

ABSTRAK

EKA HENTIANI, NPM : 71170712012, ANALISIS PEMASARAN KELAPA SAWIT RAKYAT STUDI KASUS : DESA RANTAU PANJANG KECAMATAN LONGKIB KOTA SUBULUSSALAM. Dibawah bimbingan Ibu **Khairunnisyah,SP.M.si** Sebagai ketua komisi pembimbing dan Bapak **Surya Dharma,SP.MM.** Sebagai anggota komisi pembimbing.

Tujuan penelitian saya adalah : (1). Untuk mengetahui saluran pemasaran di Desa Rantau Panjang Kecamatan Longkib Kota Subulussalam. (2). Untuk mengetahui besar margin pemasaran, distribusi marjin dan farmer share di Desa Rantau Panjang Kecamatan Longkib Kota Subulussalam. (3). Untuk mengetahui tingkat efisiensi pemasaran kelapa sawit rakyat di Desa Rantau Panjang Kecamatan Longkib Kota Subulussalam. (4). Untuk mengetahui penyebab naik turunnya harga sawit di Desa Rantau Panjang Kecamatan Longkib Kota Subulussalam.

Penelitian dilakukan di Desa Rantau Panjang Kecamatan Longkib Kota Subulussalam. Pemilihan lokasi dilakukan secara sengaja (*purposive*) dengan pertimbangan daerah tersebut merupakan salah satu daerah lahan pertanian kelapa sawit dan memenuhi syarat penelitian. Metode penarikan sampel menggunakan metode disproporsional stratified random sampling dengan cara wawancara dan mengisi kuesioner sebanyak 44 petani, 10 agen, 2 pedagang besar dan 3 pabrik. Data yang dikumpulkan meliputi data primer dan data sekunder.

Penelitian ini dilakukan dengan metode survey, yaitu dengan mewawancara secara langsung dengan petani kelapa sawit, agen, pedagang besar dan pabrik serta melalui pengamatan di lapangan. Wawancara dilakukan secara perorangan dengan mengajukan beberapa pertanyaan yang tersusun dalam satu paket kuesioner.

Hasil penelitian Analisis Pemasaran Kelapa Sawit Rakyat Studi Kasus : Desa Rantau Panjang Kecamatan Longkib Kota Subulussalam. Terdapat tiga saluran pemasaran yaitu petani – pabrik, petani – agen – pabrik, dan petani – pedagang besar – pabrik. Dari hasil perhitungan nilai efisiensi pemasaran $I = 4.14$

%, nilai efisiensi pemasaran II = 5 % dan III = 4.38 % bahwa seluruh saluran pemasaran dapat dikatakan efisien. Saluran pemasaran I adalah pemasaran yang paling efisien dengan hasil perhitungan efisiensi pemasaran terkecil yaitu EP = 4.14 % .

Kata Kunci : Kelapa Sawit, Saluran Pemasaran, Marjin, Distribusi Marjin, Farmer Share dan Efisiensi Pemasaran.

ABSTRACT

EKA HENTIANI, NPM : 71170712012, MARKETING ANALYSIS OF PEOPLE'S OIL PALM CASE STUDY: RANTAU PANJANG VILLAGE, LONGKIB DISTRICT, SUBULUSSALAM CITY. Under the guidance of **Mrs. Khairunnisyah, SP.M.si** as the chairman of the supervisory commission and **Mr. Surya Dharma, SP.MM.** As a member of the advisory committee.

The aims of my research are: (1). To find out the marketing channels in Rantau Panjang Village, Longkib District, Subulussalam City. (2). To find out the marketing margin, distribution margin and farmer share in Rantau Panjang Village, Longkib District, Subulussalam City. (3). This study aims to determine the level of marketing efficiency of smallholder palm oil in Rantau Panjang Village, Longkib District, Subulussalam City. (4). This study aims to determine the cause of the rise and fall of palm oil prices in Rantau Panjang Village, Longkib District, Subulussalam City.

The research was conducted in Rantau Panjang Village, Longkib District, Subulussalam City. The selection of the location was carried out purposively with the consideration that the area was one of the areas of oil palm agricultural land and met the research requirements. The sampling method used disproportionate stratified random sampling method by interview and filling out questionnaires as many as 44 farmers, 10 agents, 2 wholesalers and 3 factories. The data collected includes primary data and secondary data.

This research was conducted using a survey method, namely by interviewing directly with oil palm farmers, agents, wholesalers and factories as well as through field observations. Interviews were conducted individually by asking several questions arranged in a questionnaire package.

The results of the research on Marketing Analysis of People's Oil Palm Case Study: Rantau Panjang Village, Longkib District, Subulussalam City. There are three marketing channels, namely farmers – factories, farmers – agents – factories, and farmers – wholesalers – factories. From the results of the calculation of the value of marketing efficiency $I = 4.14\%$, the value of marketing

efficiency II = 5% and III = 4.38% that all marketing channels can be said to be efficient. Marketing channel I is the most efficient marketing with the smallest marketing efficiency calculation result, namely EP = 4.14%.

Keywords : Palm Oil, Marketing Channels, Margin, Distribution Margin, Farmer Share and Marketing Efficiency.