

ABSTRAK

YULIA MULIAWATI. 2024. Aliran Distribusi Jagung Hibrida di Desa Girimukti Kecamatan Cisaga Kabupaten Ciamis. Di bawah Bimbingan **BENIDZAR M. ANDRIE** dan **IVAN SAYID NURAHMAN**.

Jagung merupakan tanaman serbaguna yang banyak diusahakan, salah satunya di Desa Girimukti, Kecamatan Cisaga, Kabupaten Ciamis. Petani menjual hasil jagung ke pengepul dan industri pakan. Penelitian ini bertujuan untuk mengetahui (1) Aliran distribusi, (2) *Margin*, biaya dan keuntungan pemasaran, distribusi *margin* dan *farmer's share* (3) Efisiensi pemasaran jagung hibrida di Desa Girimukti. Penentuan responden petani dengan *sampling* total terhadap 38 orang petani serta lembaga pemasaran secara *snowball sampling* terhadap 7 orang. Analisis data berupa analisis deskriptif, *margin*, biaya dan keuntungan pemasaran, distribusi *margin*, *farmer's share* dan efisiensi pemasaran. Hasil penelitian menunjukkan bahwa terdapat tiga saluran distribusi yakni Saluran Distribusi I yaitu Petani – Konsumen Akhir, Saluran Distribusi II yaitu Petani – Pengepul Desa – Pengepul Besar – Konsumen Akhir, serta Saluran Distribusi III yaitu Petani – Pengepul Besar – Pengepul Provinsi – Konsumen Akhir. *Margin* terbesar di saluran distribusi II sebesar Rp. 600,- per kg. Keuntungan pemasaran tertinggi terdapat pada saluran distribusi II sebesar Rp. 373,34,- per kg. Distribusi *margin* saluran distribusi I sebesar 0,00 %, saluran distribusi II sebesar 37,78 % dan saluran distribusi III sebesar 68,00 %. Nilai *farmer's share* termasuk efisien bagi petani pada saluran distribusi I sebesar 100,00% saluran distribusi II sebesar 86,96%, saluran distribusi III sebesar 89,58%, . Efisiensi pemasaran pada saluran distribusi I sebesar 0,00 %, saluran distribusi II 4,93 %, saluran distribusi III 7,08 % dikatakan efisien.

Kata Kunci : Analisis Pemasaran, Jagung, Saluran Distribusi

ABSTRACT

YULIA MULIAWATI. 2024. *Distribution Flow of Hybrid Corn in Girimukti Village, Cisaga District, Ciamis Regency. Under the Supervision of BENIDZAR M. ANDRIE and IVAN SAYID NURAHMAN.*

Corn is a versatile crop that is widely cultivated, one of which is in Girimukti Village, Cisaga District, Ciamis Regency. Farmers sell their corn harvest to collectors and feed industries. This research aims to determine (1) Distribution flow, (2) Margin, costs, and marketing profits, distribution margin, and farmer's share, (3) Marketing efficiency of hybrid corn in Girimukti Village. The determination of farmer respondents was conducted through total sampling of 38 farmers, while marketing institutions were sampled using snowball sampling involving 7 individuals. Data analysis included descriptive analysis, margin analysis, marketing costs and profits, margin distribution, farmer's share, and marketing efficiency. The research results indicate that there are three distribution channels: Distribution Channel I, which is Farmer – Final Consumer; Distribution Channel II, which is Farmer – Village Collector – Large Collector – Final Consumer; and Distribution Channel III, which is Farmer – Large Collector – Provincial Collector – Final Consumer. The largest margin in distribution channel II is Rp. 600,- / kg. The highest marketing profit is found in distribution channel II at Rp. 373,34,- / kg. The margin distribution for distribution channel I is 0,00%, for distribution channel II is 37,78%, and for distribution channel III is 68,00%. The farmer's share is considered efficient for farmers in distribution channel I at 100,00%, in distribution channel II at 86,96%, and in distribution channel III at 89,58%. The marketing efficiency in distribution channel I is 0,00%, in distribution channel II is 4,93%, and in distribution channel III is 7,08%, which is considered efficient.

Keywords: Marketing Analysis, Corn, Distribution Channels