

ABSTRACT

Oranges are a plant that is much loved by the people of Indonesia. Of several types of citrus plants, the most widely loved by the wider community is siamese oranges. Luwus Village Baturiti District Tabanan Regency is one of the villages that have an orange farming business in Bali. The purpose of this study is to analyze marketing efficiency based on structure, conduct, performance of the siamese orange market in Luwus Village, Baturiti Subdistrict, Tabanan Regency. The study was conducted from September to October 2021. The study was conducted with respondents to 17 orange farmers in Luwus Village, using census techniques. The results of this study showed that the Market Structure in Luwus Village of Baturiti District of Tabanan Regency is seen from the marketing institutions involved in marketing, namely siamese orange farmers, steamers, wholesalers and retailers. Based on the results of observations on the field of imperfect competition market structure that leads to oligopoly market where the value of market share and CR4 is < from 80%, Market Behavior in Siamese Orange farming in Luwus Village, Baturiti District of Tabanan Regency with the results of calculation of the analysis of the value of the correlation coefficient (r) of prices at the farmer level with prices at the consumer level of 0, This means that there is no correlation or relationship between prices at the farmer level and prices at the consumer level. With a value of $r < 1$, this also means that the two markets integrate imperfectly, Market Performance on Siamese citrus farming in Luwus Village, Baturiti District, Tabanan County marketing margins are relatively low. And efficient marketing channels are level I channels (products sold from farmers directly to consumers).

Keywords: Market Structure, Market Conduct, Market Performance.

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