

ABSTRAK

Pisang merupakan komoditas unggulan yang memiliki kontribusi besar terhadap produksi buah - buahan nasional. Selain memiliki potensi yang besar dalam menunjang peningkatan pendapatan masyarakat petani, pisang juga merupakan bahan baku industri olahan (untuk chip, keripik, tepung) dan komoditas yang potensial untuk meningkatkan ekspor buah. Penelitian ini bertujuan untuk (1) menghitung keuntungan pisang agung semeru, (2) mengidentifikasi saluran pemasaran pisang agung semeru, (3) menghitung margin pemasaran pisang agung semeru, (4) mengidentifikasi efisiensi pemasaran pisang agung semeru di Kecamatan Senduro Kabupaten Lumajang. Metode yang digunakan dalam penelitian ini menggunakan metode analitis dan survei. Pengambilan sampel menggunakan *snowball sampling*, sebanyak 41 responden yang terdiri dari 3 desa. Metode analitis data yang digunakan (1) Analisis keuntungan, (2) Analisis saluran pemasaran, (3) Analisis margin pemasaran, (4) Analisis efisiensi pemasaran. Hasil penelitian menunjukkan bahwa : (1) Keuntungan pemasaran pisang agung semeru berdasarkan saluran 0 sampai 3 tingkat di Kecamatan Senduro Kabupaten Lumajang. Keuntungan pemasaran berdasarkan 0 tingkat, harga beli konsumen ke petani Rp 14.000 dan keuntungan Rp 14.000. Keuntungan pemasaran berdasarkan 1 tingkat, harga beli konsumen ke pedagang pengepul Rp 14.500 jadi keuntungan pengepul Rp 14.500. Keuntungan pemasaran berdasarkan 2 tingkat, harga beli konsumen ke pedagang besar Rp 15.600 jadi keuntungan pedagang besar Rp 15.600. Keuntungan pemasaran berdasarkan 3 tingkat, harga beli konsumen ke pengecer Rp 16.000 jadi keuntungan pengecer Rp 16.000. (2) Saluran pemasaran pisang agung semeru telah teridentifikasi yakni SP 0 tingkat, SP 1 tingkat, SP 2 tingkat, SP 3 tingkat. (3) Margin pemasaran pisang agung semeru berdasarkan saluran pemasaran 0 tingkat sampai 3, margin pengepul Rp 500, margin pedagang besar Rp 1.600, margin pengecer 2.000. (4) Perhitungan saluran pemasaran pisang agung semeru dari saluran pemasaran 0, 1, 2, 3 sudah dikatakan efisien.

Kata kunci : Efisiensi, Keuntungan, Pisang Agung Semeru, Saluran Pemasaran.

ABSTRACT

Banana is a leading commodity that has a major contribution to national fruit production. Besides having great potential in supporting the increase in income of farming communities, bananas are also a raw material for the industry (chips, flour). This study aims to (1) calculate the profit of the Semeru Agung banana, (2) identified the marketing channel of the semeru agung banana, (3) calculate the marketing margin of the Semeru Agung banana, (4) identified the marketing efficiency of the Semeru Agung banana in Senduro District, Lumajang Regency. The method used in this research are analytical and survey methods. Sampling used snowball sampling, with is many as 41 respondents consisting of 3 villages. The data analysis methods used are (1) profit analysis, (2) marketing channel analysis, (3) marketing margin analysis, (4) marketing efficiency analysis. The results showed that: (1) The marketing advantage of the Great Semeru Banana is based on 0 to 3 level channels in Senduro District, Lumajang Regency. The marketing profit is based on 0 levels, the consumer's purchase price to the farmer is Rp. 14,000 and the profit is Rp. 14,000. The marketing profit is based on 1 level, the consumer's purchase price to the collector is Rp. 14,500, so the profit for the collector is Rp. 14,500. The marketing advantage is based on 2 levels, the purchase price of consumers to wholesalers is Rp. 15,600, so the profit of wholesalers is Rp. 15,600. The marketing profit is based on 3 levels, the consumer's purchase price to the retailer is Rp. 16,000, so the retailer's profit is Rp. 16,000. (2) The marketing channels of the Great Semeru bananas have been identified, namely SP 0 level, SP 1 level, Sp 2 level, SP 3 level (3) The highest marketing margins for the Great Semeru bananas are in the marketing channel 0 level until 3 level, the margin for collectors is Rp 500, the margin for wholesalers is Rp 1.600, the margin for retailers is Rp 2.000 (4) Calculation of the marketing channel of semeru bananas from channels 0, 1, 2, 3 has been said to be efficient.

Key words : efficiency, marketing channel, Semeru Agung banana