

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the result and discussion of this research, it can be drawn the conclusions as follows:

1. Banana farming in Purbalingga Regency has been profitable, the analysis result of economic efficiency of banana in Purbalingga Regency is said to be efficient, because R/C value is more than one with an efficiency value of 1.46.
2. Banana farming in Purbalingga Regency has a long marketing chain, thus it has not fully benefited for farmers. The large number of marketing agencies involved in the marketing of banana affect the length of marketing channels and the amount of marketing costs.
3. Farmer's share is low. Based on table 18, the farmer's share in marketing channel I (37.50%) is lower than the marketing channel II (45.00%). This indicates that the more marketing agencies involved in the marketing of banana in Purbalingga Regency, the smaller the farmer's share.

B. Implication

Based on the descriptions above, the implications in this research are:

1. Overall, the banana farming has been efficient, so that the farmers are expected to maintain a good level of efficiency and develop the business as it has a good prospect.
2. Banana farming has been profitable, the farmers are expected to maintain good quality and marketing. Banana farming in Purbalingga Regency has a long marketing chain. Therefore, the government of Purbalingga Regency is expected to make a policy as a solution related to the marketing channel to promote the welfare, so that the channel can run well and efficiently to suppress the high prices in the market.
3. The farmer's share is low, thus it has not fully benefited for farmers. This situation causes the farmers to gain a relatively smaller profit. Therefore, it is expected that the farmers are able to produce a variety of processed bananas as it can boost the price of the banana.