

INTISARI

Penelitian ini bertujuan untuk (1) Mengetahui saluran pemasaran bawang merah di Desa Selopamioro Kecamatan Imogiri Kabupaten Bantul, 2) Mengetahui Biaya, Keuntungan, margin, *farmer's share*, dan efisiensi pemasaran bawang merah di Desa Selopamioro Kecamatan Imogiri Kabupaten Bantul D I Yogyakarta. Metode dasar yang digunakan adalah deskriptif. Responden petani pada Dusun Nawungan 1 dengan *metode sensus* sebanyak 35 orang dan Dusun Nawungan 2 menggunakan metode *random sampling* sebanyak 35 orang, sedangkan lembaga pemasaran menggunakan metode *snowball sampling* sebanyak 22 orang. Pengumpulan data dilakukan dengan menggunakan teknik wawancara dengan bantuan kuesioner. Hasil penelitian menunjukkan terdapat tiga saluran pemasaran, (1) produsen-pedagang penebas-pedagang besar-Pedagang pengecer-konsumen (Pasar Giwangan dan pasar Kretek), (2) produsen-pedagang penebas-pedagang besar-Pedagang pengecer-konsumen (Pasar Imogiri dan pasar Bantul), (3) produsen-pedagang penebas-pedagang besar-rumah makan (Warung Sate). Biaya pemasaran pada saluran I sebesar Rp 4.270,30/kg, margin pemasaran Rp 10.956,52/kg, dan keuntungan Rp 6.686,22/kg. Biaya pemasaran pada saluran II sebesar Rp 4.749,61/kg, margin pemasaran Rp 12.666,67/kg, dan keuntungan pemasaran Rp 7.917,05/kg. Biaya pemasaran pada saluran III sebesar Rp 3.087,72/kg, margin pemasaran Rp 7.000/kg, dan keuntungan pemasaran Rp 4.112,28/kg. *Farmer's share* yang paling efisiensi adalah pada saluran pemasaran ke III. Indeks Efisiensi Teknis dan Indeks Efisiensi Ekonomi yang paling efisien terdapat pada saluran ke III.

Kata kunci: Biaya, Efisiensi, Keuntungan, Margin, Pemasaran.

ABSTRACT

This study aims to know the marketing channels farmer's share, and marketing efficiency of shallots in Selopamioro Village, Imogiri District, Bantul Regenc. The descriptive analysis was used as basic method. Respondents was choosen using census method Nawungan 1 and Nawungan 2 subvillages using a random sampling method with 35 people respectively, while marketing institutions used as many as 22 people using snowball sampling methods. Data collection was done using interview techniques with the help of a questionnaire. The results showed that there were three marketing channels, (1) producers-penebas traders-wholesalers-Retailers-consumers (Giwangan Market and Kretek market), (2) producers-penebas traders-wholesalers-Retailers-consumers (Imogiri market and Bantul market), (3) producers-penebas traders-wholesalers-restaurants (Warung Sate). Moreover, the marketing costs on channel I amounted to Rp 4.270,30/kg, marketing margins was Rp 10.956,52/kg, and profit was Rp 6.686,22/kg. The marketing cost on channel II is Rp. 4,749.61/kg, marketing margin was Rp. 12.666,67/ kg, and marketing profit was Rp. 7.917,05/kg. The shipping cost on channel III was Rp. 3.087,72/kg, marketing margin was Rp 7.000/kg, and marketing profit was Rp 4.112,28/kg. The most efficient Farmer's share is on the third marketing channel. Because from the three marketing channels the IET and IEE values are the smalles.

Keywords: Cost, Efficiency, Marketing, Margin, Profit.