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## **ANALYSIS OF BEEF CATTLE MARKETING IN KUPANG REGENCY, EAST NUSA TENGGARA PROVINCE, INDONESIA**

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### **Abstract**

The activities of intermediaries in the marketing of beef cattle in Kupang Regency ENT include purchasing, transportation, sorting, standardization and grading, and sales. This research is conducted by using survey method and aims to analyze, (1) price transmission among intermediary institutions involved in cattle marketing. (2) integration of beef cattle market at various market levels, ranging from farmers to inter-island traders, and (3) market performance of beef cattle in Kupang Regency of ENT. The results of this study showed that price transmission between intermediary traders and farmers was not perfect; while the transmission of prices between traders between islands with farmers, as well as with brokers occurs perfectly. Market integration between: Brokers (Pp) and farmers (Pf), as well as between Pf and Pp, and Pap (inter island traders) are not perfect; while Pap and Pf and Pap and Pp are perfectly integrated. Farmer's share is 59.01%. Marketing margin of Rp. 4,955,891 distributed among intermediate traders of Rp 2,112,087 and inter island traders of Rp. 2,843,804. Share costs and profits for intermediary traders 12.31%, and 87.69%; inter island traders 62.80% and 37.20%. This indicated that, the distribution of costs and profits is still unbalanced.

**Keywords:** Price Transmission, Market Integration, Farmer's share, Marketing Margin, Efficiency

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