

**ANALISIS TATANIAGA KOPI ARABIKA (*coffea arabica*)
DI KECAMATAN KAYU ARO KABUPATEN KERINCI**

SKRIPSI



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Abstrak

Penelitian ini bertujuan dan untuk mendeskripsikan saluran tataniaga, lembaga tataniaga, serta fungsi-fungsi tataniaga kopi arabika di Kecamatan Kayu Aro, Kabupaten Kerinci dan mengetahui margin tataniaga, bagian yang diterima petani, keuntungan lembaga tataniaga serta efisiensi tataniaga kopi arabika di Kecamatan Kayu Aro, Kabupaten Kerinci. Dalam penelitian ini peneliti menggunakan survei untuk mengumpulkan data. Data yang dikumpulkan terdiri dari sumber primer dan sumber sekunder. Analisis data dilakukan dengan pendekatan deskriptif baik secara kualitatif maupun kuantitatif. Hasil penelitian menunjukkan bahwa terdapat lima saluran tataniaga yaitu, saluran tataniaga I ; Petani - Pedagang besar - Eksportir, saluran tataniaga II ; Petani - UPH (Warsito) - *Roastery*, saluran tataniaga III ; Petani - UPH (Tunas Baru), saluran tataniaga IV ; Petani – Pedagang Pengumpul – UPH (Tunas Baru) - Eksportir, dan saluran tataniaga V ; Petani – Pedagang Pengumpul – Pedagang besar – Eksportir. Fungsi tataniaga yang dilakukan oleh petani dan lembaga tataniaga kopi arabika yaitu fungsi pertukaran, fungsi fisik, dan fungsi fasilitas. Margin tataniaga terkecil terdapat pada saluran tataniaga II yaitu sebesar Rp 96.000,00/Kg, *nilai farmer's share* terbesar terdapat pada saluran tataniaga II yaitu sebesar 12,72%. Sedangkan nilai efisiensi pemasaran (EP) yang paling kecil berdasarkan efisiensi biaya tataniaga yaitu pada saluran I sebesar 13,45%.

Kata Kunci : *Tataniaga, kopi arabika, margin, farmer's share, dan efisiensi.*



MARKETING ANALYSIS OF ARABICA COFFEE (coffea arabica) IN KAYU ARO DISTRICT KERINCI REGENCY

Abstract

This research aims to describe marketing channels, marketing institutions, and marketing functions for Arabica coffee in Kayu Aro District, Kerinci Regency, and to determine marketing margins, shares received by farmers, profits from marketing institutions, and marketing efficiency of Arabica coffee in Kayu Aro District, Regency. Kerinci. In this research, researchers used surveys to collect data. The data collected consists of primary sources and secondary sources. Data analysis was carried out using a descriptive approach both qualitatively and quantitatively. The research results show that there are five marketing channels, namely, marketing channel I; Farmers - Wholesalers - Exporters, marketing channels II; Farmers - UPH (Warsito) - Roastery, marketing channel III; Farmers - UPH (Tunas Baru), marketing channel IV; Farmers – Collectors – UPH (Tunas Baru) - Exporters, and marketing channels V; Farmers – Collectors – Wholesalers – Exporters. Marketing functions carried out by Arabica coffee farmers and marketing institutions are exchange functions, physical functions, and facility functions. The smallest marketing margin is in marketing channel II, namely IDR 96,000.00/Kg, and the largest farmer's share value is in marketing channel II, namely 12.72%. Meanwhile, the smallest marketing efficiency (EP) value based on marketing cost efficiency is in channel I at 13.45%.

Keywords: *Marketing, Arabica coffee, margin, farmer's share, and efficiency*



