*ABSTRACT*

*ANDRI NOPRIEYANTO. Marketing Analysis Gurami Sitimulyo Village, District Piyungan, Bantul. Guided by INDAH WIDOWARTI, and HENI HANDRI UTAMI.*

*The purposes of this study was to assess the level of marketing efficiency at each - each institution marketing channels gourami based marketing pattern is formed, the marketing margins received by the fish farmers with the price paid by the final consumer, or the difference between the purchase price and the selling price on marketing carp in the village Sitimulyo Piyungan District of Bantul. The basic method of this research is descriptive method and its implementation with teknnik survey. The method of sampling areas is purposive sampling method, namely in the village Sitimulyo Piyungan District of Bantul. The method of determining the sample of farmers using census method. While the method of sampling traders using snowball sampling method. The data uses primary data and secondary data. Technique data collecting by interview and observation.*
*The results of this study indicate that there are two patterns of marketing channels carp namely, short marketing channel: (fish farmers) → traders → retailers → consumers, marketing channel length: (fish farmers) → traders → wholesaler → retailer → consumer. The marketing margin on the short marketing channels is smaller than the long marketing channels. Then the short marketing channels have greater efficiency than long marketing channels. It can be concluded that the levels of the greatest marketing efisiecy is on the short marketing channels more efficiently.*

**Keywords; channel marketing, marketing margins, marketing efficiency, fish**