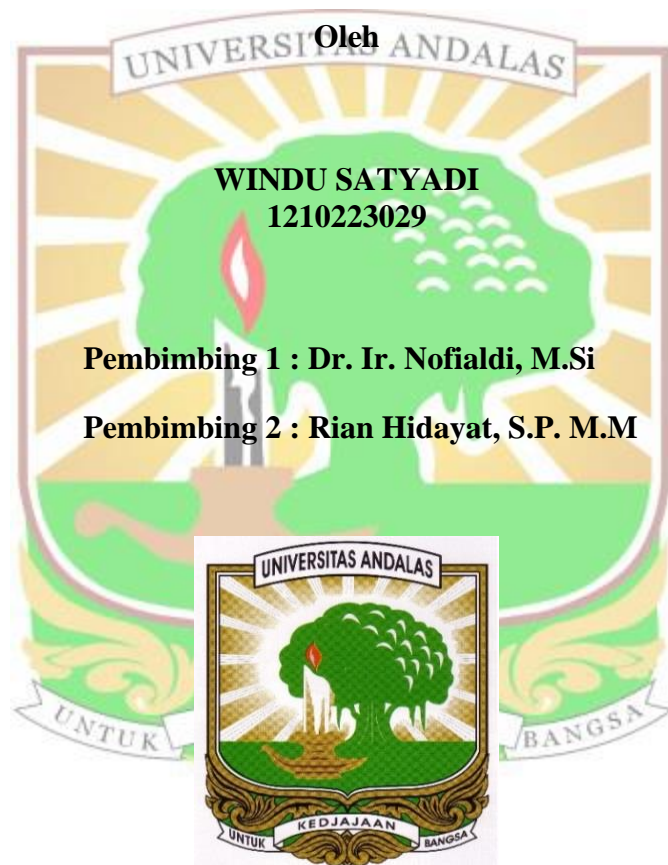


**ANALISIS EFISIENSI PEMASARAN GULA SAKA DI NAGARI  
BUKIK BATABUAH KECAMATAN CANDUANG  
KABUPATEN AGAM**

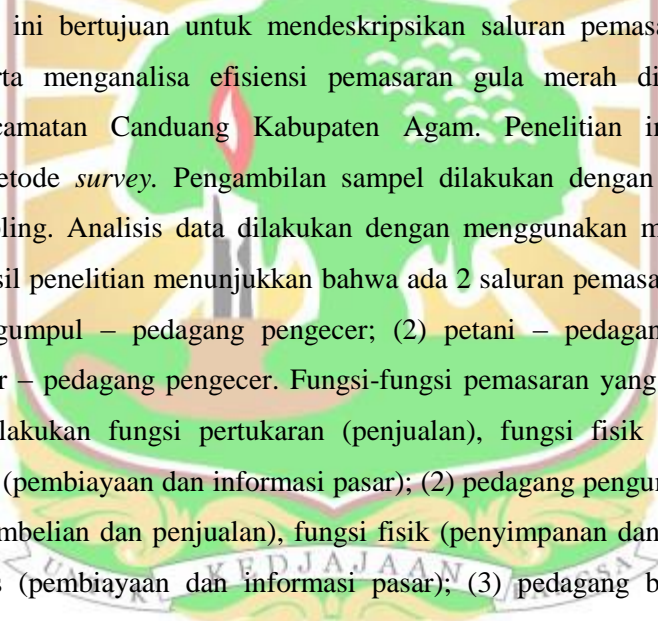
**SKRIPSI**



**FAKULTAS PERTANIAN  
UNIVERSITAS ANDALAS  
PADANG  
2018**

# ANALISIS EFISIENSI PEMASARAN GULA MERAH DI NAGARI BUKIK BATABUAH KECAMATAN CANDUANG KABUPATEN AGAM

## Abstrak



Penelitian ini bertujuan untuk mendeskripsikan saluran pemasaran dan fungsi pemasaran serta menganalisa efisiensi pemasaran gula merah di Nagari Bukik Batabuah Kecamatan Canduang Kabupaten Agam. Penelitian ini dilaksanakan menggunakan metode *survey*. Pengambilan sampel dilakukan dengan metode Simple Random Sampling. Analisis data dilakukan dengan menggunakan metode deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa ada 2 saluran pemasaran, (1) petani – pedagang pengumpul – pedagang pengecer; (2) petani – pedagang pengumpul - pedagang besar – pedagang pengecer. Fungsi-fungsi pemasaran yang dilakukan yaitu (1) petani melakukan fungsi pertukaran (penjualan), fungsi fisik (pengangkutan), fungsi fasilitas (pembiayaan dan informasi pasar); (2) pedagang pengumpul melakukan pertukaran (pembelian dan penjualan), fungsi fisik (penyimpanan dan pengangkutan), fungsi fasilitas (pembiayaan dan informasi pasar); (3) pedagang besar melakukan fungsi pertukaran (pembelian dan penjualan), fungsi fisik (pengangkutan dan penyimpanan), fungsi fasilitas (pembiayaan dan informasi pasar); (4) pedagang pengecer melakukan fungsi pertukaran (pembelian dan penjualan), fungsi fisik (pengangkutan dan penyimpanan), fungsi fasilitas (pembiayaan dan informasi pasar). Nilai margin pemasaran saluran I Rp. 4.000 dan saluran II Rp.5.500, analisis *farmer's share* saluran I yaitu 80% dan saluran II yaitu 74,42%. Saluran I lebih efisien daripada saluran II tetapi pangsa pasar saluran I lebih sedikit dibanding pangsa pasar saluran II.

Kata Kunci: *Efisiensi, Pemasaran, Gula Merah*

## **ANALYSIS OF SUGAR MARKETING EFFICIENCY IN NAGARI BUKIK BATABUAH DISTRICT CANDUANG DISTRICT AGAM**

### **Abstract**

This study aims to describe marketing channels and marketing functions and analyze the marketing efficiency of brown sugar in Nagari Bukik Batabuah Canduang District Agam District. This research was conducted by using survey method. Sampling was done by Simple Random Sampling method. Data analysis was done by using quantitative descriptive method. The results showed that there were 2 marketing channels, (1) farmers - collecting traders - retailers; (2) farmers - collecting traders - wholesalers - retail traders. The marketing functions are: (1) the farmer performs the functions of the exchange (selling), the physical function (transportation, the function of the facility (financing and market information; (2) collecting traders (buy and sell), physical functions (storage and transportation), the function of the facility (pembiayaan and market information), (3) wholesalers perform the functions of exchange (purchase and sale), physical functions (transport and storage), facility functions (financing and market information); (4) (purchase and sale, physical function (transport and storage), facility function (financing and market information). Marketing channel margin value I Rp. 4,000 and channel II Rp.5.500, analysis of farmer's share channel I is 80% and channel II is 74.42%. Channel I is more efficient than channel II but the market share of channel I is less than that of channel II.

*Keywords: Efficiency, Red Sugar Marketing*



# ANALISIS EFISIENSI PEMASARAN GULA MERAH DI NAGARI BUKIK BATABUAH KECAMATAN CANDUANG KABUPATEN AGAM

## Abstrak

Penelitian ini bertujuan untuk mendeskripsikan saluran pemasaran dan fungsi pemasaran serta menganalisa efisiensi pemasaran gula merah di Nagari Bukik Batabuah Kecamatan Canduang Kabupaten Agam. Penelitian ini dilaksanakan menggunakan metode *survey*. Pengambilan sampel dilakukan dengan metode Simple Random Sampling. Analisis data dilakukan dengan menggunakan metode deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa ada 2 saluran pemasaran, (1) petani – pedagang pengumpul – pedagang pengecer; (2) petani – pedagang pengumpul – pedagang besar – pedagang pengecer. Fungsi-fungsi pemasaran yang dilakukan yaitu (1) petani melakukan fungsi pertukaran (penjualan), fungsi fisik (pengangkutan), fungsi fasilitas (pembiayaan dan informasi pasar); (2) pedagang pengumpul melakukan pertukaran (pembelian dan penjualan), fungsi fisik (penyimpanan dan pengangkutan), fungsi fasilitas (pembiayaan dan informasi pasar); (3) pedagang besar melakukan fungsi pertukaran (pembelian dan penjualan), fungsi fisik (pengangkutan dan penyimpanan), fungsi fasilitas (pembiayaan dan informasi pasar); (4) pedagang pengecer melakukan fungsi pertukaran (pembelian dan penjualan), fungsi fisik (pengangkutan dan penyimpanan), fungsi fasilitas (pembiayaan dan informasi pasar). Nilai margin pemasaran saluran I Rp. 4.000 dan saluran II Rp.5.500, analisis *farmer's share* saluran I yaitu 80% dan saluran II yaitu 74,42%. Saluran I lebih efisien daripada saluran II tetapi pangsa pasar saluran I lebih sedikit dibanding pangsa pasar saluran II.

Kata Kunci: *Efisiensi, Pemasaran, Gula Merah*

# ANALYSIS OF SUGAR MARKETING EFFICIENCY IN NAGARI BUKIK BATABUAH DISTRICT CANDUANG DISTRICT AGAM

## Abstract

This study aims to describe marketing channels and marketing functions and analyze the marketing efficiency of brown sugar in Nagari Bukik Batabuah Canduang District Agam District. This research was conducted by using survey method. Sampling was done by Simple Random Sampling method. Data analysis was done by using quantitative descriptive method. The results showed that there were 2 marketing channels, (1) farmers - collecting traders - retailers; (2) farmers - collecting traders - wholesalers - retail traders. The marketing functions are: (1) the farmer performs the functions of the exchange (selling), the physical function (transportation, the function of the facility (financing and market information); (2) collecting traders (buy and sell), physical functions (storage and transportation), the function of the facility (pembiayaan and market information), (3) wholesalers perform the functions of exchange (purchase and sale), physical functions (transport and storage), facility functions (financing and market information); (4) (purchase and sale, physical function (transport and storage), facility function (financing and market information). Marketing channel margin value I Rp. 4,000 and channel II Rp.5.500, analysis of farmer's share channel I is 80% and channel II is 74.42%. Channel I is more efficient than channel II but the market share of channel I is less than that of channel II.

*Keywords: Efficiency, Red Sugar Marketing*