



Intisari

Penelitian yang berjudul “Pemasaran Benih Ikan Lele dari Kecamatan Mungkid Kabupaten Magelang” ini bertujuan untuk 1) mengetahui saluran pemasaran benih ikan lele di Kecamatan Mungkid, 2) mengetahui *farmer's share* masing-masing saluran pemasaran, 3) mengetahui hubungan antara harga ditingkat produsen dan ditingkat konsumen, 4) menganalisis efisiensi pemasaran benih ikan lele pada masing-masing saluran pemasaran, 5) mengetahui tingkat monopoli lembaga pemasaran pada pemasaran benih ikan lele. Sampel petani dipilih dengan metode *simple random sampling* dan sampel pedagang ditentukan dengan metode *snowball sampling*. Margin pemasaran ditentukan dari selisih harga ditingkat konsumen dengan harga ditingkat produsen. *Farmer's share* dihitung dari persentase harga ditingkat petani dengan harga ditingkat konsumen. Hubungan antara harga ditingkat produsen dengan harga ditingkat konsumen diuji menggunakan uji korelasi. Efisiensi pemasaran dihitung melalui perbandingan biaya pemasaran dengan nilai akhir produk yang dipasarkan. Nilai indeks monopoli ditentukan dari perbandingan margin pemasaran dengan biaya variabel pemasaran.

Hasil penelitian menunjukkan bahwa saluran pemasaran benih ikan lele dibedakan menjadi tiga saluran, saluran pendek, sedang, dan panjang. Margin pemasaran terendah, *farmer's share* tinggi, nilai efisiensi terendah serta nilai indeks monopoli yang rendah terbentuk pada saluran pemasaran pendek.

Kata kunci : benih ikan lele, margin pemasaran, *farmer's share*, hubungan harga, efisiensi pemasaran, indeks monopoli.



Abstract

The research entitled "Marketing of Baby Catfish from Mungkid Subdistrict, Magelang Regency" aims to determine 1) marketing channels of baby catfish in Mungkid Subdistrict, 2) farmer's share on each marketing channel, 3) relationship between producers price and consumers price, 4) marketing efficiency on each marketing channels, 5) monopoly index on each marketing channel. Producers sample were determined by simple random sampling method and sample of merchants were determined by snowball sampling. Marketing margin was calculated from difference between producers price and consumers price. Farmer's share was determined by percentage of producers price and consumers price. The relationship between producers price and consumer price were tested by correlation analysis. Marketing efficiency was calculated from proportion of marketing cost and the value offinal product. Monopoly index was counted as proportion of marketing margin and marketing variable cost.

The results show that the marketing channel of baby catfish divided into three channels, short, medium and long channel. The lowest of marketing margin, farmer's share is high, the lowest value of marketing efficiency and monopoly index is low were formed in the shortest marketing channels.

Keywords: baby catfish, marketing margins, the farmer's share, relationship pricing, marketing efficiency, index monopoly.