ABSTRAK

Desa Bansari merupakan sentra tembakau rajangan di Kabupaten Temanggung. Pemasaran tembakau rajangan melibatkan beberapa lembaga pemasaran dan selisih harga ditingkat petani dan konsumen. Penelitian ini bertujuan untuk: 1) mengetahui saluran pemasaran; 2) menghitung nilai margin pemasaran; 3) menghitung nilai *farmer's share* s; 4) menganalisis efisiensi saluran pemasaran tembakau rajangan berdasarkan nilai indeks efisiensi teknis dan ekonomis. Penelitian dilaksanakan pada bulan Juni hingga Juli 2019 di Desa Bansari Kecamatan Bansari Kabupaten Temanggung. Penentuan sampel petani menggunakan simple random sampling sebanyak 35 orang. Penentuan sampel pedagang pada saluran II dan III dengan sengaja (*purposive*), sedangkan pada saluran I dan IV menggunakan teknik *snowball sampling*. Analisis data yang digunakan merupakan analisis margin pemasaran, analisis farmer's share, analisis efisiensi teknis dan ekonomis. Hasil penelitian menunjukkan bahwa terdapat 4 saluran pemasaran tembakau rajangan di Desa Bansari yaitu saluran I (Petani perajang – pedagang kecil – pedagang besar – perwakilan pabrik), saluran II (Petani perajang – pedagang besar – perwakilan pabrik), saluran III (Petani perajang – perwakilan pabrik), saluran IV (Petani perajang – pedagang kecil – perwakilan pabrik). Efisiensi pemasaran dilihat dari farmer's share dan indeks efisiensi teknis dan ekonomis, menunjukkan bahwa saluran III merupakan saluran yang paling efisien dibandingkan dengan saluran lain.

Kata kunci: tembakau rajangan, saluran pemasaran, lembaga pemasaran, margin pemasaran, farmer's share, indeks efisiensi teknis dan ekonomis.

ABSTRACK

Bansari village is the centre of slicing tobacco in Temanggung. The marketing process of slicing tobacco involves some marketing institutions and there is also price gap in the level of the source (from the farmers) to the consumers. This research aims to: 1) find out the marketing channel of the slicing tobacco industry in Bansari; 2) find out marketing margin value; 3) find out the farmer's share; 4) analyse the efficiency of slicing tobacco marketing distribution based on the value of index of technical and economic efficiency. This research is conducted from June – July 2019 in Bansari village, Bansari sub-district, Temanggung. The sample of farmers is collected using random sampling technique with the number of 35 people. The sample of traders/merchants in distribution II and III are taken using purposive sampling technique, and the traders in distribution I and IV are taken using snowball sampling technique. The researcher uses marketing margin data analysis, farmer's share analysis, technical and economic data analysis. The result shows that there are four chopped-tobacco marketing channels in Bansari village. Those are distribution 1 (the slicer farmer – small traders – large traders – factories agents), distribution II (the slicer farmer – large traders – factories agents), distribution III (the slicer farmers – factories agents), and distribution IV (the slicer farmers – small traders – factories agents). The marketing efficiency

based on the farmer's share and technical economic efficiency index shows that the distribution III is the most efficient channel compared to all of the four.

Keywords: slicing tobacco, marketing channel, marketing margin, farmer's share, technical and economic efficiency index