

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) jumlah saluran pemasaran; (2) margin pemasaran; (3) *farmers share*; (4) efisiensi pemasaran jagung Kecamatan Piyungan di Kabupaten Bantul. Lokasi penelitian ditentukan dengan metode *purposive sampling*. Sampel petani ditentukan dengan metode *proportional random sampling* sejumlah 30 petani jagung. Sampel pedagang ditentukan dengan metode *snowball sampling* sejumlah empat pedagang jagung. Hasil penelitian menunjukkan bahwa (1) terdapat lima saluran pemasaran jagung yaitu saluran I: Petani – Konsumen lembaga, saluran II: Petani – Pabrik, saluran III: Petani – Pedagang perantara – Konsumen akhir, saluran IV: Petani – Pedagang perantara – Pabrik, dan saluran V: Petani – Pedagang perantara – Pedagang pengecer – Konsumen akhir; (2) saluran V merupakan saluran terpanjang dengan margin pemasaran terbesar; (3) saluran V merupakan saluran terpanjang dengan *farmers share* terkecil; (4) saluran pemasaran IV memiliki inefisiensi pemasaran terkecil atau paling efisien.

Kata kunci: pemasaran jagung, saluran pemasaran, margin pemasaran, *farmers share*, efisiensi pemasaran.

## ABSTRACT

*This study aimed to determine (1) marketing channels; (2) marketing margins; (3) farmers share; (4) marketing efficiency of corn Piyungan Subdistrict in Bantul Regency. The location of this research was determined by purposive sampling method, while the sample of farmers were determined by proportional random sampling to get 30 corn farmers. The sample of sellers were determined by snowball sampling to get four corn sellers. The results showed that (1) there were five corn marketing channels there are channel I: farmer – institute consumer, channel II: farmer – company, channel III: farmer – agent – consumer, channel IV: farmer – agent – company, channel V: farmer – agent – retailer – consumer; (2) Channel V was the longest channel with biggest marketing margin; (3) Channel V was the longest channel with lowest farmers share; (4) Channel IV had lowest inefficiency of marketing or the most efficient channel.*

*Keywords: corn marketing, marketing channels, marketing margins, farmers share, marketing efficiency.*