

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusion

1. Based on the results of marketing research duku, there are three marketing channels duku in Kalikajar Village, Kaligondang Sub-district, Purbalingga District. Existing marketing channels in the Kalikajar Village, Kaligondang Sub-district, Purbalingga District as follows:

Marketing channel I Farmer → Bazaar

Marketing channel II Farmer → Retailer

Marketing channel III Farmer → Merchants collectors

2. Based on the research result, it can be concluded that the marketing margin of duku in Kalikajar Village, Kaligondang Sub-district, Purbalingga District, on marketing channel I is 0, marketing channel II is 5,166,6/kg and marketing channel III 4,333,3/kg. This indicates that the smaller the marketing margin will identify the higher level of marketing efficiency, on the contrary if the greater the marketing margin value will identify the lower the level of efficiency of the firm. The value for farmer's share in the three established marketing channels shows that farmer's share earned by farmers on marketing channel I is greater than marketing channel II and marketing channel III. This shows that the greater the value of farmer's share the greater the profits that farmers obtain.

3. The value of price transmission elasticity is greater than one. This indicates that the market is competing perfectly or it can also be interpreted that the rate of change in the price level of farmers is greater than the level of traders.
4. *Nilai Tukar Pendapatan Rumah tangga Petani* (NTPRP) is more than one. This indicates that farm households have a good enough level of welfare to meet their subsistence needs and have the potential to consume secondary or tertiary needs, or to save in the form of investments.

B. Implications

1. To get a high profit then one of the efforts that need to be applied is to choose an efficient marketing channel among other marketing channels.
2. To minimize marketing margin, one of the efforts that need to be done is to develop the existing duku farmer group. Through the duku farmer group, duku fruit bazaar has been done. With the duku bazaar, farmers can reduce marketing margins because the marketing channels do not go through intermediary traders so the marketing channel is short. In addition, there should be a festival of duku fruit to attract the attention of consumers outside the city so that production can be absorbed all duku.
3. Farmer's need to maintain price change information so that the rate of price change at farmer's level is greater than the level of traders. The rapid rate of price changes at the farm level will result in the farmer's income to be maximized.
4. Government needs to the developed the cultivation duku *brongsong* by agricultural extension. Through the application of the *brongsong* method, the

price of duku *brongsong* will be higher than that of common duku. So that will increase the income level of farmers, will directly improve the welfare.

C. Limitations of Research

This study has limitations limiting this research namely the lack of understanding of respondents to the questions in the questionnaire and the seriousness in answering questions. The problem of the subjectivity of the respondents can lead to the results of this study vulnerable to the bias of respondents' answers.