

ABSTRAK

EFISIENSI SALURAN PEMASARAN KOPI ARABIKA DALAM BENTUK *ROASTED BEANS* DI DESA PUSPAMUKTI KECAMATAN CIGALONTANG KABUPATEN TASIKMALAYA

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Kopi memiliki peran penting dalam perekonomian dalam Desa khususnya di Indonesia. Penelitian ini bertujuan untuk menganalisis saluran pemasaran, fungsi pemasaran, biaya pemasaran, margin pemasaran, *farmer's share*, serta efisiensi saluran pemasaran kopi arabika dalam bentuk *roasted beans* di Desa Puspamukti, Kecamatan Cigalontang, Kabupaten Tasikmalaya. Metode penelitian yang digunakan adalah metode studi kasus dengan pendekatan deskriptif kuantitatif. Responden penelitian terdiri atas 6 petani kopi, 1 pedagang pengumpul, 1 pedagang besar, dan 11 pedagang pengecer. Data yang digunakan meliputi data primer dan data sekunder. Hasil penelitian menunjukkan bahwa terdapat tiga saluran pemasaran yaitu: (1) produsen–pedagang pengumpul–konsumen antara, (2) produsen–pedagang pengumpul–pedagang pengecer–konsumen akhir, dan (3) produsen–pedagang pengumpul–pedagang besar–pedagang pengecer–konsumen akhir. Fungsi pemasaran yang dilakukan pada setiap saluran meliputi fungsi pertukaran, fungsi fisik, dan fungsi fasilitas, dengan pedagang pengumpul sebagai pelaku yang paling dominan dalam pelaksanaan fungsi pemasaran. Biaya pemasaran terendah terdapat pada saluran I sebesar Rp 29.727/kg dengan keuntungan Rp 258.273/kg dan margin Rp 288.000/kg. Biaya pemasaran tertinggi terdapat pada saluran III sebesar Rp 61.218/kg dengan keuntungan Rp 326.670/kg dan margin Rp 288.000/kg. *Farmer's share* pada saluran I dan II sebesar 4,00%, sedangkan pada saluran III sebesar 3,43%, yang menunjukkan bahwa bagian harga yang diterima petani masih relatif kecil. Hasil analisis efisiensi pemasaran menunjukkan bahwa seluruh saluran tergolong efisien, dengan saluran I sebagai saluran paling efisien karena memiliki biaya pemasaran paling rendah.

Kata kunci: Efisiensi pemasaran, Farmer's share, Kopi arabika, Roasted beans, Saluran pemasaran.

ABSTRACT

EFFICIENCY OF THE MARKETING CHANNEL FOR ARABICA COFFEE IN THE FORM OF ROASTED BEANS IN PUSPAMUKTI VILLAGE, CIGALONTANG DISTRICT, TASIKMALAYA REGENCY

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Coffee plays an important role in the economy, particularly in villages in Indonesia. This study aims to analyze the marketing channels, marketing functions, marketing costs, marketing margins, farmers' share, and the efficiency of the marketing channels for Arabica coffee in the form of roasted beans in Puspamukti Village, Cigalontang District, Tasikmalaya Regency. The research method used is a case study method with a quantitative descriptive approach. The research respondents consisted of 6 coffee farmers, 1 collector trader, 1 wholesaler, and 11 retailers. The data used included primary and secondary data. The results showed that there were three marketing channels, namely: (1) producer–collector–intermediate consumer, (2) producer–collector–retailer–end consumer, and (3) producer–collector–wholesaler–retailer–end consumer. The marketing functions performed in each channel include exchange, physical, and facilitation functions, with collectors being the most dominant actors in the implementation of marketing functions. The lowest marketing cost was found in channel I at IDR 29.727/kg with a profit of IDR 258.273/kg and a margin of IDR 288,000/kg. The highest marketing costs are found in channel III at Rp 61.218/kg with a profit of Rp 326.670/kg and a margin of Rp 288,000/kg. The farmer's share in channels I and II is 4.00%, meanwhile channel III accounted for 3.43%, indicating that the portion of the price received by farmers was still relatively small. The results of the marketing efficiency analysis showed that all channels were efficient, with channel I being the most efficient channel because it had the lowest marketing costs.

Keywords: Arabica coffee, Farmer's share, Marketing efficiency, Marketing channels, Roasted beans.