

Ara Eka Nur Sholikhah. NIM 220321100035. Analisis Efisiensi Pemasaran Pada Komoditas Rumput Laut (*Eucheuma Cottonii*) di Kecamatan Saronggi Kabupaten Sumenep. Dibawah bimbingan Dwi Ratna Hidayati, S.P., M.P. PhD.

ABSTRAK

Potensi besar produksi rumput laut di daerah pesisir Madura, namun sistem tata niaga yang masih belum optimal, sehingga harga yang diperoleh petani masih rendah dan tidak adil. Penelitian ini bertujuan untuk menganalisis saluran pemasaran dan efisiensi pemasaran komoditas rumput laut jenis *Eucheuma cottonii* di Kecamatan Saronggi, Kabupaten Sumenep. Penelitian ini dilaksanakan pada September 2025 dengan menggunakan data primer yang diperoleh melalui observasi dan wawancara terhadap petani dan lembaga pemasaran, menggunakan metode *purposive sampling* dan *snowball sampling*. Proses pengolahan data dilakukan secara kualitatif dan kuantitatif atau *mixed method*. Analisis data penelitian efisiensi pemasaran meliputi mengidentifikasi saluran pemasaran perhitungan margin pemasaran, *farmer's share*, dan efisiensi pemasaran. Hasil penelitian mengindikasikan bahwa terdapat lima saluran pemasaran dengan variasi bentuk penjualan rumput laut berbeda yaitu basah, kering tawar, dan kering bergaram. Saluran pemasaran tiga yang melibatkan petani, tengkulak, dan industri luar Madura merupakan saluran paling efisien dengan *farmer's share* tertinggi 90 persen dan margin terendah Rp 1.000/kg pada produk kering. Secara umum, pemasaran rumput laut di Kecamatan Saronggi tergolong efisien kurang dari 50 persen, saluran pemasaran dengan rantai yang pendek memberikan keuntungan besar bagi petani.

Kata kunci: Efisiensi Pemasaran, *Farmer's share*, Margin Pemasaran, Rumput Laut, Saluran Pemasaran

Ara Eka Nur Sholikah. Student ID Number 220321100035. Analysis of Marketing Efficiency in Seaweed (Eucheuma Cottonii) Commodities in Saronggi District, Sumenep Regency. Under the supervision of Dwi Ratna Hidayati, S.P., M.P. Ph.D.

ABSTRACT

There is great potential for seaweed production in the coastal areas of Madura, but the trading system is still not optimal, so the prices obtained by farmer's are still low and unfair. This study aims to analyze the marketing channels and marketing efficiency of Eucheuma cottonii seaweed in Saronggi District, Sumenep Regency. The study was conducted in September 2025 using primary data obtained through observation and interviews with farmer's and marketing institutions, using purposive sampling and snowball sampling methods. Data processing was carried out using qualitative and quantitative methods, or mixed methods. The marketing efficiency data analysis included identifying marketing channels, calculating marketing margins, farmer's' shares, and marketing efficiency. The results of the study indicate that there are five marketing channels with different forms of seaweed sales, namely wet, dry unsalted, and dry salted. The third marketing channel, which involves farmer's, middlemen, and industries outside Madura, is the most efficient channel with the highest farmer's share of 90 percent and the lowest margin of IDR 1,333/kg for dried products. In general, seaweed marketing in Saronggi District is considered inefficient at less than 50 percent, while marketing channels with short chains provide greater benefits for farmer's.

Keywords: Marketing Efficiency, Farmer's Share, Marketing Margin, Seaweed, Marketing Channel