

ABSTRAK

DITA AOLIANI SALSABILA. 2026. Analisis Efisiensi Saluran Pemasaran Telur Asin (Studi Kasus Pada Agroindustri Telur Asin MM 1960 di Desa Cintaratu Kecamatan Lakkok Kabupaten Ciamis. Dibawah bimbingan **DEDI HERDIANSAH SUJAYA** dan **JETI RACHMAWATI**.

Penelitian ini bertujuan untuk mengetahui saluran pemasaran telur asin, biaya, margin, dan keuntungan pemasaran pada masing-masing lembaga pemasaran, serta tingkat efisiensi pemasaran telur asin pada Agroindustri Telur Asin MM 1960 di Desa Cintaratu, Kecamatan Lakkok, Kabupaten Ciamis. Penelitian menggunakan metode kuantitatif dengan pendekatan deskriptif. Lokasi penelitian ditentukan secara *purposive*, sedangkan penentuan responden pada rantai pemasaran dilakukan menggunakan *snowball sampling*. Data primer diperoleh melalui observasi, wawancara, dan kuesioner kepada produsen, enam pedagang pengecer, dan konsumen. Analisis dilakukan terhadap saluran pemasaran, biaya pemasaran, margin pemasaran, keuntungan pemasaran, *producer's share*, dan efisiensi pemasaran. Hasil penelitian menunjukkan terdapat dua saluran pemasaran, yaitu saluran tingkat 0 (produsen–konsumen) dan saluran tingkat 1 (produsen-pedagang pengecer-konsumen). Pada saluran tingkat 1, enam pengecer memasarkan 900 butir per bulan dengan total margin Rp6.000 dan keuntungan pemasaran Rp5.270 per butir. Harga di tingkat produsen sebesar Rp4.000/butir dan harga konsumen Rp5.000/butir sehingga margin sebesar Rp1.000/butir dan *producer's share* sebesar 80%. Berdasarkan perhitungan biaya pemasaran enam pengecer sebesar Rp730/butir terhadap nilai produk Rp4.500.000, diperoleh efisiensi pemasaran sebesar 2,44%, sehingga saluran pemasaran tergolong efisien.

Kata Kunci: Efisiensi pemasaran, Keuntungan pemasaran, Margin pemasaran, Saluran pemasaran, Telur asin.

ABSTRACT

DITAAOLIANI SALSABILA. 2026. Analysis of Salted Egg Marketing Channel Efficiency (A Case Study of the MM 1960 Salted Egg Agro-industry in Cintaratu Village, Lakkok District, Ciamis Regency). Supervised by DEDI HERDIANSAH SUJAYA and JETI RACHMAWATI.

This study aims to identify the marketing channels, costs, margins, and marketing profits for each marketing entity, as well as the marketing efficiency of salted eggs at the MM 1960 Salted Egg Agro-industry in Cintaratu Village, Lakkok District, Ciamis Regency. The study employs a quantitative method with a descriptive approach. The research location was selected purposively, while respondents along the marketing chain were identified using snowball sampling. Primary data were obtained through observation, interviews, and questionnaires involving the producer, six retailers, and consumers. Analyses were conducted regarding marketing channels, marketing costs, marketing margins, marketing profits, the producer's share, and marketing efficiency. The results reveal two marketing channels: a Level 0 channel (producer–consumer) and a Level 1 channel (producer–retailer–consumer). In the Level 1 channel, six retailers market 900 eggs per month, with a total margin of Rp6,000 and a marketing profit of Rp5,270 per egg. The producer-level price is Rp4,000 per egg and the consumer price is Rp5,000 per egg, resulting in a margin of Rp1,000 per egg and a producer's share of 80%. Based on the calculation of marketing costs for the six retailers—amounting to Rp730 per egg against a total product value of Rp4,500,000—the marketing efficiency was found to be 2.44%, indicating that the marketing channel is efficient.

Keywords: Marketing efficiency, Marketing profit, Marketing margin, Marketing channels, Salted eggs.