

## INTISARI

Penelitian ini bertujuan untuk menganalisis hubungan panjang saluran pemasaran dengan pendapatan usaha tani, margin, *farmer's share*, dan nilai efisiensi pemasaran pepaya California di Kecamatan Puring, Kabupaten Kebumen. Lokasi penelitian ditentukan menggunakan *purposive sampling*. Sementara itu, responden petani ditentukan menggunakan sensus dan responden pedagang ditentukan menggunakan *snowball sampling*. Jumlah responden petani sebanyak 40 jiwa, sedangkan jumlah responden pedagang sebanyak 23 jiwa. Hasil penelitian menunjukkan bahwa terdapat lima pola saluran pemasaran *grade* super: (1) Saluran I (Petani – Konsumen); (2) Saluran II (Petani – Pengecer – Konsumen); (3) Saluran III (Petani – Pedagang besar – Pedagang luar kabupaten); (4) Saluran IV (Petani – Pedagang pengumpul – Pedagang luar kabupaten); dan (5) Saluran V (Petani – Pedagang pengumpul – Pedagang besar – Pedagang luar kabupaten). Sementara itu, untuk *grade* BS, terdapat enam pola saluran pemasaran: (1) Saluran I (Petani – Pengecer – Konsumen); (2) Saluran II (Petani – Pedagang besar – Perantara – Pengecer – Konsumen); (3) Saluran III (Petani – Pedagang pengumpul – Pedagang luar kabupaten); (4) Saluran IV (Petani – Pedagang pengumpul – Pengecer – Konsumen); (5) Saluran V (Petani – Pedagang pengumpul – Perantara – Pengecer – Konsumen); dan (6) Saluran VI (Petani – Pedagang pengumpul – Pedagang besar – Perantara – Pengecer – Konsumen). Hasil analisis korelasi menunjukkan bahwa: (1) panjang saluran dan pendapatan usaha tani berhubungan secara negatif dengan tingkat keeratan sangat lemah; (2) panjang saluran dan margin berhubungan secara positif dengan tingkat keeratan lemah; (3) panjang saluran dan *farmer's share* berhubungan secara negatif dengan tingkat keeratan lemah; (4) panjang saluran dan nilai efisiensi pemasaran berhubungan secara positif dengan tingkat keeratan sedang.

Kata kunci: saluran pemasaran pepaya California, pendapatan usaha tani, margin, *farmer's share*, nilai efisiensi pemasaran

## ABSTRACT

*This study aims to analyze the relation between the length of marketing channel with farming income, margin, farmer's share, and marketing efficiency index of papaya California in Puring sub-district, Kebumen district. The location of this study was determined by using purposive sampling method. Meanwhile, the farmers that involved in this study were determined by using census method and the intermediaries that involved in this study were determined by using snowball sampling method. There were 40 farmers and 23 intermediaries that involved in this study. The result of this study showed that there are five marketing channels for papaya California with super quality: (1) Channel I (Farmers – Consumers); (2) Channel II (Farmers – Retailers – Consumers); (3) Channel III (Farmers – Wholesalers – Merchants outside the district); (4) Channel IV (Farmers – Collectors – Merchants outside the district); and (5) Channel V (Farmers – Collectors – Wholesalers – Merchants outside the district). Meanwhile, there are six marketing channels for papaya California with BS quality: (1) Saluran I (Farmers – Retailers – Consumers); (2) Saluran II (Farmers – Wholesalers – Middlemen – Retailers – Consumers); (3) Saluran III (Farmers – Collectors – Merchants outside the district); (4) Saluran IV (Farmers – Collectors – Retailers – Consumers); (5) Saluran V (Farmers – Collectors – Middlemen – Retailers – Consumers); dan (6) Saluran VI (Farmers – Collectors – Wholesalers – Middlemen – Retailers – Consumers). The result of correlation analysis showed that (1) the length of marketing channel has very weak negative correlation with farming income; (2) the length of marketing channel has weak positive correlation with margin; (3) the length of marketing channel has weak negative correlation with farmer's share; and (4) the length of marketing channel has moderate positive correlation with marketing efficiency index.*

*Key words: marketing channel of papaya California, farming income, margin, farmer's share, marketing efficiency index*