

**ANALISIS SALURAN DAN EFISIENSI PEMASARAN TOMAT
DI DESA SEWUKAN KECAMATAN DUKUN
KABUPATEN MAGELANG**

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ABSTRAK

Penelitian ini bertujuan untuk (1) menganalisis nilai bagian harga yang diterima petani tomat (*farmer's share*) pada setiap saluran pemasaran yang dilakukan oleh petani tomat di Desa Sewukan Kecamatan Dukun Kabupaten Magelang. (2) menganalisis efisiensi pemasaran tomat saluran pemasaran I (jalur pendek) dan efisiensi pemasaran tomat saluran pemasaran II (jalur panjang) di Desa Sewukan Kecamatan Dukun Kabupaten Magelang. Metode dasar penelitian yang digunakan ialah metode deskriptif, sedangkan metode pelaksanaannya yaitu metode survey. Daerah penelitian ditentukan dengan metode *purposive sampling*. Sampel petani ditentukan berdasarkan metode *snowball sampling*. Penentuan sampel pedagang perantara ditentukan dengan metode *snowball sampling*. Macam data yang digunakan ialah data primer dan data sekunder. Teknik analisis dilakukan dengan analisis efisiensi pemasaran dan *farmer's share*. Pengujian hipotesis pertama dan kedua menggunakan uji *Mann Whitney*. Hasil penelitian adalah (1) *Farmer's share* petani tomat saluran pemasaran I (Jalur Pendek) lebih besar (100% atau senilai Rp.4.892,- dibandingkan dengan *farmer's share* saluran pemasaran II (Jalur Panjang) yaitu 83,6 % atau senilai Rp.4.000,- (2) Efisiensi pemasaran tomat pada saluran pemasaran I (jalur pendek) lebih efisien yaitu sebesar 7,3 % dibandingkan dengan efisiensi pemasaran tomat saluran pemasaran II (jalur panjang) yaitu sebesar 10,7%.

Kata Kunci : Efisiensi Pemasaran, *Farmer's share*, Saluran Pemasaran.

**MARKETING CHANNEL AND EFFICIENCY ANALYSIS OF TOMATO
IN SEWUKAN VILLAGE DUKUN SUBDISTRICT
MAGELANG DICTRICT**

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ABSTRACT

This research aimed to (1) analyze the value of share price (farmer's share) received by farmers in each marketing channel which is conducted by tomato farmers in Sewukan Village, Dukun District, Magelang Regency, (2) analyze the marketing efficiency of tomato in both marketing channel I (short path) and marketing channel II (long path) at Sewukan Village, Dukun District, Magelang Regency. The basic research method uses descriptive method, meanwhile the implementation of this research uses survey method. The research area uses purposive sampling method which farmer samples were determined by snowball sampling method. The determination of the sample of intermediary traders uses snowball sampling method. Types of data used are primary data and secondary data. The analysis technique is done by using the analysis of marketing efficiency and the farmer's share. The first and second hypothesis testing use the Mann Whitney test. The results of this research showed that (1) farmer's share of tomato farmer in marketing channel I (short path) was bigger than farmer's share on marketing channel II (long path). Farmer's share on marketing channel I (short path) was 100% or equal with Rp. 4.892,- , meanwhile farmer's share of marketing channel II (long path) as many as 83.6% or equal with Rp.4000,- (2) marketing efficiency of tomato in marketing channel I (short path) was more efficient than marketing channel II (long path). Marketing efficiency of tomato in marketing channel I (short path) was more efficient (7.3%) than marketing channel II (long path) as many as 10.7%.

Keywords: Marketing Efficiency, Farmer's share, Marketing Channels