

## **ABSTRAK**

### **ANALISIS SISTEM PEMASARAN TEMPE DI KOTA BANDAR LAMPUNG**

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Meningkatnya permintaan terhadap tempe di Kota Bandar Lampung telah mendorong ekspansi agroindustri tempe lokal dan memperketat persaingan antar produsen, sehingga diperlukan analisis sistem pemasaran untuk memahami struktur, perilaku, dan kinerja pasar yang ada. Penelitian ini menggunakan metode survei dengan pendekatan kuantitatif dan kualitatif terhadap 51 responden, terdiri atas 31 produsen tempe dan 20 pedagang. Struktur pasar dianalisis secara deskriptif, sedangkan perilaku pasar ditelaah melalui mekanisme penetapan harga, pola transaksi, sistem pembayaran, dan strategi promosi. Kinerja pasar dievaluasi berdasarkan *producer's share* dan rasio margin keuntungan (RPM) pada berbagai saluran pemasaran. Hasil penelitian menunjukkan pasar tempe di Bandar Lampung beroperasi dalam struktur pasar persaingan sempurna, di mana produsen dan pedagang bertindak sebagai penerima harga dan harga produk mengikuti kondisi pasar yang berlaku, sehingga variasi harga antar lembaga pemasaran relatif kecil. Seluruh transaksi dilakukan secara tunai, dan produk tempe telah terdiferensiasi menjadi beberapa bentuk, seperti tempe kotak, bulat, panjang, tempe bungkus daun, dan tempe plastik bermerek. Distribusi dilakukan melalui penjualan langsung di lokasi produksi dan pasar tradisional, sementara pedagang terdiri dari penjual pasar dan toko kelontong yang menggunakan strategi promosi sederhana melalui komunikasi langsung dan media sosial. Analisis terhadap empat saluran pemasaran menunjukkan Saluran I (produsen → konsumen) merupakan saluran paling efisien dan menguntungkan bagi produsen, dengan pangsa produsen sebesar 100%. Seluruh saluran tetap efisien karena masing-masing mencapai pangsa produsen di atas 50%, yang menunjukkan bahwa produsen tetap memperoleh bagian keuntungan yang adil dari proses distribusi. Hal ini menegaskan bahwa sistem pemasaran tempe di Bandar Lampung berfungsi secara efektif dan mendukung keberlanjutan agroindustri tempe lokal.

Kata kunci: tempe, pemasaran, struktur, perilaku, kinerja

## **ABSTRACT**

### **MARKETING SYSTEM ANALYSIS OF TEMPE IN BANDAR LAMPUNG**

*by*

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*The growing demand for tempe in Bandar Lampung City has encouraged the expansion of local tempe agroindustries and intensified competition among producers, making it necessary to analyze the marketing system to understand the existing market structure, behavior, and performance. This study employed a survey method using quantitative and qualitative approaches involving 51 respondents, consisting of 31 tempe producers and 20 retailers. The market structure was examined descriptively, while market behavior was analyzed through pricing mechanisms, transaction patterns, payment systems, and promotional strategies; market performance was assessed using the producer's share and the ratio profit margin (RPM) across different marketing channels. The results show that the tempe market in Bandar Lampung operates under a perfectly competitive market structure, where producers and retailers act as price takers and product prices follow prevailing market conditions, resulting in minimal price variation across marketing institutions. All transactions are conducted in cash, and tempe products have been differentiated into several types, including box-shaped, round, long, leaf-wrapped, and branded plastic-wrapped tempe. Distribution occurs through direct sales at production sites and traditional markets, while retailers consist of market sellers and neighborhood shops using simple promotional strategies through direct communication and social media. Analysis of four marketing channels shows that Channel I (producer → consumer) is the most efficient and profitable for producers, reflected by a producer's share of 100%. All channels remain efficient, as each achieves a producer's share above 50%, indicating that producers continue to receive a fair share of profits from the distribution process. These findings confirm that the tempe marketing system in Bandar Lampung functions effectively and supports the sustainability of local tempe agroindustries.*

*Keywords: tempe, marketing, structure, conduct, performance*