

ABSTRAK

Distribution Line is the process of distribution of goods and services producers kekonsumen finite , the length of the distribution channel , the higher the cost to be incurred by market participants are subject to the final consumer , This study uses primary data using snowball sampling method as data retrieval techniques

The results of this study illustrate that the commodities that are in the DIY chili has two Paths that enter and exit the area DIY . The first path chili from DIY DIY shipped out at a price that is not promising for chili farmers DIY. The second path is sent from regional chili peppers producing district in Central Java province to DIY.sebagian great chili consumed by consumers in DIY originating from Central Java. . Differences margin farmers obtained very lame and do not have the bargaining power to wholesalers and wholesalers, because the pricing of chili is determined by both parties in the distribution lines chili The longer the distribution line , the more expensive the price of chili. This data using primary data begins starting from end consumers , merchants / retailers , wholesalers , wholesalers , and farmers chili .

Key words : Distribution lines , Price , Chilli