

## ABSTRAK

**TANZILLA PUTRI ADDITIANY, 2024.** Analisis Saluran Pemasaran Kecimpring (Studi Kasus pada UMKM Cimpring Melati di Desa Cijeungjing Kecamatan Cijeungjing Kabupaten Ciamis). Dibawah Bimbingan **SUDRAJAT** dan **TIKTIEK KURNIAWATI**.

Penelitian ini dilaksanakan dengan tujuan untuk mengetahui : saluran pemasaran kecimpring, besarnya marjin, biaya dan keuntungan pemasaran kecimpring, dan besarnya *producer's share* kecimpring pada UMKM Cimpring Melati di Desa Cijeungjing Kecamatan Cijeungjing Kabupaten Ciamis. Metode penelitian yang digunakan adalah studi kasus. Data yang diperoleh terdiri atas data primer dan data sekunder. Jumlah responden sebanyak 5 orang, satu orang produsen, dan empat orang pedagang pengecer. 1) Hasil penelitian menunjukkan bahwa : saluran pemasaran kecimpring pada UMKM Cimpring Melati di Desa Cijeungjing Kecamatan Cijeungjing Kabupaten Ciamis hingga sampai ke konsumen akhir yaitu : saluran 1 : Produsen - Konsumen, dan saluran 2 : Produsen - Pedangan Pengecer - Konsumen. 2. Pada saluran pemasaran 1 tidak ada marjin, biaya dan keuntungan. Sedangkan pada saluran pemasaran 2) marjin Rp 15.000 per kilogram, biaya pemasaran Rp 950 per kilogram dan keuntungannya Rp 14.050 per kilogram. 3) *Producer's share* pemasaran kecimpring yaitu saluran 1 adalah 100 persen dan saluran 2 adalah 84,21 persen.

**Kata Kunci : Saluran, Pemasaran, Kecimpring**

## **ABSTRACT**

**TANZILLA PUTRI ADDITIANY, 2024.** *Analysis of Kecimpring Marketing Channels (Case Study on Cimpring Melati UMKM in Cijeungjing Village, Cijeungjing District, Ciamis Regency). Under the guidance of SUDRAJAT and TIKTIEK KURNIAWATI.*

*This research was carried out with the aim of finding out: marketing channels for kecimpring, the size of the margin, costs and profits of marketing kecimpring, and the size of the producer's share of kecimpring in Cimpring Melati MSMEs in Cijeungjing Village, Cijeungjing District, Ciamis Regency. The research method used is a case study. The data obtained consists of primary data and secondary data. The number of respondents was 5 people, one manufacturer and four retailers.*

*1) The research results show that: the marketing channels for kecimpring in Cimpring Melati MSMEs in Cijeungjing Village, Cijeungjing District, Ciamis Regency until they reach the final consumer are: channel 1: Producer - Consumer, and channel 2: Producer - Retailer - Consumer. 2. In marketing channel 1 there are no margins, costs and profits. Meanwhile, in marketing channel 2) the margin is IDR 15,000 per kilogram, marketing costs are IDR 950 per kilogram and the profit is IDR 14,050 per kilogram. 3) Producer's share of kecimpring marketing, namely channel 1 is 100 percent and channel 2 is 84.21 percent.*

**Keywords: Channels, Marketing, Kecimpring**