

ORGANIC RICE MARKETING CHANNEL AT BOYOLALI REGENCY

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ABSTRACT

This research aims to determine (1) The pattern of organic rice marketing channels in Boyolali Regency, (2) The amount of marketing margin in each organic rice marketing channel in Boyolali Regency, (3) The amount of farmer's share in each organic rice marketing channel in Boyolali Regency. The sampling method used was purposive random sampling aimed at farmers and organic rice traders in Boyolali Regency based on predetermined criteria. The sample obtained in this study was 40 farmer respondents and 7 trader respondents. The basic method used in this study was the quantitative analysis method using linear regression analysis and the T test. The results of the study showed (1) There are 4 organic rice marketing channels in Boyolali Regency, namely: (a) Farmers - Market retailers - Consumers, (b) Farmers - APPOLI - Consumers, (c) Farmers - APPOLI - Marketing agents - Consumers, (d) Farmers - APPOLI - Wholesalers - Retailers - Consumers. (2) The highest margin is in marketing channel 4, which is IDR 27,700/kg. (3) The largest share of the price received by farmers (farmer's share) is in channel 1, which is 52.54%. It is known that the number of marketing institutions influences the size of the margin and farmer's share.

Keywords: *marketing channels, marketing margin, marketing institutions, farmer's share, organic rice*

SALURAN PEMASARAN BERAS ORGANIK DI KABUPATEN BOYOLALI

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INTISARI

Penelitian ini bertujuan untuk mengetahui (1) Pola saluran pemasaran beras organik di Kabupaten Boyolali, (2) Besarnya margin pemasaran pada tiap saluran pemasaran beras organik di Kabupaten Boyolali, (3) Besarnya *farmer's share* pada tiap saluran pemasaran beras organik di Kabupaten Boyolali. etode pengambilan sampel yang digunakan adalah *purposive random sampling* yang ditujukan kepada petani dan pedagang beras organik di Kabupaten Boyolali berdasarkan kriteria yang telah ditentukan. Sampel yang diperoleh pada penelitian ini sebanyak 40 responden petani dan 7 responden pedagang. Metode dasar yang digunakan pada penelitian ini adalah metode analisis kuantitatif dengan menggunakan analisis regresi linier dan uji T. Hasil penelitian menunjukkan (1) Terdapat 4 saluran pemasaran beras organik di Kabupaten Boyolali, yaitu: (a) Petani – Pengecer pasar – Konsumen, (b) Petani – APPOLI – Konsumen, (c) Petani – APPOLI – Agen pemasaran – Konsumen, (d) Petani – APPOLI – Pedagang besar – Pengecer – Konsumen. (2) Margin tertinggi terdapat pada saluran pemasaran 4, yaitu sebesar Rp27.700/kg. (3) Bagian harga yang diterima petani (*farmer's share*) paling besar terdapat pada saluran 1, yaitu sebesar 52,54%. Diketahui jumlah lembaga pemasaran memengaruhi besaran margin dan *farmer's share*.

Kata kunci: saluran pemasaran, margin pemasaran, lembaga pemasaran, *farmer's share*, beras organik