

ABSTRAK

Cabai rawit (*Capsicum frutescens* L.) merupakan salah satu komoditas hortikultura yang memiliki nilai ekonomi tinggi, namun harganya berfluktuasi sehingga dapat memengaruhi pendapatan petani dan kinerja sistem pemasaran. Penelitian ini bertujuan untuk menganalisis fluktuasi harga, saluran dan margin pemasaran, serta efisiensi pemasaran cabai rawit di Kabupaten Bondowoso. Penelitian dilaksanakan di Kecamatan Maesan dan Kecamatan Grujungan yang dipilih secara *purposive*. Sampel penelitian terdiri atas 95 petani cabai rawit yang ditentukan menggunakan *proportionate stratified random sampling*, serta 11 lembaga pemasaran yang terdiri atas 7 pedagang pengumpul dan 4 pedagang besar yang ditentukan menggunakan *snowball sampling*. Data dianalisis secara deskriptif kuantitatif menggunakan analisis koefisien variasi (KV), analisis saluran pemasaran, margin pemasaran, *farmer's share*, dan efisiensi pemasaran. Hasil penelitian menunjukkan bahwa fluktuasi harga cabai rawit di Kabupaten Bondowoso tergolong tinggi dengan nilai koefisien variasi sebesar 48%, sehingga harga cabai rawit dinilai tidak stabil. Terdapat empat saluran pemasaran, yaitu saluran pemasaran tingkat 0, tingkat 1, tingkat 2, dan tingkat 3. Margin pemasaran meningkat seiring bertambahnya panjang saluran pemasaran, yaitu sebesar Rp0, Rp13.909, Rp19.680, dan Rp24.903. Nilai *farmer's share* pada masing-masing saluran berturut-turut sebesar 100%, 69%, 59%, dan 56,79%, sedangkan nilai efisiensi pemasaran sebesar 0%, 12,58%, 12,46%, dan 16,11%. Berdasarkan kedua indikator tersebut, seluruh saluran pemasaran tergolong efisien, dengan saluran pemasaran tingkat 0 sebagai saluran yang paling efisien karena memberikan *farmer's share* tertinggi dan tidak menimbulkan biaya pemasaran.

Kata kunci: cabai rawit, *Capsicum frutescens* L., fluktuasi harga, margin pemasaran, *farmer's share*, efisiensi pemasaran.

ABSTRACT

Cayenne pepper (Capsicum frutescens L.) is one of the horticultural commodities with high economic value; however, its price tends to fluctuate, affecting farmers' income and the performance of the marketing system. This study aimed to analyze price fluctuations, marketing channels and marketing margins, as well as the marketing efficiency of cayenne pepper in Bondowoso Regency. The research was conducted in Maesan and Grjugan Districts, which were purposively selected as the study areas. The research sample consisted of 95 cayenne pepper farmers selected using proportionate stratified random sampling and 11 marketing institutions comprising 7 collecting traders and 4 wholesalers selected using the snowball sampling technique. The data were analyzed using a descriptive quantitative approach through coefficient of variation (CV), marketing channel analysis, marketing margin analysis, farmer's share analysis, and marketing efficiency analysis. The results showed that the price fluctuation of cayenne pepper in Bondowoso Regency was relatively high, as indicated by a coefficient of variation of 48%, suggesting unstable prices. Four marketing channels were identified, namely level 0, level 1, level 2, and level 3 marketing channels. Marketing margins increased with the length of the marketing channel, amounting to IDR 0, IDR 13,909, IDR 19,680, and IDR 24,903, respectively. The farmer's share values were 100%, 69%, 59%, and 56.79%, while the marketing efficiency values were 0%, 12.58%, 12.46%, and 16.11%, respectively. Based on these two indicators, all marketing channels were categorized as efficient, with the level 0 marketing channel being the most efficient because it provided the highest farmer's share and incurred no marketing costs.

Keywords: cayenne pepper, *Capsicum frutescens L.*, price fluctuation, marketing margin, farmer's share, marketing efficiency.