

ANALISIS EFISIENSI PEMASARAN KUBIS (*Brassica oleraceae*) DI SENTRA PRODUKSI KUBIS DI KECAMATAN KAYU ARO KABUPATEN KERINCI PROVINSI JAMBI

ABSTRAK

Penelitian ini dilakukan di Sentra Produksi Kubis di Kecamatan Kayu Aro Kabupaten Kerinci Provinsi Jambi pada bulan Maret - April 2016. Tujuan penelitian adalah mendeskripsikan sistem pemasaran kubis di Sentra Produksi Kubis di Kecamatan Kayu Aro, meliputi saluran dan fungsi – fungsi pemasaran yang dilakukan oleh masing – masing lembaga pemasaran, serta menganalisis struktur, perilaku, dan keragaan (*Structure, Conduct and Performance/SCP*) pemasaran kubis di Sentra Produksi Kubis di Kecamatan Kayu Aro, meliputi struktur pasar, perilaku pasar, dan kinerja pasar (marjin pemasaran, *farmer's share*, dan efisiensi pemasaran). Metode yang digunakan dalam penelitian ini adalah metode survey dan data yang dikumpulkan terdiri dari data primer dan sekunder yang dianalisis secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa; Lembaga pemasaran yang terlibat dalam pemasaran kubis diantaranya petani, pedagang pengumpul, pedagang besar, pedagang grosir, dan pedagang pengecer. Terdapat empat saluran pemasaran kubis, dari keempat saluran pemasaran ini terdapat 3 saluran dalam daerah dan 1 saluran luar daerah. Fungsi pasar dilakukan masing – masing saluran pemasaran diantaranya fungsi pertukaran, fungsi fisik, dan fungsi fasilitas. Hasil analisis struktur pasar menunjukkan pasar kubis mengarah pada pasar oligopoli. Harga terbentuk karena bertemunya permintaan dan penawaran. Hasil analisis efisiensi pemasaran menunjukkan bahwa saluran pemasaran IV merupakan saluran yang paling efisien. Saran yang dapat diberikan adalah bagi produsen, diharapkan dapat mengikuti pemasaran kubis seperti yang telah dirumuskan yaitu saluran pemasaran I dan IV. Bagi pemerintah, dapat merumuskan kebijakan untuk mengefisiensikan pemasaran kubis seperti pengadaan sarana dan prasarana penunjang. Bagi peneliti selanjutnya diharapkan meneliti efisiensi pemasaran menggunakan integrasi pasar.

Kata Kunci : *Efisiensi Pemasaran, Kubis, SCP*

ANALYSIS OF MARKETING EFFICIENCY OF CABBAGE (*Brassica oleraceae*) IN THE PRODUCTION CABBAGE CENTRE IN KAYU ARO DISTRICT KERINCI REGENCY JAMBI PROVINCE

ABSTRACT

This research was conducted in central production of cabbage in Kayu Aro District Kerinci Regency Jambi Province from Maret to April 2016. The purposes of research are to describe marketing system of cabbage in central production of cabbage in Kayu Aro District, including marketing channels and marketing functions which is done by each marketing institute, then analyze structure, conduct, and performance (SPC) of cabbage's marketing in the central production of cabbage in Kayu Aro district, its including market structure, market conduct, and market performance (marketing margin, farmer's share, and marketing efficiency analysis). Method that used for this research was survey method and data collected by primary data and secondary data then analyzed using descriptive qualitative method and quantitative method. Result of the research indicates that; Marketing institute involved into cabbage marketing such as farmer, collector seller, large seller, distributor seller, and retailer seller. There are four channels of cabbage marketing, and its consist of three channels inside region and one channel outside region. Marketing function that have done of each marketing channel such as exchange function, physic function, and facility function. Result of market structure analysis indicates that cabbage market leads into oligopoly market. Price shaped because of compromise between demand and supply. Result of marketing efficiency analysis indicates that marketing channel IV is the most efficient channel. The producer should follow the cabbage marketing that already formulated which is marketing channel IV. For government, could be formulated policy to make marketing efficiency become better such as supplying supporting facilities. And for the next researcher, it is need further research about marketing efficiency that used market integration.

Keywords: *Marketing efficiency, Cabbage, SPC*