



Intisari

Penelitian ini bertujuan untuk mengetahui: (1) margin pemasaran pada masing-masing saluran pemasaran tembakau rajangan Kecamatan Selo, Kabupaten Boyolali, (2) *farmer's share* pada masing-masing saluran pemasaran tembakau rajangan Kecamatan Selo, Kabupaten Boyolali, (3) efisiensi pemasaran pada masing-masing saluran pemasaran tembakau rajangan Kecamatan Selo, Kabupaten Boyolali. Lokasi penelitian ditentukan dengan menggunakan metode *purposive sampling*. Pengambilan sampel produsen dilakukan dengan menggunakan metode *proportional random sampling* dengan melibatkan 40 produsen. Pengambilan sampel pedagang dan sampel konsumen menggunakan metode *snowball sampling*. Untuk mengetahui margin pemasaran, *farmer's share*, dan efisiensi pemasaran digunakan analisis kuantitatif. Hasil penelitian menunjukkan terdapat 3 saluran pemasaran tembakau rajangan Kecamatan Selo, Kabupaten Boyolali. Saluran I (pendek) merupakan saluran paling efisien dengan nilai margin pemasaran paling rendah sebesar Rp0,00/kg, *farmer's share* paling tinggi 100,00%, dan nilai efisiensi paling rendah sebesar 4,03%.

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



Abstract

This study intends to (1) determine the marketing margins for each marketing channel of cut-tobacco of Selo Sub District Boyolali Regency (2) knowing the *farmer's share* in each marketing channel for cut-tobacco of Selo Sub District Boyolali Regency, (3) knowing the marketing efficiency of each marketing channel of cut-tobacco of Selo Sub District, Boyolali Regency. The site of the research was established using a method of *purposive sampling*. The *proportional random sampling* approach was used to take a sample of producers, this research involved 40 producers. The *snowball sampling* method was used to determine sample merchants and consumer samples. To examine the marketing margin, *farmer's share*, and marketing efficiency, quantitative analysis was applied. The results indicated that there were three marketing channels for cut-tobacco of Selo Sub District Boyolali Regency. Channel I (short) is the most efficient channel with a marketing margin value of Rp0,00/kg, which is the lowest. The maximum *Farmer's share* is 100 %, whilst the minimum efficiency value is 4,03 %.

Key words: marketing channel, marketing margin, *farmer's share*, marketing efficiency.