



Intisari

Penelitian ini bertujuan untuk mengetahui: a) lembaga, fungsi, dan saluran pemasaran ikan laut segar, dan b) menganalisis efisiensi pemasaran ikan laut segar di Pantai Baron Kabupaten Gunungkidul. Penelitian dilakukan dengan metode survei. Penentuan responden dengan *proportional sampling*. Pengumpulan data lapangan dilakukan pada bulan Juli-Agustus 2019 dan Februari 2020 di Pantai Baron, Kabupaten Gunungkidul. Data primer dikumpulkan dari responden (nelayan, pengepul, pengecer, dan pengolah ikan) melalui wawancara menggunakan kuesioner. Data sekunder dikumpulkan dari data TPI Baron. Analisis lembaga dan saluran pemasaran dengan metode deskriptif, sedangkan efisiensi pemasaran dianalisis dengan rasio keuntungan terhadap biaya. Hasil penelitian menunjukkan bahwa terdapat enam saluran pemasaran ikan laut segar yang melibatkan nelayan, pengepul, pengecer, pengolah, dan konsumen. Fungsi pemasaran yang dilakukan meliputi fungsi pertukaran (pembelian dan penjualan), fisik (pengangkutan dan penyimpanan), dan pelancar (modal, risiko, sortasi, dan informasi pasar). Saluran pemasaran dua paling efisien dengan nilai rasio keuntungan terhadap biaya yang relatif sama antar lembaga pemasaran. Saluran pemasaran empat nilai margin pemasarannya terendah (Rp7.308,00/kg) dan *fisherman's share* terbesar (67,2%).

Kata kunci: efisiensi pemasaran, ikan laut segar, saluran pemasaran, Pantai Baron, Kabupaten Gunungkidul



Abstract

The aims of study were to : a) describe the marketing agents, function, and marketing channels of fresh marine fish, and b) analyze the marketing efficiency of fresh marine fish in coastal area of Baron, Gunungkidul Regency. The research was conducted by survey method. Sample respondents was choosed by proportional sampling method. Field data collection was carried out from July to August 2019 and February 2020 at Baron Beach.. Primary data were obtained from interviewing fisherman, collectors, retailers, and fish processors via questionnaire. Secondary data was obtained from Baron Fish Auction Office. The marketing agents, function, and marketing channels were analyzed by descriptive method, while marketing efficiency by calculating profit-cost ratio. The study showed that there were six marketing channels in the coastal of Baron. The marketing function were carried out by fishermen, collectors, retailers, food stall sellers, fish processors, and consumers. Of the six marketing channels, the most efficient was marketing channel 2, because the value of profit-cost ratio was almost equal for all marketing agents. Beside that, marketing channel 2 has the lowest marketing margin (Rp7,308/kg) and highest fisherman's share (67.2%).

Keywords: marketing efficiency, fresh marine fish, marketing channels, Baron Beach Gunungkidul Regency