

**MARKETING EFFICIENCY ANALYSIS OF SIAM ORANGE
(*Citrus nobilis* L.) IN BUKIT KERMAN DISTRICT
KERINCI REGENCY**

UNDERGRADUATE THESIS

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PADANG
2026**

ANALISIS EFISIENSI PEMASARAN JERUK SIAM (*Citrus nobilis L.*) DI KECAMATAN BUKIT KERMAN KABUPATEN KERINCI

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ABSTRAK

Penelitian ini bertujuan menganalisis saluran, margin, *farmer's share*, dan efisiensi pemasaran jeruk siam di Kecamatan Bukit Kerman, Kabupaten Kerinci. Penelitian ini menggunakan pendekatan deskriptif kualitatif dan kuantitatif dengan teknik *trace-back sampling* mulai dari pedagang pengecer di pasar Tanjung Bajure hingga ke petani produser di Kecamatan Bukit Kerman. Hasil penelitian menunjukkan terdapat tiga saluran pemasaran utama. Saluran I memperlihatkan *farmer's share* tertinggi (61,54%) dengan margin terendah (Rp. 5.000/kg). Secara teknis, Saluran II (*Grade B*) merupakan saluran paling efisien dengan Indeks Efisiensi Pemasaran (EP) sebesar 4,26%. Tingginya tingkat efisiensi ini didorong oleh penerapan sistem harga terima bersih (*farm-gate price*) dan adanya keterikatan modal (*capital linkage*) antara petani dan pedagang pengumpul. Meskipun posisi tawar petani cenderung rendah akibat ketergantungan modal kepada pedagang, sistem ini memberikan efisiensi logistik karena seluruh biaya transportasi dan risiko penyusutan ditanggung oleh pedagang. Seluruh saluran dikategorikan efisien secara teknis ($EP < 33\%$). Petani disarankan untuk lebih proaktif mengikuti perkembangan informasi harga di Pasar Tanjung Bajure bersama petani lain untuk memperkuat posisi tawar.

Kata Kunci: Bukit Kerman, Efisiensi Pemasaran, *Farmer's Share*, Jeruk Siam, Margin Pemasaran

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ABSTRACT

This study aims to analyze the channels, margins, farmers' share, and marketing efficiency of Siam Orange in Bukit Kerman District, Kerinci Regency. This study used a descriptive qualitative and quantitative approach with trace-back sampling techniques, starting from retailers in the Tanjung Bajure market and progressing to producer farmers in Bukit Kerman District. The study identified three main marketing channels. Channel I recorded the highest farmer's share (61.54%) with the lowest margin (IDR. 5,000/kg). Technically, Channel II (Grade B) is the most efficient channel with a Marketing Efficiency Index (EP) of 4.26%. This high level of efficiency is due to a farm-gate price and by capital linkage between farmers and collectors. Although farmers' bargaining position tends to be low due to capital dependence, this system provides logistical efficiency because traders bear all transportation costs and depreciation risks. All channels are categorized as technically efficient ($EP < 33\%$). Farmers are advised to be more proactive in monitoring price information at Tanjung Bajure Market and to consolidate harvest volumes to strengthen their bargaining position collectively.

Keywords: *Bukit Kerman, Farmer's Share, Marketing Efficiency, Marketing Margin, Siam Orange.*