The Research objectives are to (1) analyze the profit between seagrass farming direct marketing and indiered marketing; and (2) analyze the seagrass farming between marketing efficiency of direct marketing end indired 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 formasi from Benda Village. Frader were selected trough 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