

**ABSTRAK**  
**SALURAN DAN MARGIN PEMASARAN CABAI MERAH**

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Pemasaran cabai merah adalah suatu kegiatan yang dilakukan untuk mendistribusikan cabai merah dari produsen ke konsumen. Penelitian pemasaran cabai merah ini dilaksanakan di Desa Sukasetia Kecamatan Cisayong Kabupaten Tasikmalaya samapi ke pedagang pengecer. Metode penelitian menggunakan survey, waktu penelitian ini dari bulan September sampai Februari 2020. Penelitian ini bertujuan untuk mengetahui pola saluran pemasaran. *Farmer's share* dan margin pemasaran cabai merah. Lokasi ditentukan dengan sengaja (*purposive*), teknik penentuan sampel menggunakan *snowball sampling*. Hasil penelitian menunjukkan bahwa terdapat tiga saluran pemasaran yaitu : 1). Produsen – Konsumen. 2). Produsen – Pedagang pengecer – Konsumen. 3). Produsen – Pedagang pengumpul – Pedagang pengecer – Konsumen. Bagian harga yang diterima petani pada saluran pemasaran pertama sebesar 100 persen, saluran kedua 81,48 persen, dan saluran pemasaran ketiga 70,37 persen.

**Kata kunci :** Cabai Merah, Pemasaran, *Farmer's share*, Margin pemasaran.

**ABSTRACT**  
**RED CHILI CHANNEL AND MARKETING MARGIN**

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The marketing of red chili pepper is an activity done to distribute red chili peppers from producers to consumers. The research of the marketing of Red Pepper is held in the village of Sukasetia Cisayong District Tasikmalaya is to the retailer merchants. The research method uses the survey, the time of this research from September to February 2020. This research aims to know the patterns of marketing channels. The marketing function, Farmer's share and the marketing margin of red chili. Location determined intentionally (purposive), sampling techniques using snowball sampling. The results showed that there are three marketing channels, namely: 1). Producers – consumers. 2). Manufacturer – Retailer Merchants – consumer. 3). Producers – Traders manufacturer – retailer – consumer. There are two marketing functions which are the function of physical function. The price portion that the farmer received on the first marketing channel amounted to 100 percent, the second channel was 81.48 percent, and the third marketing channel was 70.37 percent.

Keywords: red chili, marketing, Farmer's share, Margin marketing.