

RINGKASAN

Pemasaran melalui pasar lelang menjadi salah satu solusi dalam menghadapi fluktuasi harga. Salah satu produk pertanian yang sering mengalami fluktuasi harga yaitu cabai rawit merah. Keberadaan pasar lelang ini diharapkan mampu mengatasi permasalahan fluktuasi harga, serta meningkatkan nilai jual pada petani. Namun, dalam beberapa bulan terakhir terdapat penurunan peserta lelang Guyub Rukun, Kecamatan Ngombol, Kabupaten Purworejo. Tujuan penelitian meliputi: 1) mengetahui saluran pemasaran cabai rawit di Kecamatan Ngombol; 2) mengetahui mekanisme pelaksanaan lelang pada Pasar Lelang Guyub Rukun; 3) mengetahui kepuasan petani terhadap Pasar Lelang Guyub Rukun.

Penelitian ini dilaksanakan melalui observasi dan wawancara secara langsung kepada petani. Kuesioner yang diberikan kepada petani menggunakan skala likert 1—5. Metode yang digunakan dalam penelitian ini adalah metode survei. Pengambilan sampel yang dilakukan dengan teknik penarikan Purposive Sampling dan Accidental Sampling diperoleh sampel sebanyak 89 petani. Data digunakan dalam penelitian ini terdiri dari data Primer dan data sekunder yang kemudian dianalisis menggunakan metode analisis deskriptif menggunakan skala interval.

Pasar Lelang Guyub Rukun pada pelaksanaannya menggunakan sistem lelang tertutup yang dilakukan secara online melalui aplikasi *whatsapp*. Petani mendapatkan pembayaran di awal menggunakan kas pasar lelang, setelah cabai mereka melalui proses grading oleh pemenang lelang. Pasar lelang merupakan saluran pemasaran yang banyak dipilih petani cabai di Kecamatan Ngombol. Hasil dari penelitian ini menunjukkan nilai kepuasan sebesar 79,06 persen yang menunjukkan bahwa petani cabai merasa puas dengan pelayanan yang diberikan oleh Pasar Lelang Guyub Rukun. Pengelola pasar lelang hendaknya meningkatkan kualitas pelayanan pasar lelang terhadap petani, sehingga dapat meningkatkan kepuasan pada petani di pasar lelang.

SUMMARY

Marketing through auction markets was one solution to deal with price fluctuations. One of the agricultural products that often experienced price fluctuations was red cayenne pepper. The existence of this auction market was expected to be able to overcome the problem of price fluctuations, as well as increase the selling value for farmers. However, in the last few months, there had been a decrease in participants in the Guyub Rukun auction, Ngombol District, Purworejo Regency. The objectives of the study included: 1) to determine the marketing channels for cayenne pepper in Ngombol District; 2) to determine the auction implementation mechanism at the Guyub Rukun Auction Market; 3) to determine farmer satisfaction with the Guyub Rukun Auction Market.

This study was conducted through direct observation and interviews with farmers. The questionnaire given to farmers used a Likert scale of 1-5. The method used in this study was the survey method. Sampling was carried out using the Purposive Sampling and Accidental Sampling techniques, obtaining a sample of 89 farmers. The data used in this study consisted of primary data and secondary data, which were then analyzed using a descriptive analysis method using an interval scale.

The Guyub Rukun Auction Market in its implementation used a closed auction system that was carried out online via the WhatsApp application. Farmers received payment in advance using auction market cash after their chilies went through a grading process by the auction winner. The auction market was a marketing channel that was widely chosen by chili farmers in Ngombol District. The results of this study showed a satisfaction value of 79.06 percent, indicating that chili farmers were satisfied with the services provided by the Guyub Rukun Auction Market. Auction market managers should have improved the quality of auction market services to farmers so that they could increase farmer satisfaction in the auction market.