

Siti Nurlailatul Mufidah. NIM120321100001. Struktur, Perilaku, dan Penampilan Pasar pada Pemasaran Udang Vaname di Desa Balun Kecamatan Turi Kabupaten Lamongan. Dibawah bimbingan Novi D.B Tamami, SP., MP

ABSTRAK

Penelitian ini bertujuan mengetahui efisiensi pemasaran Udang Vaname di Desa Balun Kecamatan Turi Kabupaten Lamongan berdasarkan Struktur, Tingkah laku dan Penampilan pasar. Populasi penelitian ini adalah petambak dan pedagang Udang Vaname di Desa Balun. Pemilihan sampel (responden) untuk petambak secara purposive sampling berdasarkan tingkat pengalaman bertambah dan tingkat pendidikan yang dimiliki petambak sedangkan untuk sampel pedagang secara snowball sampling dengan cara menelusuri pedagang yang menyalurkan udang vaname dari Desa Balun. Analisis data yang digunakan untuk struktur pasar adalah alat analisis Pangsa Pasar (Market Share), Indeks Hirschman Herfindal (IHH), Indeks Rosenbluth, untuk perilaku pasar secara deskriptif dengan mengetahui saluran pemasaran, lembaga pemasaran dan fungsi pemasaran dan penampilan pasar dengan margin pemasaran, distribusi margin, share dan RC-ratio. Hasil penelitian menunjukkan efisiensi pemasaran Udang Vaname di desa balun kecamatan turi kabupaten lamongan untuk struktur pasar berada pada pasar persaingan tidak sempurna yaitu pasar oligopoli. Untuk perilaku pasar menunjukkan sudah efisien karena hanya ada satu saluran pemasaran yang digunakan yaitu dari petambak menjual kepada pedagang besar dan kemudian langsung berakhir di pabrik dan hanya satu lembaga pemasaran yang digunakan yaitu pedagang besar. Untuk penampilan pasar sudah efisien karena distribusi margin hanya diterima oleh pedagang besar, share yang diterima petambak cukup besar karena > 50 persen dan RC ratio > 1 sehingga usaha budidaya Udang Vaname di Desa Balun menguntungkan dan layak untuk dikembangkan.

Kata kunci: Struktur pasar, Tingkah laku pasar, Penampilan pasar.

Siti Nurlailatul Mufidah. NIM 120321100001. Structure, Behavior and Appearance Market on shrimp Marketing Vaname Balun Turi district in the village of Lamongan. Supervised by Novi D.B Tamami, SP., MP

ABSTRACT

This study is aimed to know the marketing efficiency of vaname shrimp in Balun Village Turi Sub district Lamongan Regency based on the Market Structure, Market Behavior and Market Performance. The data are done with the interview to farmers and wholesalers of vaname shrimp. The Population of this study is the farmers and traders of the vaname shrimp in Balun village. The Selection of the sample (respondents) of farmers is done with purposive sampling, while the sample of traders is done with snowball sampling by tracking the traders who distribute the vaname shrimp from Balun village. The Data analysis that used for market structure are Market Share analysis, Hirschman Herfindal Index (IHH), Rosenbluth Index, for market behavior descriptively is by knowing the marketing channels, marketing agencies, and marketing functions, and for market performance uses marketing margins, marketing distributions, share and RC-ratio. The results of this study show that the marketing efficiency of vaname shrimp in Balun village Turi sub district Lamongan regency for market structure is in imperfectly competitive market that is oligopoly market. For market behavior, it shows that it is efficient because there is only one marketing channel which used that is farmers sell the vaname shrimp to the wholesalers and immediately ends up in the factory. Moreover, there is also only one marketing agency which used that is wholesalers. For market performance, it is efficient because the distribution margin is only received by wholesalers, the share received by the farmers is large enough for > 50 percent and RC ratio > 1, so that the vaname shrimp farming in Balun village is profitable and feasible to be developed.

Keywords: Market structure, Market behavior, Market performance