

**Isa Setyawan.** 2023. *Efficiency Analysis and Marketing Strategy at Citra Rasa SMEs Margoluwih Seyegan Sleman Regency. Supervised by Indah Widowati and Heni Handri Utami.*

## **ABSTRACT**

*This research it aimed; 1. To analyze the marketing margins of each marketing channel for eel chips at Citra Rasa SMEs; 2. To analyze the marketing efficiency of Citra Rasa eel chips in each of the existing marketing channels; 3. To analyze the marketing strategy of Citra Rasa SMEs. Descriptive method was used for basic method. The method of conducting this research uses a survey method. The location determination method is by purposive sampling method. Producer sample taking method using a case study method. The sample of intermediary traders and consumers is determined by the snowball sampling method. The data was collected with interviews, questionnaires, primary data, and secondary data. The analysis technique was carried out by analyzing marketing efficiency, descriptive analysis for marketing strategies, and marketing margin analyzing. The results show that in short marketing channel, the retailer's marketing margin is IDR 16.750/kg. For long marketing channel II, for collectors the marketing margin is IDR 12.000, while for retailers, the marketing margin is IDR 10.000/kg. Based on the results it shows that short marketing channel is the most efficient with a marketing efficiency value of 13,68%. The marketing strategy carried out by Citra Rasa is (1) Price (price), with the 4 price variants given based on the quality of the chips, the range of consumer purchasing power will be wider from the middle class to the upper class; (2) Place (place), Citra Rasa maintains harmony with residents by giving a little fortune each year to residents and also goes picnics with residents. Furthermore, the provision of signs or guides to make it easier for customers to come to the location has also been implemented properly; (3) Promotion (promotion), Citra Rasa carries out promotions using social media platforms Instagram, Facebook, Toko Pedia, Tiktok and Whatsapp and providing physical brochures and business cards; (4) the product (product), Citra Rasa uses premium ingredients, uses a first in first out system and also applies a discount of 10-15%.*

*Keywords: Marketing Efficiency, Marketing Margins, Marketing Strategy, Eel Chips*