

Bismi Ade Yulia. 140321100017. Saluran Pemasaran dan Margin Pemasaran Cabai Rawit (*Capsicum Frutescens* L) Di Desa Banasare Kecamatan Rubaru Kabupaten Sumenep. Dibawah bimbingan Dr.Teti Sugiarti, SP.,M.Si

ABSTRAK

Harga rendah yang ditawarkan oleh pedagang di Desa Banasare menjadi salah satu faktor yang mempengaruhi pendapatan petani. Penelitian ini bertujuan untuk menganalisis saluran pemasaran dan rantai pasok pemasaran cabai rawit. Penentuan sampel dilakukan dengan metode purposive sampling terhadap 10 petani dan snowball sampling terhadap 2 pedagang pengumpul kecil, 2 pedagang pengumpul besar, dan 1 pedagang pengecer melalui wawancara dengan panduan kuisisioner. Data primer dianalisis secara deskriptif dan kuantitatif. Hasil penelitian menunjukkan terdapat 4 saluran pemasaran cabai rawit. Margin pemasaran terbesar terletak di saluran pemasaran keempat dengan distribusi margin keuntungan 97% yaitu pada pedagang pengecer. Nilai Farmer Share yang diterima petani $\geq 40\%$ sehingga menunjukkan sistem pemasaran cabai rawit sudah efisien.

Kata kunci: cabai rawit, saluran pemasaran, margin pemasaran.

Bismi Ade Yulia. 140321100017. Marketing Channel And Marketing Margin for Chili Pepper (*Capsicum Frutescens L*) in Banasare Village, Rubaru District, Sumenep Regency. Under the guidance of Dr.Teti Sugiarti, SP.,M.Si.

ABSTRACT

The low price offered by traders in Banasare Village is one of the factors that make a impact to farmers' income. This research have a purpose to analyze marketing and supply chain channels for marketing chili. Determination of the sample was carried out by purposive sampling method on 10 farmers and snowball sampling on 2 small traders, 2 large traders, and 1 retailer through interviews with questionnaire guides. Primary data were analyzed descriptively and quantitatively. The results showed that there were 4 marketing channels for chili pepper. The biggest marketing margin is located in the fourth marketing channel with a distribution of 97% profit margin, from retailer. Farmer Share which received by farmers are $\geq 40\%$ so that the marketing system for chili pepper is already efficient.

Key words: chilli pepper, marketing channel, marketing margin.