

## ABSTRAK

**FAJAR NUGRAHA, 2023.** Analisis Saluran Pemasaran Jagung di Desa Kertaharja Kecamatan Cijeungjing Kabupaten Ciamis. Dibawah bimbingan **SUDRAJAT dan RIAN KURNIA.**

Pemasaran jagung melibatkan banyak pelaku pemasaran, namun efektifitas dan efisiensinya ditentukan keuntungan pemasaran, harga yang diterima petani, dan tersedianya fasilitas fisik pemasaran. Penelitian ini bertujuan untuk: (1) Saluran pemasaran jagung di Kelompok Tani Binangkit Desa Kertaharja Kecamatan Cijeungjing Kabupaten Ciamis. (2) Besarnya biaya, keuntungan, margin dan *farmer's share* pada pemasaran jagung di Kelompok Tani Binangkit Desa Kertaharja Kecamatan Cijeungjing Kabupaten Ciamis. Jenis penelitian yang digunakan yakni studi kasus, pengambilan sampel petani dilakukan dengan cara *sampling* jenuh yaitu seluruh petani jagung di Kelompok Tani Binangkit Desa Kertaharja sebanyak 25 orang, sedangkan sampel pedagang dilakukan dengan cara *snowball sampling* terdiri dari pedagang besar 4 orang dan pedagang pengecer 13 orang. Lokasi penelitian di Kelompok Tani Binangkit Desa Kertaharja Kecamatan Cijeungjing, Kabupaten Ciamis. Hasil penelitian menunjukkan: Pemasaran jagung di Desa Kertaharja terdiri dari 4 saluran pemasaran, Adapun rincian total biaya, margin pemasaran, serta *Farmer's share* jagung di Desa Kerjahaarja adalah sebagai berikut : Saluran I, total biaya pemasaran Rp 396,69/kg, margin pemasaran Rp 2.000/kg, dan keuntungan pemasaran Rp 1.603,31/kg. Saluran II, total biaya pemasaran Rp 442,24/kg, margin pemasaran Rp 1.500/kg, dan keuntungan pemasaran Rp 1.057,76/kg. Saluran III, total biaya pemasaran Rp 466,16/kg, margin pemasaran Rp 3.200/kg, dan keuntungan pemasaran Rp 2.733,84/kg. Saluran IV, total biaya pemasaran Rp 592,63/kg, margin pemasaran Rp 2.000/kg, dan keuntungan pemasaran Rp 1.407,37/kg, Saluran I memiliki nilai *Farmer's share* 69,23%, saluran II memiliki nilai *Farmer's share* 70,00%, saluran III 55,56%, dan saluran IV 58,33%.

**Kata Kunci:** biaya pemasaran, *farmer's share*, jagung, keuntungan, margin, saluran pemasaran

## ***ABSTRACT***

**FAJAR NUGRAHA, 2023.** *Analysis of Corn Marketing Channels in Kertaharja Village, Cijeungjing District, Ciamis Regency. Under the Guidance of SUDRAJAT AND RIAN KURNIA.*

Corn marketing involves many marketing actors, but its effectiveness and efficiency is determined by marketing profits, prices received by farmers, and the availability of physical marketing facilities. This research aims to: (1) Corn marketing channels in the Binangkit Farmer Group, Kertaharja Village, Cijeungjing District, Ciamis Regency. (2) The amount of costs, profits, margins and farmer's share in marketing corn in the Binangkit Farmers Group, Kertaharja Village, Cijeungjing District, Ciamis Regency. The type of research used is a case study, sampling of farmers was carried out using saturated sampling, namely all corn farmers in the Binangkit Farmers Group Kertaharja Village consisted of 25 people, while the sample of traders carried out using snowball sampling consisted of 4 wholesale traders and 13 retail traders. The research location is the Binangkit Farmers Group, Kertaharja Village, Cijeungjing District, Ciamis Regency. The research results show: Corn marketing in Kertaharja Village consists of 4 marketing channels. The details of total costs, marketing margins, and Farmer's share of corn in Kertaharja Village are as follows: Channel I, total marketing costs IDR 396.69/kg, marketing margin IDR 2,000/kg, and marketing profits IDR 1,603.31/kg. Channel II, total marketing costs IDR 442.24/kg, marketing margin IDR 1,500/kg, and marketing profit IDR 1,057.76/kg. Channel III, total marketing costs IDR 466.16/kg, marketing margin IDR 3,200/kg, and marketing profit IDR 2,733.84/kg. Channel IV, total marketing costs IDR 592.63/kg, marketing margin IDR 2,000/kg, and marketing profit IDR 1,407.37/kg, Channel I has a Farmer's share value of 69.23%, channel II has a Farmer's share value of 70.00 %, channel III 55.56%, and channel IV 58.33%.

**Keywords:** corn, farmer's share, marketing costs, profit, margin, marketing channels