ABSTRACT

LIA HERLIANA. People’s Timber Marketing in Pamarican Sub-district, Ciamis Regency, West Java Province. Supervised by Dodik Ridho Nurrochmat dan Leti Sundawati.

Most farmers of people’s forest do not have sufficient knowledge about the market. Their lack of information as well as working capital paves the way for collecting traders’ dominant role, especially in the determination of market prices. As a result, in people’s timber marketing, the farmers generally become the unfortunate party, where there is an unfair distribution of benefits and the farmers always get a relatively smaller part compared to the other parties involved.

This study aimed to find out the characteristics of the players involved in people’s timber marketing, the forms of marketing channels, the income received by each player, and to learn the structure of people’s timber marketing from every marketer in Pamarican Sub-district, Ciamis Regency. The research was conducted from July to August 2011 with the selection of respondents using purposive sampling method. The respondents consisted of 60 forest farmers, 15 collecting traders, and 10 sawmill owners.

The research results showed that the marketers of people’s forest products at the study site consisted of forest farmers, collecting traders, and sawmill owners. In the meantime, there were two marketing channels: one-level channel and two-level channel. Its market the kind of woods sengon. Monthly income received by a forest farmer was Rp 148,430, while a trader got Rp 1,627,500, and a sawmill owner obtained Rp 31,827,000. The market structure at the level of farmers was pure oligopoly while at the level of traders and sawmill owners the market was pure oligopsony. The total marketing margin at channel 1 and 2, was: 50% and 45.83%, with a value of farmer's share of 50% and 54.17%. Based on the farmer's share and the marketing margin, the most efficient marketing channel at the study site was channel 2 since it had the largest value of farmer's share and the smallest total margin.

Keywords: People Forest, Marketing, Market Structure, Farmer Share