

ANALISIS EFISIENSI PEMASARAN WORTEL DI KECAMATAN TAWANGMANGU KABUPATEN KARANGANYAR

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ABSTRAK

Tujuan dari penelitian ini adalah (1) Mengkaji pola saluran pemasaran wortel di Kecamatan Tawangmangu Kabupaten Karanganyar, (2) Mengkaji peran dan fungsi dari lembaga pemasaran wortel di kecamatan Tawangmangu Kabupaten Karanganyar, (3) Mengetahui biaya dan keuntungan pemasaran wortel ditingkat petani dan lembaga pemasaran dalam saluran pemasaran wortel, (4) Menganalisis margin dan mengkaji saluran pemasaran wortel di Kecamatan Tawangmangu Kabupaten Karanganyar yang paling efisien secara ekonomis. Metode yang digunakan berupa metode survey dan *snowball sampling* dengan jumlah sampel 40 petani wortel di Kecamatan Tawangmangu Kabupaten Karanganyar. Analisis data yang digunakan adalah (1) Analisis saluran pemasaran, (2) Peran dan fungsi lembaga pemasaran, (3) Analisis biaya dan keuntungan pemasaran, (4) Analisis margin dan efisiensi pemasaran. Hasil penelitian menunjukkan: di Kecamatan Tawangmangu Kabupaten Karanganyar memiliki 4 pola saluran pemasaran wortel. Pola saluran I : petani - pedagang besar luar kota - pedagang pengecer luar kota – konsumen luar kota. Pola saluran II: petani - pedagang pengumpul - pedagang besar luar kota - pedagang pengecer luar kota - konsumen luar kota. Pola saluran III : petani - pedagang pengumpul - pedagang pengecer - konsumen. Pola saluran IV: petani - pedagang pengecer - konsumen. Berdasarkan persentase margin pemasaran dan *farmer's share* diketahui bahwa saluran pemasaran yang ke IV adalah saluran pemasaran yang paling efisien dengan margin pemasaran sebesar Rp. 2.467 dengan persentase margin pemasaran sebesar 10,66% dan *farmer's share* sebesar 69,3%.

Kata Kunci: Pemasaran Wortel, Efisiensi Pemasaran, *Snowball Sampling*, *Farmer's Share*, Margin Pemasaran.

ANALYSIS MARKETING EFFICIENCY OF CARROT IN TAWANGMANGU DISTRICT, KARANGANYAR REGENCY

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ABSTRACT

The objectives of this study are (1) to examine the pattern of carrot marketing channels in Tawangmangu District, Karanganyar Regency, (2) to examine the roles and functions of carrot marketing institutions in Tawangmangu sub-district, Karanganyar Regency, (3) to know the costs and benefits of carrot marketing at farmer and marketing institutions in the carrot marketing channel, (4) Analyzing margins and reviewing the carrot marketing channel in Tawangmangu District, Karanganyar Regency, which is the most economically efficient. The method used in the form of a survey method and snowball sampling with a total sample of 40 carrot farmers in Tawangmangu District, Karanganyar Regency. Analysis of the data used are (1) Analysis of marketing channels, (2) Roles and functions of marketing institutions, (3) Analysis of marketing costs and benefits, (4) Analysis of margins and marketing efficiency. The results showed: in Tawangmangu Subdistrict, Karanganyar Regency had 4 patterns of carrot marketing channels. Channel I pattern: farmers - big traders outside the city - out-of-town retailers - consumers outside the city. Channel II pattern: farmers - collectors - big traders outside the city - out-of-town retailers - consumers outside the city. Channel III pattern: farmers - collectors - retailers - consumers. IV channel pattern: farmers - retailers - consumers. Based on the percentage of marketing margin and farmer 's share, it is known that the marketing channel to IV is the most efficient marketing channel with a marketing margin of Rp. 2,467 with a percentage of marketing margin of 10.66% and farmer's share of 69.3%.

Keywords: Carrot Marketing, Marketing Efficiency, Snowball Sampling, Farmer's Share, Marketing Margin.