



## INTISARI

Harga jambu kristal yang berfluktuasi memiliki dampak langsung terhadap tingkat efisiensi pemasaran jambu kristal. Kecamatan Mirit sebagai sentra jambu kristal di Kabupaten Kebumen perlu ditelaah efisien atau tidaknya saluran pemasaran yang dijalankan. Penelitian ini bertujuan untuk mengetahui (1) tipe saluran pemasaran, (2) nilai margin pemasaran, (3) nilai *farmer's share*, (4) tingkat efisiensi, dan (5) pengaruh sensitivitas harga jual jambu kristal Kecamatan Mirit di Kabupaten Kebumen. Lokasi penelitian ditentukan dengan metode *purposive sampling*. Sejumlah 50 petani jambu kristal diperoleh dengan metode *proportional random sampling*, sedangkan 12 pedagang jambu kristal diperoleh dengan metode *snowball sampling*. Hasil penelitian menunjukkan bahwa (1) terdapat tiga tipe saluran pemasaran jambu kristal yaitu Saluran Pemasaran I melibatkan Petani – Konsumen Akhir Lokal, Saluran Pemasaran II melibatkan Petani – Pengepul – Pengecer – Konsumen Akhir Lokal, Saluran Pemasaran III melibatkan Petani – Pengepul – Pedagang Besar – Pengecer – Konsumen Akhir Lokal; (2) saluran III merupakan saluran terpanjang dengan margin pemasaran terbesar yaitu Rp 6.667/kg dan saluran I merupakan saluran terpendek dengan margin pemasaran terkecil yaitu Rp 0/kg; (3) saluran III memiliki nilai *farmer's share* terkecil yaitu 45,21% dan saluran I memiliki nilai *farmer's share* terbesar yaitu 100%; (4) saluran I merupakan saluran paling efisien; (5) saluran pemasaran semakin tidak efisien ketika harga jual mengalami penurunan.

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

## ABSTRACT

The fluctuating price of crystal guava has a direct impact on the efficiency level of crystal guava marketing. The Mirit Sub-district, as the production center of crystal guava in Kebumen Regency, needs to examine the efficiency of the marketing channels. This research aims to determine (1) the number of marketing channels, (2) the value of marketing margin, (3) the value of farmer's share, (4) the level of marketing efficiency, and (5) the impact of price sensitivity on Mirit Sub-district's crystal guava in Kebumen Regency. The research location is determined by using the purposive sampling method. 50 crystal guava farmers are determined by using the proportional random sampling method, while 12 crystal guava traders are determined by using the snowball sampling method. The results of the research indicate the following that (1) there are three marketing channels for crystal guava namely Marketing Channel I involves Farmers - Local End Consumers, Marketing Channel II involves Farmers - Collectors - Retailers - Local End Consumers, Marketing Channel III involves Farmers - Collectors - Wholesalers - Retailers - Local End Consumers; (2) Channel III is the longest channel with the largest marketing margin, which is Rp 6.667/kg, and Channel I is the shortest channel with the smallest marketing margin, which is Rp 0/kg; (3) Channel III has the smallest farmer's share value, which is 45,21%, and Channel I has the largest farmer's share value, which is 100%.; (4) Channel I has the most efficient channel; (5) The marketing channel has less efficient as the selling price decreases.

**Keywords:** crystal guava, marketing channels, margin, farmer's share, marketing efficiency, sensitivity.