



















their products. The disadvantage of direct sales without intermediaries is that the costs are greater and the promotion area is narrower so that the reachability of meeting new customers is less.

The efficiency of marketing channels can also be influenced by the marketing chain. Long marketing chains can be inefficient. This causes too much marketing profit taken by marketing actors (Prasetyo 2003). Because more and more marketing institutions are involved, marketing costs will be greater and prices will increase, of course marketing margins will also be greater than Farmer's share.

## CONCLUSION

Based on the results of a comparative study of marketing of shrimp crackers through online and offline in Indramayu take some conclusions as follows:

1. Comparison of the marketing mix of online and offline shrimp cracker traders using marketing mix analysis shows that online is superior in terms of place, promotion, and personnel. Whereas offline is superior in terms of product and price aspects. The average sales are 130 units online and 2100 units offline per month, while the price is online traders Rp 13.000/250gr or Rp 52.000/kg and offline traders Rp 12.000/250gr or Rp 48.000/kg. Furthermore, financial comparisons using financial analysis note that offline is superior to all aspects than online.
2. The efficiency level of marketing channel comparison by using marketing channel analysis is that the shrimp cracker marketing agency has 3 marketing channels, offline channels I, offline II, and online with each channel being efficient because the farmer's share is still greater than marketing margin. The best level of efficiency of marketing channels is in the offline channel II with 100% farmer's share.

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