

ABSTRACT

Chili is a national superior commodity that is needed by the community in daily life. Suralaga sub-district is a chili-producing center in East Lombok district. The main problem is the mulch system and the unstable price of cayenne pepper, this causes cayenne pepper farmers to grow chili peppers and there is no guarantee of a definite price at harvest time. This study aims to determine the marketing efficiency of cayenne pepper, the cost, and the profit. The method used in this research is descriptive analysis method and its implementation is survey technique. The sample of respondents amounted to 30 people with a quota sampling method and the determination of respondents in each village. Samples are carried out professionally random sampling.

The results of this study can be concluded that using a plastic mulch system is more efficient in Suralaga district. This is based on the results of the study showing that:

1. The cost of farming cayenne pepper using a black silver plastic mulch system (MPHP) in Suralaga District.
2. Feasibility of cayenne pepper farming using black silver plastic mulch system (MPHP) in Suralaga District.
3. Obstacles that are obstacles faced by cayenne pepper farmers using the black silver plastic mulch system (MPHP) in Suralaga District.

Keywords ; Efficiency, Silver Black Plastic Mulch, Cayenne Pepper.