

ABSTRAK

KERAGAAN SALURAN PEMASARAN BIJI PALA HITAM KERING

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Pala merupakan komoditas perkebunan bernilai ekonomis tinggi, dan hampir keseluruhan bagian tanaman dapat dimanfaatkan, seperti biji, bunga (fuli), dan daging buah, digunakan untuk industri-industri makanan dan minuman, pengawetan ikan, kecantikan (kosmetik dan parfum), pembuatan sabun dan obat herbal. Tujuan penelitian ini adalah untuk mengetahui saluran pemasaran, besar margin pemasaran, dan *farmer's share*. Penelitian ini dilaksanakan di Desa Cikadongdong Kecamatan Bojongasih Kabupaten Tasikmalaya. Metode yang digunakan adalah metode survei. Data yang diperoleh melalui teknik wawancara kepada petani dan lembaga pemasaran. Metode pengambilan sampel secara *snowball sampling*. Sampel petani yang diambil sebanyak 30 orang petani pala sedangkan sampel pedagang terdiri dari 6 orang, 2 orang pedagang pengumpul desa, 1 orang pedagang pengumpul kabupaten, 1 orang pedagang besar, 2 orang pedagang pengecer. Hasil Penelitian menunjukkan bahwa di dalam pemasaran biji pala hitam kering dari Desa Cikadongdong sampai Kota Tasikmalaya terdapat tiga saluran pemasaran, yaitu saluran I dua tingkat (petani – pedagang besar – pedagang pengecer – konsumen akhir), saluran II tiga tingkat (petani – pedagang pengumpul desa – pedagang besar – pedagang pengecer – konsumen akhir), dan saluran III tiga tingkat (petani – pedagang pengumpul desa – pedagang pengumpul kabupaten – pedagang pengecer – konsumen akhir). Margin pemasaran pada saluran I sebesar Rp. 20.000,-, *farmer's share* atau bagian harga yang diterima petani sebesar 66,67 persen. Margin pemasaran pada saluran II sebesar Rp. 30.000,-, *farmer's share* sebesar 50,00 persen dan margin pada saluran III sebesar Rp. 30.000,-, *farmer's share* sebesar 50,00 persen.

Kata Kunci : Pala, Saluran Pemasaran, Margin Pemasaran, *Farmer's share*

ABSTRACT

PERFORMANCE OF MARKETING CHANNELS FOR DRY BLACK NUTMEG SEEDS

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Nutmeg is a high economic value plantation commodity, and almost all parts of the plant can be utilized, such as seeds, flowers (mace) and fruit flesh, used for food and beverage industries, fish preservation, beauty (cosmetics and perfume), soap making and herbal medicine. The purpose of this research is to find out marketing channels, large marketing margins, and farmer's share. This research was conducted in Cikadongdong Village, Bojongasih Subdistrict, Tasikmalaya Regency. The method used is a survey method. Data obtained through interview techniques to farmers and marketing institutions. The method of sampling is snowball sampling. The farmers' samples were taken as many as 30 nutmeg farmers while the merchant sample consisted of 6 people, 2 village collector traders, 1 district collector trader, 1 large trader, 2 retailer traders. The results showed that in marketing dried black nutmeg seeds from Cikadongdong Village to Tasikmalaya City there were three marketing channels, namely channel I two levels (farmers - wholesalers - retailers - final consumers), channel II three levels (farmers - village traders) - wholesaler - retailer trader - final consumer), and channel III three levels (farmers - village collector traders - district collector traders - retailer traders - final consumers). Marketing margin on channel I is Rp. 20,000, - the farmer's share or part of the price received by farmers by 66.67 percent. Marketing margin on channel II is Rp. 30,000, - farmer's share of 50.00 percent and margin on channel III of Rp. 30,000, - farmer's share of 50.00 percent.

Keyword: Nutmeg, Marketing Channel, Marketing Margin, Farmer's share