

Intisari

PEMASARAN BUNGA KRISAN KECAMATAN SAMIGALUH KABUPATEN KULON PROGO

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Penelitian ini bertujuan untuk mengidentifikasi saluran pemasaran, margin pemasaran, *farmer's share*, dan efisiensi pemasaran bunga krisan. Lokasi penelitian ditentukan dengan metode *purposive sampling*. Pengambilan responden petani dilakukan menggunakan metode sensus dengan melibatkan 15 petani, sedangkan untuk responden pedagang menggunakan metode *snowball sampling* dengan melibatkan 5 pedagang di Daerah Istimewa Yogyakarta. Hasil penelitian menunjukkan bahwa terbentuk dua jenis saluran pemasaran yaitu (1) Saluran pemasaran I : Petani – Konsumen, (2) Saluran pemasaran II : Petani – Pedagang Pengepul (Kelompok Tani) – Pedagang Pengecer (Florist) – Konsumen. Margin pemasaran bunga krisan paling tinggi terdapat pada saluran pemasaran II. *Farmer's share* bunga krisan paling tinggi terdapat pada saluran pemasaran I. Pemasaran bunga krisan yang paling efisien adalah saluran pemasaran I.

Kata Kunci : Pemasaran bunga krisan, saluran pemasaran, margin pemasaran, *farmer's share*, efisiensi pemasaran.

Abstract

MARKETING OF CHRYSANTHEMUM FLOWER SAMIGALUH DISTRICT KULON PROGO REGENCY

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This study aims to identify marketing channels, marketing margin, farmer's share, and marketing efficiency of Chrysanthemum flower. The research location is determined by purposive sampling technique, i.e., in Samigaluh sub-district of Kulonprogo regency, Special Region of Yogyakarta. The farmer respondents was taken through a census, which involves 15 farmers; while the trader respondents was identified through snowball sampling method, and interview five traders around the Special Region of Yogyakarta. The results showed that there are two marketing channels: (1) Marketing channels I : farmers – consumers, (2) Marketing channels II : farmers – collector (The farmers group) – retailers (florist) – consumers. The highest marketing margin of Chrysanthemum flower is in marketing channel II, while the biggest farmer's share is in marketing channel I. Similarly, marketing channel I also has the highest marketing efficiency.

Keywords: marketing of Chrysanthemum flower, marketing channel, marketing margin, farmer's share, marketing efficienc