

RINGKASAN

Kabupaten Brebes adalah sentra produksi bawang merah terbesar di Jawa Tengah. Harga bawang merah yang fluktuatif dan selisih harga yang cukup besar antara harga di tingkat petani dengan harga yang dibayar konsumen membuat *farmer's share* yang diterima petani kecil. Penelitian ini bertujuan untuk menghitung margin pemasaran bawang merah dan *farmer's share* pada setiap saluran pemasaran dan menganalisis tingkat efisiensi pemasaran pada saluran pemasaran bawang merah di Kabupaten Brebes.

Penelitian ini menggunakan data primer dengan sistem wawancara berdasarkan kuesioner. Sampel dalam penelitian ini terdiri dari petani dan pedagang. Sampel petani di Desa Larangan dipilih dengan secara bertahap, dipilih 2 RW dan disetiap RW masing-masing dipilih 2 RT, kemudian sampel di tingkat RT dipilih secara random. Sampel pedagang dipilih melalui snowball sampling. Untuk menentukan sampel AHP, peneliti menggunakan informan kunci yang terdiri dari 2 orang perangkat desa, 2 orang koperasi unit desa, 1 orang petugas pertanian, 6 orang petani, dan 4 orang pedagang. Informan kunci ditentukan secara purposive sampling, karena informan dianggap mampu memahami saluran pemasaran bawang merah. Alat analisis yang digunakan adalah margin pemasaran dan Analytical Hierarchy Process (AHP) untuk menentukan saluran pemasaran yang prioritas.

Hasil dari penelitian ini yaitu, terdapat empat saluran pemasaran bawang merah di Desa Larangan anatar lain saluran I (petani → pengecer) dengan margin sebesar Rp 3.000/kg dan nilai *farmer's share* 85,00%, saluran II (petani → pengepul → pengecer) dengan margin sebesar Rp 5.000/kg dan nilai *farmer's share* 78,26%, saluran III (petani → pengepul → pedagang grosir → pengecer) dengan margin sebesar Rp 8.000/kg dan nilai *farmer's share* sebesar 68,00%, saluran IV (petani → pedagang besar) dengan margin sebesar Rp 3.000/kg dan nilai *farmer's share* sebesar 85,71%. Berdasarkan perhitungan Analytical Hierarchy Process (AHP) saluran pemasaran yang efisien yaitu saluran IV (petani → pedagang besar).

Implikasi dari penelitian ini yaitu, diharapkan petani dalam melakukan saluran pemasaran menggunakan saluran IV (petani → pedagang besar) karena memiliki nilai *farmer's share* yang tinggi, diperlukan peran pemerintah dalam perbaikan sistem informasi harga bawang merah yang dapat dilakukan melalui pelayanan informasi pasar.

Kata kunci : margin pemasaran, farmer's share, Analytical Hierarchy Process.

SUMMARY

Brebes Regency is the largest shallot production center in Central Java. The fluctuating price of shallots and the large price difference between the price at the farmer level and the price paid by consumers means that the farmer's share received by small farmers. This research aims to calculate the marketing margin of shallots and farmer's share in each marketing channel and analyze the level of marketing efficiency in shallot marketing channels in Brebes Regency.

This research uses primary data with an interview system based on a questionnaire. The sample in this research consisted of farmers and traders. The sample of farmers in Larangan Village was selected in stages, 2 RWs were selected and 2 RTs were selected in each RW, then samples at the RT level were selected randomly. The sample of traders was selected through snowball sampling. To determine the AHP sample, researchers used key informants consisting of 2 village officials, 2 village unit cooperatives, 1 agricultural officer, 6 farmers, and 4 traders. Key informants were determined using purposive sampling, because the informants were considered capable of understanding shallot marketing channels. The analytical tools used are marketing margin and Analytical Hierarchy Process (AHP) to determine priority marketing channels.

The results of this research are, there are four marketing channels for shallots in Larangan Village, including channel I (farmers → retailer) with a margin of IDR 3,000/kg and farmer's share value of 85.00%, channel II (farmers → collector → retailer) with a margin of IDR 5,000/kg and farmer's share value of 78.26%, channel III (farmers → collector → internal wholesaler → retailer) with a margin of IDR 8,000/kg and farmer's share value of 68.00%, channel IV (farmers → external wholesaler) with a margin of IDR 3,000/kg and a farmer's share value of 85.71%. Based on Analytical Hierarchy Process (AHP) calculations, the efficient marketing channel is channel IV (farmers → external wholesaler).

The implication of this research is that farmers are expected to use channel IV in marketing channels (farmers → external wholesaler) because it has a high farmer's share value, the government's role is needed in improving the shallot price information system which can be done through market information services.

Keywords: marketing margin, farmer's share, Analytical Hierarchy Process.