

ABSTRAK

Pisang Mas Kirana merupakan salah satu varietas pisang unggulan terbaru di Kabupaten Lumajang. Tujuan penelitian adalah (1) mengetahui tingkat keuntungan usahatani Pisang Mas Kirana, (2) mengidentifikasi berapa saluran pemasaran Pisang Mas Kirana di Kecamatan Gucialit, (3) mengetahui saluran pemasaran yang paling efisien. Penelitian berlokasi di Kecamatan Gucialit, Kabupaten Lumajang, menggunakan data primer dan sekunder. Metode yang digunakan adalah deskriptif analitik. Metode analisis data yang digunakan yaitu analisis keuntungan, analisis saluran pemasaran, analisis margin pemasaran, analisis *farmer's share* dan efisiensi pemasaran.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa: (1) Rata-rata keuntungan usahatani pisang mas kirana pada saluran pemasaran I sebesar Rp 5.779.563/ha, sedangkan saluran pemasaran II sebesar Rp 13.054.936/ha (2) terdapat dua saluran pemasaran yang digunakan yaitu: Saluran Pemasaran I : Petani – Pedagang Besar – Pengecer dan Saluran Pemasaran II : Petani- Pedagang Pengepul-Pedagang Besar-Pengecer. (3) Efisiensi Pemasaran pada usahatani pisang mas kirana pada setiap grade berbeda, untuk grade A saluran pemasaran yang paling efisien yaitu saluran pemasaran II dengan nilai *farmer's share* sebesar 52,46%, sementara untuk grade B dan C tidak efisien pada setiap saluran pemasaran karena nilai *farmer's share* kurang dari 50 %.

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

ABSTRACT

Banana Mas Kirana is one of the newest flagship banana varieties in Lumajang District. The research objectives were (1) to find out the profitability of Banana Mas Kirana farming, (2) to identify the marketing channels of Banana Mas Kirana in Gucialit Sub-District, (3) to know the most efficient marketing channels. The study was located in Gucialit Subdistrict, Lumajang District, using primary and secondary data. The method used was analytical descriptive. Data analysis methods used was profit analysis, marketing channel analysis, marketing margin analysis, farmer share analysis and Marketing Efficiency. Based on the results of the research, it could be concluded that: (1) The average profit of banana mas kirana farming on the marketing channel I is IDR 5,779,563, while the marketing channel II is IDR 13,054,936. (2) there were two marketing channels used, namely: Marketing Channels I: Farmers - Wholesalers - Retailers and Marketing Channels II: Farmers - Merchant Traders - Wholesalers - Retailers. (3) Marketing Efficiency in banana mas kirana farming in each grade was different, for the most efficient grade A marketing channel, namely marketing channel II with a farmer's share value of 52.46%, while grades B and C was not efficient at each marketing channel because the farmer's share value was less than 50%.

Keywords: *marketing efficiency, farmer share, profits, marketing and marketing margins channels.*