

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Based on the research result that has been conducted can be concluded as follow:

1. Tambourine marketing margin in Kaliwadas village Bumiayu sub district Brebes regency in each marketing channel is : channel I has marketing margin by IDR 500,000/set because in this channel marketing agencies are involved more, and marketing channel II has marketing margin by IDR 450,000/set because the channel is the only producer to sell directly into the hands of local merchants without the trader collectors..
2. Both marketing channel have different producer's share value. This is caused by too many marketing institutions involved. Marketing channel I has producer's share value of 33.33, while marketing channel II has producer's share value by 40.
3. In tambourine marketing the highest profit margin accepted by local traders is marketing channel II, because in marketing channel II producers sell their products directly to local traders.
4. The elasticity price of tambourine industry in Kaliwadas village Bumiayu sub district is smaller than one that means market condition is not competing perfectly and tends to be monopsony market.

## **B. Implication**

1. Supposedly tambourine producers sell their products to channel II that has lower marketing margin compared to marketing channel I. Because the more marketing institutions involved the bigger the margin and the less efficient the marketing or tambourine itself.
2. It is better if tambourine producers sell their products to marketing channel II that has a bigger producer's share value compared to producer's share value in marketing channel I.
3. To increase profit margin in each marketing channel it is better if not too long in selling their products.
4. The need of development of market and price information up to the level of producers in example through SMEs socialization. This price and market information can be used by producers as reference in determining tambourine that will be sold and sufficient marketing facility enhancement therefore expected to be able to achieve tambourine marketing system efficiently.