

**ANALISIS EFISIENSI TATANIAGA MANGGIS
DI KECAMATAN PAUH KOTA PADANG**

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Abstrak

Efisiensi tataniaga dapat diketahui melalui margin tataniaga, farmer's share, nilai efisiensi, dan rasio keuntungan terhadap biaya. Penelitian ini bertujuan untuk (1) mendeskripsikan peran kelompok tani dalam tataniaga (2) mendeskripsikan saluran dan fungsi tataniaga (3) menganalisis margin tataniaga, farmer's share, dan efisiensi tataniaga manggis di Kecamatan Pauh Kota Padang. Pengumpulan data menggunakan metode survei. Data dianalisis menggunakan metode deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa peran kelompok tani yang dirasakan petani hanya sebagai kelas belajar. Terdapat dua saluran tataniaga berdasarkan kualitas manggis yaitu saluran I (petani → pedagang pengumpul → eksportir → konsumen akhir) dan saluran II (petani → pedagang pengumpul → pedagang pengecer → konsumen akhir). Fungsi tataniaga yang dilakukan yaitu, 1) fungsi pertukaran (penjualan dan pembelian), 2) fungsi fisik (pengangkutan dan penyimpanan), dan 3) fungsi fasilitas (pembiayaan, penanggulangan risiko, standarisasi dan grading, serta informasi pasar). Pada saluran I margin tataniaga sebesar Rp.22.741,94/kg, farmer's share 62,10%, nilai efisiensi 18,26%, dan rasio keuntungan terhadap biaya 2,73. Pada saluran II margin tataniaga sebesar Rp.26.000/kg, farmer's share 13,33%, nilai efisiensi 8,19%, dan rasio keuntungan terhadap biaya 24,33. Kedua saluran tataniaga manggis di Kecamatan Pauh sudah efisien. Dengan membandingkan nilai margin dan farmer's share maka saluran yang paling efisien adalah saluran I. Berdasarkan hasil penelitian disarankan untuk meningkatkan peran kelompok tani pada tataniaga manggis. Selain itu, petani disarankan untuk meningkatkan kualitas manggis melalui perbaikan teknik budidaya, panen, dan pasca panen dengan demikian harga jual manggis di tingkat petani meningkat.

Kata kunci: Efisiensi tataniaga, Kelompok tani, Manggis

ANALYSIS OF MARKETING EFFICIENCY OF MANGOSTEEN IN PAUH DISTRICT PADANG CITY

Abstract

Marketing efficiency can be identified through marketing margins, farmer's share, efficiency value, and profit ratio to cost. This study aims to (1) describe the role of farmer groups in the marketing system, (2) describe the channels and functions of the marketing system, (3) analyze the marketing margins, farmer's share, and the efficiency of the mangosteen marketing system in Pauh District, Padang City. The data were collected by survey method. Data were analyzed using qualitative and quantitative descriptive methods. The results showed that the role of farmer groups was only as a learning class. There are two marketing channels based on mangosteen quality: channel I (farmers → collectors → exporters) and channel II (farmers → collectors → retailers → final consumers). The function of the marketing system are, 1) exchange functions (sales and purchases), 2) physical functions (transportation and storage), and 3) facility functions (financing, risk management, standardization and grading, and market information). In channel I margin of marketing is Rp.22.741,94/kg, the farmer's share is 62,10%, efficiency value is 18,26%, and profit ratio to cost is 2,73. In channel II margin of marketing is Rp.26.000/kg, the farmer's share is 13,33%, efficiency value is 8,19%, and profit ratio to cost is 24,33. Both marketing channels of mangosteen in Pauh District are efficient. By comparing the margin of marketing and farmer's share, the efficient channel is channel I. Based on the results of the study, it is recommended to increase the role of farmer groups in mangosteen marketing. In addition, farmers are targeted to improve the quality of mangosteen by improving cultivation technique. Thus the selling price of mangosteen at the farmer level increases.

Keywords: Marketing Efficiency, Farmer Group, Mangosteen