

## Intisari

Penelitian ini bertujuan untuk (1) mengetahui saluran pemasaran pupuk urea non subsidi merek “Daun Buah” dari produsen hingga konsumen tingkat akhir (2) mengetahui permasalahan yang ditemukan dalam pemasaran pupuk urea non subsidi merek “Daun Buah” pada setiap lembaga pemasaran dan tingkat petani (3) mengetahui besar margin pemasaran, *producer's share* setiap lembaga pemasaran yang terlibat dalam saluran pemasaran (4) mengetahui efisiensi pemasaran pupuk urea non subsidi merek “Daun Buah” (5) mengetahui nilai *index monopoly* setiap saluran pemasaran produk pupuk urea non subsidi merek “Daun Buah” di Provinsi Daerah Istimewa Yogyakarta. Pengambilan sampel distributor dilakukan sensus dan kios besar dan kios pengecer dilakukan metode *snowball sampling*. Pengambilan sampel melibatkan 2 distributor, 2 kios besar dan 11 kios pengecer di Provinsi D.I. Yogyakarta. Saluran pemasaran diketahui menggunakan analisis deskriptif. Margin pemasaran, *producer's share*, efisiensi pemasaran dan monopoli indeks dianalisis secara kuantitatif. Pengaruh saluran pemasaran terhadap indeks efisiensi pemasaran dianalisis menggunakan korelasi Pearson. Hasil penelitian menunjukkan terdapat 4 saluran pemasaran pupuk urea non subsidi merek “Daun Buah” di Provinsi D.I. Yogyakarta. Permasalahan yang ditemukan pada tingkat distributor yaitu fluktuasi harga oleh produsen, di tingkat kios besar dan pengecer yaitu harga produk tidak kompetitif dan belum dikenalnya produk secara luas, di tingkat petani yaitu kurang mengenal produk, harga jual tinggi dan ketersediaan produk masih terbatas pada kios-kios tertentu. Saluran pemasaran paling efisien merupakan saluran pemasaran IV dengan nilai *producer's share* 89,22%, margin pemasaran Rp 690/kg, efisiensi pemasaran 4,14%. Monopoli indeks didominasi oleh distributor dengan nilai setiap saluran pemasaran 1,9; 1,9; 1,8 dan 2,6.

**Kata kunci :** pupuk urea non subsidi, saluran pemasaran, margin pemasaran, *producer's share*, efisiensi pemasaran, indeks pemasaran

### Abstract

*This research aims to identify (1) marketing channels for non-subsidized urea fertilizer "Daun Buah" from producers to final level consumers (2) problems in marketing non-subsidized urea fertilizer "Daun Buah" at each marketing channel and the farmer level (3) marketing margin, producer's share of each marketing agency involved in marketing channels (4) the marketing efficiency of non-subsidized urea fertilizer "Daun Buah" (5) the monopoly index value of each marketing channel for non-subsidized urea fertilizer brand "Daun Buah" Province of the Special Region of Yogyakarta. Sampling of distributor method by sensus and kiosks and retailer method by snowball sampling. This research involved by 2 distributors, 2 kiosks and 11 retail in the Province of D.I. Yogyakarta. Marketing channels identified by using descriptive analysis. Marketing margin, producer's share, marketing efficiency and monopoly index were analyzed by quantitative. Corellation of marketing channels on the marketing efficiency index was analyzed by using Pearson's correlation. The results show that there are 4 marketing channels of non-subsidized urea fertilizer brand "Daun Buah" in D.I. Yogyakarta. Problems found distributor level is price fluctuations by producers, at the large kiosk and retailer levels, namely the price of the product is not competitive and the product is not widely known, at the farmer level include lack of product knowledge, high selling prices and product availability is still limited to certain stalls. The most efficient marketing channel is marketing channel IV with a producer's share value of 89.22%, marketing margin of IDR 690/kg, marketing efficiency of 4.14%. The index monopoly is dominated by distributors with a value of 1.9 for each marketing channel; 1.9; 1.8 and 2.6.*

*Keywords: non-subsidized urea fertilizer, marketing channel, marketing margin, producer's share, marketing efficiency, marketing index*