the research that has been carried out, it can be concluded that:

1. The total marketing margin value of channel 1 is Rp3.000 the total marketing margin of channel 2 is Rp5.000, the total marketing margin of channel 3 is Rp8.000, while the total marketing margin of channel 4 is Rp3,000.
2. The farmer's share value in each marketing channel is channel 1 with a value of 85%, followed by channel 2 with a value of 78.25, then channel 3 with a value of 68%, and finally channel 4 with a value of 85.7%.
3. Based on the results of research using the Analytical Hierarchy Process (AHP) method regarding the shallot marketing channels obtained, namely channel 1 with a value of 0.246 or (24.6%), channel 3 with a value of 0.215 or (21.5%), channel 2 with a value of 0.196 or (19.6%), channel 4 with a value of 0.343 or (34.3%).

B. Implications

1. Based on research results, it is hoped that farmers in marketing will choose marketing channel 4 because it is the most profitable channel for farmers because the farmer's share value is the highest among other marketing channels.
2. Based on the research results, it is hoped that government institutions will make policies in determining the price of shallots and improve the shallot price information system which can be done through market information services.

C. Research Limitations

Research on this topic certainly has limitations that are expected to be perfected by further research. The following are some of the limitations of the research that has been conducted.

1. This study examines the marketing channels for shallots in Larangan District and Brebes Regency so that marketing institutions outside these areas are considered as final consumers.
2. Financial limitations in participating in marketing agencies outside the district.
3. In determining AHP criteria, opinions from experts, academics and the community must be considered.