

ABSTRAK

Penelitian bertujuan untuk mengetahui tingkatan saluran pemasaran cabai rawit, mengetahui fungsi pemasaran yang dilakukan oleh tiap lembaga pemasaran, serta menganalisis efisiensi saluran pemasaran cabai rawit di Kecamatan Selopuro. Penelitian dilakukan pada bulan November 2024 hingga Januari 2025. Penentuan sampel menggunakan metode sampel acak untuk responden awal atau petani, sementara dalam menentukan responden selanjutnya atau pelaku pemasaran hingga konsumen menggunakan metode snowball sampling. Data diperoleh melalui wawancara secara langsung dan disertai kuesioner, observasi lapangan, serta analisis dokumen. Penelitian menggunakan analisis deskriptif kualitatif dan kuantitatif, analisis deskriptif kualitatif untuk menjelaskan dan menggambarkan pola saluran pemasaran cabai rawit serta fungsi dari tiap lembaga pemasaran, sementara analisis data kuantitatif digunakan untuk menganalisis nilai farmer's share, margin pemasaran, biaya pemasaran, dan efisiensi saluran pemasaran. Hasil penelitian menunjukkan terdapat setidaknya 5 pola saluran pemasaran: 1.) Petani – Konsumen. 2.) Petani – Pengecer – Konsumen. 3.) Petani – Pengepul – Pengecer – Konsumen. 4.) Petani – Pengepul – Pedagang Besar – Pengecer – Konsumen. 5.) Petani – Pedagang Besar – Pengecer – Konsumen. Dalam menjalankan fungsi pemasaran petani umumnya hanya melakukan penjualan dan sebagian kecil melakukan fungsi pemasaran pada saluran 1 dan 2, karena petani secara langsung ikut terlibat dalam distribusi. Sementara pengepul, pedagang besar dan pengecer menjalankan sebagian besar fungsi pemasaran. Saluran pemasaran cabai rawit di kecamatan Selopuro sudah efisien, yang paling efisien secara berurutan adalah saluran pemasaran 1, 2, 3, 5, dan 4, dengan masing-masing nilai efisiensi 100%, 85%, 77%, 75% dan 71%.

Kata Kunci: cabai rawit, distribusi, pemasaran

ABSTRACT

This research aims to identify the levels of marketing channels for bird's eye chili, examine the marketing functions performed by each marketing actor, and analyze the efficiency of these channels in Selopuro District. The study was conducted from November 2024 to January 2025. The sampling method used was random sampling for the initial respondents (farmers), while subsequent respondents (marketing actors and consumers) were selected using the snowball sampling method. Data were collected through direct interviews accompanied by questionnaires, field observations, and document analysis. The study employed both qualitative and quantitative descriptive analyses. Qualitative descriptive analysis was used to describe and illustrate the patterns of bird's eye chili marketing channels as well as the functions of each marketing institution. Quantitative analysis was applied to calculate the farmer's share, marketing margins, marketing costs, and the efficiency of the marketing channels. The results showed at least five marketing channel patterns: 1.) Farmer – Consumer. 2.) Farmer – Retailer – Consumer. 3.) Farmer – Collector – Retailer – Consumer. 4.) Farmer – Collector – Wholesaler –

Retailer – Consumer. 5.) Farmer – Wholesaler – Retailer – Consumer. In performing marketing functions, farmers generally only engage in selling activities, with a small proportion carrying out additional marketing functions in channels 1 and 2, as they are directly involved in distribution. Meanwhile, collectors, wholesalers, and retailers perform most of the marketing functions. The bird's eye chili marketing channels in Selopuro District were found to be efficient, with the most efficient channels, in order, being channels 1, 2, 3, 5, and 4, with efficiency values of 100%, 85%, 77%, 75%, and 71%, respectively. *Keywords: bird's eye chili, distribution, marketing*