

**ABSTRAK**  
**EFISIENSI PEMASARAN KOMODITI SAYURAN**  
**(SAWI, KANGKUNG DAN BAYAM)**  
**DI KOTA TERNATE**

Evi Nurbianty Irwan, dibawah bimbingan  
Nurdiyanawati Djumadil dan Fatmawati Kaddas  
Program Studi Agribisnis  
Fakultas Pertanian Universitas Khairun Ternate 2021

**ABSTRAK**

Sayuran sawi, kangkung dan bayam berfungsi sebagai penyeimbang konsumsi pangan. Oleh karena itu, wajib tersedia setiap saat dengan harga terjangkau. Ditinjau dari aspek pemasaran, sayuran sawi, kangkung bayam dijual dengan harga bervariasi pada tingkat petani maupun perantara pedagang. Penelitian ini bertujuan mengetahui saluran pemasaran, menganalisis efisiensi operasional dan efisiensi harga. Penelitian ini dilakukan di Kota Ternate, dengan penentuan sampel menggunakan *cluster sampling area* yaitu pada kelompok tani Kecamatan Ternate Selatan, Kecamatan Pulau Ternate dan Kecamatan Ternate Barat yang merupakan daerah penghasil produksi sayuran sawi, kangkung dan bayam. Hasil penelitian menunjukkan terdapat 3 saluran pemasaran di Kota Ternate. Saluran pemasarannya 1) petani-pedagang pengumpul-pedagang pengecer pasar-konsumen; 2) petani -pedagang pengecer pasar-konsumen; 3) petani-pedagang pengecer dengan motor-konsumen. Hasil analisis menunjukkan margin pemasaran terkecil terdapat pada saluran pemasaran II yaitu, sayuran sawi sebesar Rp. 14.142/885 gr, kangkung Rp. 5.857/885 gr dan bayam Rp. 5.572/885 gr. Nilai *Farmer's share* terbesar terdapat pada saluran II; sayuran sawi 36.13%, kangkung 46.05% dan bayam 54.73%, nilai *Ratio Profit Margin* (RPM) terkecil terdapat pada saluran pemasaran II. Rata-rata Elastisitas transmisi harga pada saluran pemasaran I, II dan III <1 yang artinya pada saluran pemasaran I, II dan III masuk pada pasar persaingan tidak sempurna.

**Kata Kunci:** efisiensi pemasaran, sayuran, sawi, kangkung, bayam.

**ABSTRACT**  
**THE EFFICIENCY OF VEGETABLE COMMUDITIES**  
**MARKETING (MUSSEL, KALE AND SPINACH)**  
**IN TERNATE**

Evi Nurbianty Irwan, *Supervised By*  
Nurdiyanawati Djumadil and *Co-supervisor* Fatmawati Kaddas  
*Agribusiness Study Program*  
*Faculty of Agriculture Khairun University 2021*

**ABSTRACT**

*Mustard greens, kale, and spinach serve as a counterweight to food consumption. Therefore, it must be available at all times at an affordable price. Viewing from the marketing aspect, mustard greens, kale, spinach are sold at varying prices at the farmer level and at the merchant intermediary level. This study aims to determine marketing channels, analyze operational efficiency and price efficiency. This research was conducted in the City of Ternate, with the determination of the sample using a cluster sampling area, which is in the farmer groups of South Ternate District, Ternate Island District, and West Ternate District are producing areas for mustard, kale, and spinach. The results showed that there were 3 marketing channels in Ternate. The marketing channels are; 1) farmers–collectors–market retailers–consumers; 2) farmers–market retailers–consumers; 3) farmers–retailers with motors–consumers. The results of the analysis show that the smallest marketing margin is found in marketing channel II, mustard greens of Rp. 14,142/885 gr, kale Rp. 5.857/885 gr and spinach Rp. 5.572/885 gr. The largest Farmer's share value is in channel II; 36.13% of mustard greens, 46.05% kale, and 54.73% spinach, the smallest value of Profit Margin Ratio (RPM) is in marketing channel II. The average price transmission elasticity in marketing channels I, II, and III <1 means that marketing channels I, II and III enter the imperfect competition market.*

**Keywords:** *Marketing Efficiency, Vegetable, Mussel, Kale, Spinach.*