

ABSTRACT

BLUE SWIMMING CRAB MARKETING SYSTEM IN LABUHAN MARINGGAI DISTRICT, EAST LAMPUNG DISTRICT

By

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This study aims to analyze the blue swimming crab marketing system in Labuhan Maringgai District, East Lampung Regency. This research was conducted using quantitative descriptive analysis methods and survey methods by analyzing SCP (Structure, Conduct, and Performance). Data collection was carried out from November to December 2023. This research was conducted in Muara Gading Mas Village and Margasari Village, Labuhan Maringgai District, East Lampung Regency. The number of respondents was 60 respondents who came from fishermen, middleman, miniplant owners in Labuhan Maringgai Regency, and UPI in Lampung Province. The research results show that the marketing channel for blue swimming crab in Labuhan Maringgai District has two marketing channels, namely Marketing Channel I (fisherman-miniplant-UPI), and Marketing Channel II (fisherman-middleman-miniplant-UPI). The marketing margin for blue swimming crab blue swimming crab in Labuhan Maringgai District, supervisory marketers have a marketing margin of IDR19.941. Miniplant marketing margin in Marketing Channel I is IDR130.551 and Marketing Channel II is IDR132.047. UPI's marketing margin on Marketing Channels I and II is IDR184.000. The RPM (Ratio Profit Margin) of the blue swimming crab marketing channel in Labuhan Maringgai District is efficient because it has a value of more than zero ($\pi/bti > 0$). The profit margin ratio value for each marketing channel for the middleman is 1,37, the miniplant is 2,07, 2,10, and the fish processing unit is 0,47. Fisherman's share of blue swimming crab in Labuhan Maringgai District in every marketing channel is inefficient because it has a share value of less than 50%. Fisherman's share value for Marketing Channel I is 37%, and Marketing Channel II has a value of 33%. The marketing efficiency of blue swimming crab blue swimming crab in Labuhan Maringgai District in each marketing channel is inefficient because it has a value of more than 5% ($Eps > 5\%$), except middleman.

Keyword: blue swimming crab, efficiency, fisherman, marketing

ABSTRAK

SISTEM PEMASARAN RAJUNGAN DI KECAMATAN LABUHAN MARINGGAI KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk menganalisis sistem pemasaran rajungan di Kecamatan Labuhan Maringgai Kabupaten Lampung Timur. Penelitian ini dilakukan dengan metode analisis deskriptif kuantitatif dan metode survei dengan analisis SCP (Struktur, Perilaku, dan Kinerja Pasar). Pengumpulan data dilakukan pada bulan November sampai Desember 2023. Penelitian ini dilakukan di Desa Muara Gading Mas dan Desa Margasari, Kecamatan Labuhan Maringgai, Kabupaten Lampung Timur. Jumlah responden sebanyak 60 responden yang berasal dari nelayan, pembina nelayan, pemilik *miniplant* di Kecamatan Labuhan Maringgai, dan unit pengolahan ikan di Provinsi Lampung. Hasil penelitian menunjukkan bahwa saluran pemasaran rajungan di Kecamatan Labuhan Maringgai mempunyai dua saluran pemasaran yaitu Saluran Pemasaran I (nelayan-*miniplant*-UPI), dan Saluran Pemasaran II (nelayan-pembuat-*miniplant*-UPI). Margin pemasaran rajungan di Kecamatan Labuhan Maringgai pelaku pemasaran pembina mempunyai margin pemasaran sebesar Rp19.941. Margin pemasaran *miniplant* pada Saluran Pemasaran I sebesar Rp130.551 dan Saluran Pemasaran II sebesar Rp132.047. Margin pemasaran UPI pada Saluran Pemasaran I dan II sebesar Rp184.000. RPM (*Ratio Profit Margin*) saluran pemasaran rajungan di Kecamatan Labuhan Maringgai efisien karena memiliki nilai lebih dari nol ($\pi/bti > 0$). Nilai *ratio profit margin* disetiap saluran pemasaran pada pembina senilai 1,37, *miniplant* senilai 2,07, 2,10, dan unit pengolahan ikan senilai 0,47. *Fisherman's share* rajungan di Kecamatan Labuhan Maringgai disetiap saluran pemasaran tidak efisien karena memiliki nilai *share* kurang dari 50%. Nilai *fisherman's share* Saluran Pemasaran I sebesar 37%, dan Saluran Pemasaran II memiliki nilai sebesar 33%. Efisiensi pemasaran rajungan di Kecamatan Labuhan Maringgai pada setiap saluran pemasaran tidak efisien karena nilai lebih dari 5% ($Eps > 5\%$), kecuali pembina.

Kata kunci: rajungan, efisiensi, nelayan, pemasaran