

ABSTRACT

LINTANG PUTRI INDAH NURSIAM, Marketing Analysis of Organic Rice in Koperasi Sahani Sleman Distric, Yogyakarta Special Territorial Province. Supervised by **SITI HAMIDAH** and **INDAH WIDOWATI**.

The aimed of this study to analyze the efficiency of product marketing of beras organic in the Koperasi Sahani, and analyze sales trends organic rice in the five months to come.

The basic method used in this research is descriptive method. The method implementation uses the case study method. Kinds of data used are primary and secondary data. Sources of data obtained from the Koperasi Sahani owner. Koperasi Sahani, consumer Organic Rice Koperasi Sahani, village office, and library research/ literature. Technique data collecting by observation, interviews, and recording data from April 2009 to Maret 2011.

The analyze the efficiency of organic rice in Koperasi Sahani using efficiency analysis, and to analyze sales trends used linear regression analysis method.

The result showed that the marketing of organic rice in Koperasi Sahani is efficient because, the cost is smaller than the gains. Based on data analysis can be known that good, sales trend of the organic rice tanded to increase for five months to come.

Keywords : Organic Rice, Marketing Efficiency, Sales Trends.