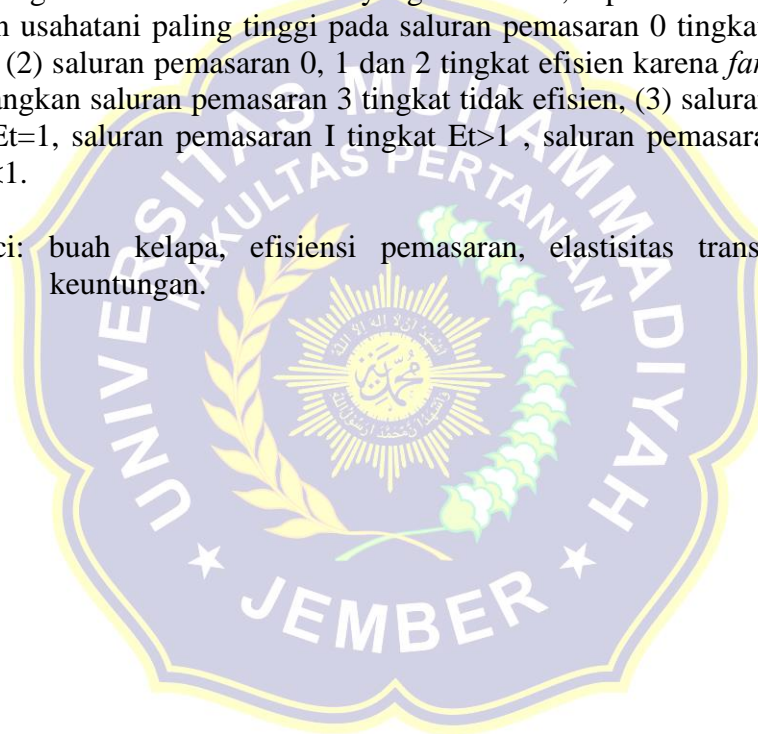


ABSTRAK

Tanaman kelapa banyak ditemui di negara tropis seperti Madagaskar, Hawaii, Asia Tenggara, salah satunya Indonesia. Penyebaran tanaman kelapa sangat merata terutama di daerah pesisir pantai seperti Kecamatan Wuluhan, Kabupaten Jember, Provinsi Jawa Timur. Tingginya produksi buah kelapa perlu diiringi dengan pemasaran yang baik. Tujuan penelitian ini yaitu: (1) mengetahui keuntungan petani kelapa, (2) mengetahui efisiensi pemasaran buah kelapa, (3) mengetahui elastisitas transmisi harga kelapa di Kecamatan Wuluhan. Penelitian ini menggunakan metode *deskriptif* untuk menggambarkan atau menganalisis usahatani dan pemasaran buah kelapa. Teknik pengambilan data yang digunakan yaitu teknik *survey*. Guna mencapai tujuan maka penelitian ini menggunakan analisis keuntungan usahatani, analisis *farmer's share* dan analisis elastisitas transmisi harga. Berdasarkan Analisa yang dilakukan, diperoleh kesimpulan: (1) keuntungan usahatani paling tinggi pada saluran pemasaran 0 tingkat sebesar Rp 3.300.000, (2) saluran pemasaran 0, 1 dan 2 tingkat efisien karena *farmer's share* >50% sedangkan saluran pemasaran 3 tingkat tidak efisien, (3) saluran pemasaran 0 tingkat $E_t=1$, saluran pemasaran I tingkat $E_t>1$, saluran pemasaran II dan III tingkat $E_t<1$.

Kata kunci: buah kelapa, efisiensi pemasaran, elastisitas transmisi harga, keuntungan.



ABSTRACT

Coconut plant are commonly found in tropical countries such as Madagaskar, Hawaii, Southeast Asia, on of which is Indonesia. The spread of coconut plants is very evenly distributed, especially in coastal area such as Wuluhan District, Jember Regency, East Java Province. The high production of coconut fruit need to be accompanied by good marketing. The objectives of this study were: (1) to know the benefits of coconut farmers, (2) to know the efficiency of marketing coconut fruit, (3) to find out the transmission elasticity of coconut prices in Wuluhan District. This study used descriptive methods to describe or analyze farm and marketing of coconuts. Data collection techniques used were survey techniques. In order to achieve the goal, this study used farm profit analysis, farmer's share analysis, and analysis of price transmission elasticity. Based on the analysis carried out, conclusions were obtained: (1) the highest farm profit at marketing cannel 0 level of Rp 3.300.000, (2) marketting channels of 0, 1, and 2 levels was efficiently because the farmer's share > 50% while marketing channels 3 level inefficient, (3) marketing channel 0 level $E_t=1$, marketing channel I level $E_t>1$, marketing channel II and III level $E_t<1$.

Keywords: coconut fruit, marketing efficiency, price transmission elasticity, profit.

