

ABSTRACT

RAMBU UPA RADJI, Profit Analysis and Marketing Efficiency of Seagrass farming in Benda Village, Pahunga Lodu Subdistrict, East Sumba Regency. Supervised by **BUDIARTO**, and **AGUS SANTOSA**

The Research objectives are to (1) analyze the profit between seagrass farming direct marketing and indirect marketing; and (2) analyze the seagrass farming between marketing efficiency of direct marketing and indirect marketing. Descriptive analysis used as research method, while locations of this research used purposive sampling method. Respondents were selected employed judgment sampling, with total 24 farmers from Benda Village. Farmers were selected through snowball sampling. Data were gathered from cultivators, relevant instances, reference. *t*-test is used to analyze agricultural profit and marketing efficiency.

Research result shows that profit of seagrass farming and marketing efficiency of seagrass farming is higher on direct marketing than indirect marketing

Keywords : agricultural profit, marketing, efficiency