

ABSTRAK

MAMAN NURJAMAN, 2024, Analisis Saluran Pemasaran Agroindustri *Comring* (Studi Kasus Pada Dzallfa Jaya Snack di Desa Selacai Kecamatan Cipaku Kabupaten Ciamis). Dibawah Bimbingan **IVAN SAYID NURAHMAN** dan **ANISA PUSPITASARI**.

Perkembangan agroindustri saat ini yang begitu pesat perlu diimbangi dengan pasar yang baik, namun faktanya pelaku agroindustri masih kesulitan dalam memasarkan produknya. Penelitian ini bertujuan untuk mengetahui saluran pemasaran *comring*, besarnya biaya, marjin dan keuntungan pemasaran *comring*, besarnya bagian harga yang di terima produsen *comring* di Desa Selacai Kecamatan Cipaku Kabupaten Ciamis. Metode penelitian yang digunakan adalah studi kasus. Data yang digunakan data primer dan sekunder. Jumlah responden sebanyak 13 orang, satu orang produsen, dua orang pengepul dan sepuluh orang pedagang pengecer. Hasil penelitian menunjukkan bahwa terdapat dua saluran pemasaran yaitu: saluran I: produsen- pedagang pengepul-pedagang pengecer-konsumen. Saluran II: produsen-pedagang pengecer- konsumen. pada saluran I besarnya rata-rata marjin pemasaran Rp 10.000,00 per kilogram, rata-rata biaya pemasaran Rp 2.803 per kilogram, rata-rata keuntungan pemasaran Rp 7.197 per kilogram. Saluran II besarnya rata-rata marjin pemasaran Rp 13.000,00 per kilogram, rata-rata biaya pemasaran Rp 2.000 per kilogram, rata-rata keuntungan pemasaran Rp 11.000 per kilogram. *Producer's share* saluran I sebesar 68,75 persen dan saluran II sebesar 62,85 persen. Saluran I nilai efisiensi pemasarannya 1,62 persen dan saluran II efisiensi pemasannya 0,57 persen.

Kata Kunci: Analisis, Agroindustri, *Comring*, Saluran Pemasaran.

ABSTRACT

MAMAN NURJAMAN, 2024, Analysis Agroindustry Marketing Channel Comring (Case Study on Dzalifa Jaya Snack in Selacai Village, Cipaku District, Ciamis Regency). Under the guidance of IVAN SAYID NURAHMAN And ANISA PUSPITASARI.

The current rapid development of agroindustry needs to be balanced with a good market, but in fact agroindustry players still have difficulty in marketing their products. This study aims to determine the marketing channels of comring, the amount of costs, margins and marketing profits of comring, the amount of the price share received by comring producers in Selacai Village, Cipaku District, Ciamis Regency. The research method used is a case study. The data used are primary and secondary data. The number of respondents was 13 people, one producer, two collectors and ten retailers. The results of the study showed that there are two marketing channels, namely: channel I: producer-collector-retailer-consumer. Channel II: producer-retailer-consumer. In channel I, the average marketing margin is IDR 10,000.00 per kilogram, the average marketing cost is IDR 2,803 per kilogram, the average marketing profit is IDR 7,197 per kilogram. Channel II has an average marketing margin of Rp13,000.00 per kilogram, an average marketing cost of Rp2,000 per kilogram, and an average marketing profit of Rp11,000 per kilogram. Producer's share of channel I is 68.75 percent and channel II is 62.85 percent. Channel I has a marketing efficiency value of 1.62 percent and channel II has a marketing efficiency of 0.57 percent.

Keywords : Analysis, Agroindustry, Comring, Marketing channel.