

ABSTRACT

MARKETING EFFICIENCY ANALYSIS OF KLANTING AGROINDUSTRY IN NEGERI KATON DISTRICT PESAWARAN REGENCY

By

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This research aims to know how much producer income, marketing channels and the efficiency of klanting agroindustry marketing in Negeri Katon District, Pesawaran Regency, Lampung Province. The method used for this research was survey method. The total of respondents were 32 producers and 146 merchants. The research was conducted in December 2016 until March 2017. The analyses used were descriptive qualitative and quantitative. The result showed that the amount of klanting agroindustry producers' income was Rp2,018,932.67/month with R/C 1.38 on cash and Rp1,649,645.49/month with R/C 1.29 on total cost, so that the klanting agroindustry was feasible to be run. In addition, there were four kinds of marketing channels in klanting agroindustry in Negeri Katon District. Marketing system of klanting agroindustry was still not efficient, because the value of elasticity transmission price was less than one.

Key words: Agroindustry, efficiency, klanting, marketing,

ABSTRAK

ANALISIS EFISIENSI PEMASARAN AGROINDUSTRI KLANTING DI KECAMATAN NEGERI KATON KABUPATEN PESAWARAN

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Penelitian ini bertujuan untuk mengetahui besaran pendapatan produsen, saluran pemasaran dan efisiensi pemasaran agroindustri klanting di Kecamatan Negeri Katon Kabupaten Pesawaran Provinsi Lampung. Penelitian menggunakan metode survei. Jumlah responden sebanyak 32 produsen dan 146 pedagang. Penelitian dilakukan pada bulan Desember 2016 – Maret 2017. Analisis yang digunakan pada penelitian ini adalah deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa rata-rata pendapatan produsen agroindustri klanting sebesar Rp2.018.932,67/bulan dengan nilai R/C 1,38 atas biaya tunai dan Rp1.649.645,49/bulan dengan nilai R/C 1,29 atas biaya total, sehingga agroindustri klanting layak untuk diusahakan. Saluran pemasaran agroindustri klanting di Kecamatan Negeri Katon menggunakan empat macam saluran pemasaran. Sistem pemasaran agroindustri klanting belum efisien, karena nilai elastisitas transmisi harga kurang dari satu.

Kata kunci : Agroindustri, efisiensi, klanting, pemasaran.