

ABSTRAK

Supriadi, 105960163714, Efisiensi Pemasaran Komoditi Lada di Desa Tangru Kecamatan Malua Kabupaten Enrekang dibimbing oleh Muh. Arifin Fattah dan Sumarni B.

Penelitian ini bertujuan untuk mengetahui efisiensi pemasaran lada di Desa Tangru Kecamatan Malua Kabupaten Enrekang. Metode penelitian yang digunakan dalam penelitian ini yaitu penelitian kuantitatif dengan pendekatan deskriptif. Penelitian ini dilaksanakan di Desa Tangru Kecamatan Malua Kabupaten Enrekang. Penelitian ini dilaksanakan mulai pada bulan November 2020 sampai Januari 2021. Populasi petani lada di Desa Tangru Kecamatan Malua Kabupaten Enrekang yaitu sebanyak 112 petani, dengan jumlah sampel sebanyak 34 petani yang diambil 30% dari total jumlah populasi jenis data yang digunakan dalam penelitian ini ada dua yaitu, data primer dan data sekunder. Analisis data yang digunakan pada penelitian ini terdapat 3 yaitu : analisis efisiensi, analisis margin dan analisis deskriptif.

Hasil penelitian menunjukkan saluran pemasaran lada di Desa Tangru Kecamatan Malua Kabupaten Enrekang sebanyak 2 saluran yaitu: saluran pemasaran 1 (petani – pedagang besar – CV. Latimojong), dan saluran 2 (petani – pedagang Pengumpul – pedagang besar – pedagang pengecer - konsumen) dan efisiensi pemasaran lada di Desa Tangru Kecamatan Malua yang memiliki nilai efisiensi terkecil adalah saluran pemasaran I sebesar 1,39% dan yang terbesar pada saluran pemasaran II yaitu sebesar 3,00%.

Kata Kunci : efisiensi, pemasaran, komoditi, lada

ABSTRACT

Supriadi, 105960163714, Marketing Efficiency of Pepper Commodity in Tangru Village, Malua District, Enrekang Regency, was supervised by Muh. Arifin Fattah and Sumarni B.

This study aims to determine the marketing efficiency of pepper in Tangru Village, Malua District, Enrekang Regency. The research method used in this research is quantitative research with a descriptive approach. This research was conducted in Tangru Village, Malua District, Enrekang Regency. This research was conducted from November 2020 to January 2021. The population of pepper farmers in Tangru Village, Malua District, Enrekang Regency, as many as 112 farmers, with a sample of 34 farmers who were taken 30% of the total population. The types of data used in this study were two namely primary data and secondary data. There are 3 data analysis used in this research, namely: efficiency analysis, margin analysis and descriptive analysis

The results showed that there were 2 marketing channels for pepper in Tangru Village, Malua District, Enrekang Regency, namely: marketing channel 1 (farmers - wholesalers - CV. Latimojong), and channel 2 (farmers - collector traders - wholesalers - retailers - consumers) and Pepper marketing efficiency in Tangru Village, Malua District which has the smallest efficiency value is marketing channel I of 1.39% and the largest is marketing channel II of 3.00%.

Keywords: efficiency, marketing, commodity, pepper