

Intisari

PEMASARAN SALAK NGLUMUT KECAMATAN SRUMBUNG KABUPATEN MAGELANG.

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Penelitian ini bertujuan untuk mengidentifikasi saluran pemasaran dan margin pemasaran salak nglumut, *farmer's share*, dan efisiensi kegiatan pemasaran, Lokasi penelitian ditentukan dengan metode *purposive sampling*. Pengambilan sampel petani dilakukan menggunakan teknik *purposive sampling* dengan melibatkan 50 petani, sedangkan sampel pedagang menggunakan metode *snowball sampling* dengan melibatkan 22 pedagang di Kecamatan Srumbung, Kabupaten Magelang. Hasil penelitian menunjukkan bahwa terbentuk tiga jenis saluran pemasaran yaitu (1) Saluran pemasaran pendek: Petani – Pengepul – Non-Konsumen, (2) Saluran pemasaran sedang: Konsumen – Pengepul – Pengecer – Konsumen dan (3) Saluran pemasaran panjang: Petani – Pengepul – Pedagang Besar – Pengecer – Konsumen. Margin pemasaran salak nglumut terbesar terdapat pada saluran pemasaran panjang yaitu sebesar Rp 4.642/kg dan margin terkecil pada saluran pemasaran pendek yaitu sebesar Rp 2.173/kg. *Farmer's share* terbesar terdapat pada saluran pemasaran pendek yaitu sebesar 67,00% dan *farmer's share* terkecil pada saluran panjang sebesar 44,00%. Pemasaran salak nglumut yang paling efisien adalah saluran pemasaran pendek dengan nilai efisiensi pemasaran sebesar 0,08.

Kata kunci : pemasaran salak nglumut, saluran pemasaran, margin pemasaran, *farmer's share*, efisiensi pemasaran.

Abstract

MARKETING OF SALAK NGLUMUT IN SRUMBUNG DISTRICT MAGELANG REGENCY

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This study aims to identify marketing channels and marketing margin of salak nglumut, farmer's share and efficiency of marketing activities. The research location is determined by purposive sampling technique. The sampling of farmers was conducted with purposive sampling technique involving 50 farmers, while the sample of vendors was using snowball sampling method involving 22 vendors in Srumbung District, Magelang Regency. The results showed that three marketing channels are formed, which are; (1) Short marketing channels : Farmers – Traders collectors – Non-Consumers, (2) Medium marketing channels : Consumers – Traders collectors – Retailers – Consumers and (3) Long marketing channels : Farmers – Traders collectors – Big Vendors – Retailers – Consumers. The biggest marketing margin of salak nglumut is in long marketing channel which is Rp. 4.642/kg and the smallest marketing margin is in the short marketing channels which is Rp 2.173/kg The biggest farmer's share is in short marketing channels which is 67,00% and the smallest one is in long marketing channels with percentage of 44,00%. The most efficient marketing of salak nglumut is a short marketing channel with a marketing efficiency of 0,08.

Keywords : marketing of salak nglumut, marketing channel, marketing margin, farmer's share, marketing efficiency.