

ANALISIS PEMASARAN IKAN LELE DUMBO (*Clarias Gariepinus*) DI DESA MOJOMULYO KECAMATAN PUGER

ABSTRAK

Ikan lele merupakan ikan air tawar yang memiliki nilai ekonomis. Salah satu sentra budidaya ikan lele dumbo adalah di Desa Mojomulyo Kecamatan Puger. Penelitian ini bertujuan untuk: (1) mengetahui berapa macam pola saluran pemasaran ikan lele dumbo di Desa Mojomulyo, Kecamatan Puger, (2) mengetahui tugas dan fungsi lembaga pemasaran yang terlibat di Desa Mojomulyo Kecamatan Puger, (3) mengetahui dan menganalisis efisiensi pemasaran ikan lele dumbo di Desa Mojomulyo Kecamatan Puger. Metode penelitian ini adalah metode *deskriptif* dan *survey* dengan lokasi penelitian dipilih secara sengaja, yaitu di Desa Mojomulyo, Kecamatan Puger. Pengambilan sampel dilakukan menggunakan metode *Proposionate Cluster Random Sampling*. Pengambilan sampel responden lembaga pemasaran ditentukan dengan metode *Snowball sampling*. Teknik pengumpulan data menggunakan teknik wawancara. Analisis data menggunakan analisis margin pemasaran dan *farmer's share*. Berdasarkan hasil penelitian dapat disimpulkan bahwa: terdapat 3 pola saluran pemasaran di Desa Mojomulyo, Kecamatan Puger, saluran tersebut antara lain: saluran pemasaran 1 tingkat (pembudidaya - pedagang pengumpul - konsumen), saluran pemasaran 2 tingkat (pembudidaya - pedagang pengumpul - pedagang besar - konsumen) dan saluran pemasaran 3 tingkat (pembudidaya - pedagang pengumpul - pedagang besar - pedagang pengecer - konsumen). Efisiensi pemasaran tertinggi ikan lele di Desa Mojomulyo Kecamatan Puger Kabupaten Jember terdapat pada saluran pemasaran 1 tingkat dengan nilai margin sebesar Rp 3000 per kg dan *Farmer's share* tertinggi yaitu 82,86%. Nilai margin saluran pemasaran 2 tingkat sebesar Rp 4.620 per kg dengan nilai *Farmer's share* sebesar 75,95%, sedangkan efisiensi pemasaran terendah terdapat pada saluran pemasaran 3 tingkat dengan nilai margin tertinggi yaitu Rp 9.265 per kg dan *Farmer's share* terendah sebesar 60,14%. Pemasaran ikan lele di Desa Mojomulyo, Kecamatan Puger sudah efisien, karena nilai efisiensi pemasaran dari saluran pemasaran 1 tingkat, saluran pemasaran 2 tingkat dan saluran pemasaran 3 tingkat nilai *farmer's share* lebih dari 50%.

Kata kunci: saluran pemasaran, margin pemasaran, efisiensi pemasaran, *farmer's share*.

ABSTRACT

Catfish was a freshwater fish that has economic value. One of the centers of African catfish farming was in the Village of Mojomulyo, Subdistrict of Puger. This purpose of this study were: (1) finding how many kinds of marketing channels pattern of African catfish channels in Mojomulyo Village, Subdistrict of Puger, (2) knowing the duties and functions of the marketing institutions that involved in Mojomulyo Village, Subdistrict of Puger, (3) knowing and analyzing the marketing efficiency of African catfish in Mojomulyo Village, Subdistrict of Puger. The method that used in this research was descriptive and surveys in this research, use the location where was chosen deliberately, it was in Mojomulyo Village, Subdistrict of Puger. Sampling was done using the method Proposionate Cluster Random Sampling. The sampling of market agency respondents was determined by the method Snowball sampling. Data collection techniques is used by interview techniques. Data was analyzed by market margin analysis and farmer's share. Based on the results of the study, it could be concluded that: there were 3 patterns of marketing channels in Mojomulyo Village, Subdistrict of Puger, these channels include: marketing channels 1 level (farmers - collectors - consumers), marketing channels 2 level (farmers - collectors - big traders - consumers) and marketing channels 3 level (farmers - collectors - wholesalers - retailers - consumers). The highest marketing efficiency of catfish in Mojomulyo Village, Subdistrict of Puger, Jember Regency was found in the marketing channel 1 level with a margin of Rp 3000 per kg and the Farmer's share highest of 82.86%. The 2-level marketing channel margin value is Rp 4,620 per kg with a Farmer's share value of 75.95%, while the lowest marketing efficiency was in the 3-level marketing channel with the highest margin value of Rp9,265 per kg and the Farmer's share lowest of 60.14%. The marketing of catfish in Mojomulyo Village, subdistrict of Puger has been efficient, because farmer's share of 1 level, 2 level and 3 level of marketing channel was more than 50%.

Keywords: marketing channels, marketing margins, marketing efficiency, farmer's share.