

ABSTRAK

SUSI SULASTRI. 2024. Analisis Efisiensi Saluran Pemasaran Jagung Hibrida (*Zea mays*) (Studi Kasus pada Kelompok Tani Sedasari di Desa Kadupandak Kecamatan Tambakasari Kabupaten Ciamis). Dibawah Bimbingan **IWAN SETIAWAN** dan **RIAN KURNIA**.

Sejalan dengan pesatnya perkembangan industri peternakan, menuntut kontinuitas pasokan bahan baku pakan, salah satunya komoditas jagung hibrida. Didukung dengan cukup tingginya produksi jagung, salah satunya di Kelompok Tani Sedasari Desa Kadupandak Kecamatan Tambakasari Kabupaten Ciamis. Namun, petani masih ketergantungan terhadap lembaga pemasaran karena terbatasnya informasi pasar. Tujuan penelitian ini untuk mengetahui 1. Saluran pemasaran, 2. Biaya dan keuntungan, margin, *farmer's share*, 3. efisiensi pemasaran. Penelitian ini dirancang secara kualitatif dengan metode studi kasus. Data yang dikumpulkan melalui observasi juga wawancara terhadap 27 orang petani dengan menggunakan sampel jenuh dan terhadap 3 lembaga pemasaran ditentukan secara *snowball sampling*. Data dianalisis secara deskriptif dengan perhitungan margin, biaya, keuntungan, *farmer's share* serta efisiensi pemasaran. Hasil penelitian menunjukkan terdapat 2 saluran pemasaran, yaitu saluran I : Petani – Pedagang Besar – Pedagang Pengecer – Konsumen Akhir, dan saluran II : Petani – Pedagang Pengepul – Konsumen Akhir. Saluran I memiliki biaya pemasaran Rp238,37/kg dengan keuntungan Rp261,63/kg, sedangkan saluran II memiliki biaya Rp130,00/kg dengan keuntungan Rp. 70,00/kg. Nilai margin pada saluran I sebesar Rp500/kg (tinggi) dan saluran II sebesar Rp200/kg (rendah), sedangkan secara persentase *farmer's share* pada saluran I sebesar 89,36%, dan saluran II sebesar 70%. Secara efisiensi, saluran pemasaran I memiliki nilai sebesar 5,072 % sedangkan saluran II sebesar 3,023 %, sehingga disimpulkan saluran pemasaran II yang paling efisien.

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

ABSTRACT

SUSI SULASTRI. 2024. *Efficiency Analysis of Hybrid Corn Marketing Channels (Zea mays) (Case Study of the Sedasari Farmer Group in Kadupandak Village, Tambakasari District, Ciamis Regency). Under the guidance of IWAN SETIAWAN and RIAN KURNIA.*

In line with the rapid development of the livestock industry, it demands continuity in the supply of feed raw materials, one of which is hybrid corn. Supported by quite high corn production, one of which is in the Sedasari Farmers Group, Kadupandak Village, Tambaksari District, Ciamis Regency. However, farmers are still dependent on marketing institutions due to limited market information. The purpose of this research is to determine 1. Marketing channels, 2. Costs and profits, margin, farmer's share, 3. marketing efficiency. This research was designed qualitatively using a case study method. Data was collected through observation and interviews with 27 farmers using saturated samples and with 3 marketing institutions determined using snowball sampling. The data was analyzed descriptively by calculating margin, costs, profits, farmer's share and marketing efficiency. The research results show that there are 2 marketing channels, namely channel I: Farmers - Wholesalers - Retailers - Final Consumers, and channel II: Farmers - Collectors - Final Consumers. Channel I has marketing costs of IDR 238.37/kg with a profit of IDR 261.63/kg, while channel II has a cost of IDR 130.00/kg with a profit of IDR. 70.00/kg. The margin value in channel I is IDR 500/kg (high) and channel II is IDR 200/kg (low), while the farmer's share percentage in channel I is 89.36%, and channel II is 70%. In terms of efficiency, marketing channel I has a value of 5.072% while channel II is 3.023%, so it is concluded that marketing channel II is the most efficient.

Keywords : Efficiency, Farmer's share, Corn, Marketing channels