

## Ringkasan

Saluran pemasaran merupakan kunci dari keberhasilan agribisnis kelinci baik harga pedaging, bibit maupun hias. Kelinci jenis pedaging memiliki potensi sebagai penghasil daging konsumsi karena kandungan protein yang tinggi dan kadar lemak yang rendah sehingga perlu dipasarkan ke masyarakat secara luas. Tujuan riset ini untuk mengetahui dan menganalisis jalur pemasaran kelinci, margin pemasaran kelinci pedaging dan strategi pengembangan UMKM sate kelinci di lokawisata Baturraden. Penelitian dilaksanakan pada bulan Maret sampai April 2022. Penelitian bersifat deskriptif, teknik pengumpulan data dilakukan dengan cara observasi, wawancara, daftar pertanyaan dan dokumentasi. Data dianalisis menggunakan analisis deskriptif, analisis *Farmer's Share*, analisis *Strength, Weakness, Opportunities, Threats* (SWOT) dan analisis *Businnes Model Canvas* BMC. Hasilnya membuktikan bahwa terdapat tiga jenis bentuk pemasaran kelinci dan terdapat empat jalur pemasaran kelinci pada bentuk harga pedaging. Nilai *Farmer's Share* paling efisien pada saluran kedua yaitu sebesar 66,66 persen. Analisis SWOT IFAS bernilai 2,572 dan EFAS bernilai 2,658 sehingga posisi UMKM Sate Kelinci lokawisata Baturraden berada di posisi V (*Hold and Maintain*). Strategi *Strengths* dan *Opportunities* yang paling besar yaitu 3,444 meliputi pemandangan alam yang menarik dapat menjadi kekuatan utama, cita rasa enak dan kandungan protein tinggi dapat menambah minat beli konsumen yang memiliki gaya hidup sehat dan potongan harga dapat menambah jumlah pesanan. Analisis bisnis model kanvas perlu perbaikan pada elemen *key activity, customer relationship* dan *revenue stream*.

Kata kunci: Saluran pemasaran, Margin pemasaran, SWOT, BMC.

## **Summary**

*Rabbit marketing channels is a key of success on rabbit agribusinesses final stock, parent stock and rabbit show. Broiler rabbit agribusiness has a high potential producer of meat for public consumption, broiler rabbit has a high protein and low fat, so needs a market place for the public.. The purpose of this research is to identify and analyze rabbit marketing channels, profit margins and strategies for developing Rabbit Satay in Baturraden. The study was conducted from March to April 2022. The research is descriptive and data collection techniques are carried out by means of observation, interviews, list of questions and documentation. Data were analyzed using Farmer's Share, Strength, Weakness, Opportunities and Threats (SWOT) Analyze and Business Model Canvas BMC Analyze. The results is three types rabbit marketing and four rabbit marketing channels in rabbit meat types. The most efficient Farmer's Share value in the second channel is 66.66 percent. The SWOT analyze of IFAS is 2.572 and EFAS is 2.658 so the position of the Rabbit Satay in V position (Hold and Maintain). The Strengths and Opportunities strategy is 3,444 includes attractive natural scenery can be a major strength, good taste and high protein can increase consumer buying who has a healthy lifestyle and discounted prices can increase the number of orders. The analyze in a Business Canvas Model needs a lot of improvement on the key activity, customer relationships and revenue streams.*

*Keywords: Marketing channel, Marketing margin, SWOT, BMC.*

