ABSTRACT

Pepi Nopilasari, **"Analysis of Marketing Margin and Market Integration of Mutton Commodity in Regional Livestock Market, Kadipaten Market, and Talaga Market at Majalengka Regency"**. Script with the counsellor Vandrias Dewantoro and Budiarto. Agriculture Faculty of Pembangunan Nasional "Veteran" University, Yogyakarta.

The research aims to know how big of the margin was accepted by marketing agencies, to analyzing market integration between market suppliers and market retailers of lamb in regional livestock market, Kadipaten market, and Talaga market, and to know the behavior of traders who sell lamb in the research site.

The basic method used is descriptive method. Methods of implementation used survey methods and the method of determining location using purposive method.

Regional livestock market is as market supplier, Kadipaten market and Talaga market as a market retailers.

Data type used are primary data and secondary data. Data collection techniques by observation, interview, questionnaires. To know how big of the marketing margin is used marketing margin analysis, while to knowing market integration used by statistical analysis of secondary data with approach Autoregressive Distributed Lag and Index of Market Connection model.

The biggest marketing margin was accepted by the second channels of marketing up to Rp 15.000. Because addition of marketing cost was higher than the first channels of marketing. The level of IMC index from regresion analysis between regional livestock market and Kadipaten market is $-1,408 \times 10^{14}$, it means that the level of lamb market integrity between Regional livestock market and Kadipaten market is high in longterm. While on the level of IMC index between regional livestock market and Talaga market is 4,67, it means that the level of lamb market integrity between Regional livestock market and Talaga market is low in longterm.

Keywords : Marketing margin, Market integration, Lamb.