

Tofu Craftsmen Marketing Channel Cost, Margin, and Efficiency

Suswadi^{1,*}, N C Irawan¹, and A Cahyono²

¹ Agribusiness Department, Agriculture Faculty, Tunas Pembangunan University, Surakarta, Indonesia

² Undergraduate Student, Agribusiness Department, Agriculture Faculty, Tunas Pembangunan University, Surakarta, Indonesia

Email: suswadi_slo@yahoo.com

Abstract. Marketing is an important aspect of supporting tofu craftsmen (TC) business to stay in the industry while simultaneously fulfilling the public's demand for vegetable protein. This research aims to measure the cost, margin, and economic efficiency level of the TC marketing channel (MC). Descriptive as the basic research method, data collection by interview, observation, and recording. Researchers chose the purposive method for determining the location and marketing channels and the snowball sampling method to obtain samples. The study result showed that there are 3 MC, namely: a) MC 1 (tofu craftsmen - consumers); b) MC 2 (tofu craftsmen - retailers - consumers); and c) MC 3 (tofu craftsmen - retailers outside the city). The highest marketing costs in MC 3 of IDR 972/kg, the highest profit on MC 2 of IDR 5.218/kg, the lowest marketing margin on MC 1 of IDR 3.086/kg, and the highest farmer share (FS) is on channel 1 of 74.01%. MC 1 is the shortest and most efficient compared with MC 2 and 3, also has the lowest percentage of marketing margin (25.99%) and the highest FS (74.01%). MC 2 and 3 treat buyers through a purchase quantity discount strategy to increase marketing efficiency.

Keywords: cost, channel, efficiency, marketing, consumer