ABSTRAK

Jeruk siam merupakan tanaman hortikultura yang banyak diminati masyarakat. Penelitian ini bertujuan menganalisis pemasaran jeruk siam di Kecamatan Purwoharjo Kabupaten Banyuwangi. Daerah penelitian diambil secara *(purposive)* yaitu Kabupaten Banyuwangi dan sampel Kecamatan dipilih yaitu Kecamatan Purwoharjo. Metode penentuan sampel masing-masing Kecamatan menggunakan *Cluster sampling* sedangkan penentuan sampel masing-masing desa menggunakan *incidental sampling* serta sampel pedagang secara *snowball sampling*. Data yang diambi berupa data primer dan data sekunder dengan teknik wawancara, pencatatan dan observasi. Tujuan penelitian ini adalah untuk menganalisis (1) saluran pemasaran, (2) margin pemasaran, dan (3) efisiensi pemasaran jeruk siam di wilayah studi. Berdasarkan hasil penelitian disimpulkan bahwa (1) terdapat 3 tingkat saluran pemasaran di lokasi penelitian, dimana saluran pemasaran II tingkat merupakan saluran pemasaran yang paling efisien yaitu petani – pedagang besar – pengecer, (2) Margin pemasaran pada saluran pemasaran II tingkat, sebesar Rp.4.232/kg, dan; pada saluran pemasaran III sebesar Rp. 6.895/kg, dan pada saluran pemasaran IV tingkat Rp. 8.000/kg, (3) Pemasaran jeruk siam Kecamatan Purwoharjo Kabupaten Banyuwangi efisien pada saluran pemasaran II tingkat dengan *farmer's share* sebesar 70,56% sedangkan pada III dan IV tingkat tidak efisien karena *farmer's share* hanya 48,45% dan 38,46%.

Kata Kunci : efisiensi pemasaran, jeruk siam, margin pemasaran

ABSTRACT

Siamese orange is a horticultural plant which is wanted the society. This study aimed to analyze the marketing of Siamese oranges in Purwoharjo District, Banyuwangi Regency. The research area was taken purposively, namely Banyuwangi Regency and the sample sub-district was selected, namely Purwoharjo District. The sampling method for each sub-district uses cluster sampling, while the sample determination for each village used incidental sampling and a sample of traders using snowball sampling. The data taken were primary data and secondary data using interview, recording and observation techniques. The purpose of this study was to analyze (1) marketing channels, (2) marketing margins, and (3) marketing efficiency of Siamese oranges in the study area. Based on the results of the study, it was concluded that (1) there were 3 level marketing channels in the research location, where marketing channel II level was the most efficient marketing channel, namely farmers - wholesalers - retailers, (2) The marketing margin on the level II marketing channel is Rp.4.232/kg, and; in the third marketing channel of Rp. 6.895/kg, and in the IV marketing channel the level of Rp. 8.000/kg, (3) Marketing of Siamese oranges in Purwoharjo District, Banyuwangi Regency is efficient in the second level marketing channel with a farmer's share of 70.56% while in III and IV levels it is inefficient because the farmer's share is only 48.45% and 38.46%, respectively.

Keywords: marketing efficiency, marketing margin, Siamese orange