

**ANALISIS EFISIENSI PEMASARAN MELINJO DI DESA PLUMBON
KECAMATAN KARANGSAMBUNG KABUPATEN KEBUMEN**

**The Efficiency Analysis of Melinjo Marketing in the Plumbon Village
Karangsambung District Kebumen**

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ABSTRACT

The purpose of this study was to determine the marketing channels, costs, profits, margin, and the level of marketing efficiency melinjo in Plumbon village. This research was conducted in the Plumbon village Karangsambung district from May until June 2016. The respondent is done by simple random sampling as many as 30 farmers. Beside the snowball method is used to get two brokers, three traders, two wholesalers, one outside area wholesalers, seven retailers and one retailer outside the region. Analysis of marketing channels melinjo in Plumbon Village District of Karangsambung is descriptive. Melinjo marketing efficiency using the farmer's share and the the value of product rasio. There are seven patterns melinjo marketing channels. The actors perform activities of sales, purchases, stripping, packaging, packing, storage, loading and unloading, transporting, sorting, and grading. The highest marketing costs on the channel I and channel IV, it is because through many marketing agencies. While the lowest marketing cost is a VI channel because just past the sole marketing agents. Margin and the biggest advantage marketing in the channel I and the smallest is the channel VI, it relates to the number of institutions that passed, more and more institutions are used more and more margin, as well as benefits. As for the marketing efficiency, VI channel is a channel that has the highest level of efficiency in terms of indicators of famer's share and the ratio of costs to the value of the product.

Keywords: Melinjo Marketing Channels, Marketing Margin, Farmer's Share, and economic efficiency.