

## ABSTRAK

Red chili is one of the strategic horticultural commodities with high economic value and plays an important role in fulfilling food needs as well as increasing farmers' income. Blang Benara Village, Wih Pesam District, Bener Meriah Regency, is one of the red chili production centers in the region. However, high distribution costs and simultaneous harvesting often lead to low prices received by farmers, resulting in suboptimal farmer income despite relatively high production levels. This study aims to analyze marketing channels, calculate marketing margins, and assess the marketing efficiency of red chili in Blang Benara Village. The sampling methods used in this study were purposive sampling and snowball sampling. The results show that there are three red chili marketing channels, namely marketing channel I (farmers–collecting traders–wholesalers), marketing channel II (farmers–wholesalers), and marketing channel III (farmers–consumers). The marketing margin in channel I was Rp10,000/kg with a farmer's share of 54.55% and a marketing efficiency level of 16.59%. Marketing channel II had a margin of Rp7,000/kg, a farmer's share of 68.18%, and a marketing efficiency level of 12.02%. Meanwhile, marketing channel III had a marketing margin of Rp0/kg, a farmer's share of 100%, and a marketing efficiency level of 1%. Overall, all three marketing channels were classified as efficient. However, marketing channel III was considered the most efficient because it had the lowest marketing costs and marketing margin as well as the highest farmer's share, making it the most profitable channel for red chili farmers in Blang Benara Village.

**Keywords:** red chili, marketing channels, marketing margin, marketing efficiency.

## RINGKASAN

RAHMATUL U'LYA. Analisis pemasaran cabai merah di Desa Blang Benara Kecamatan Wih Pesam Kabupaten Bener Meriah. Dibimbing oleh Muhammad Authar, dan Irada Sinta.

Cabai merah merupakan salah satu komoditas hortikultura strategis yang memiliki nilai ekonomi tinggi serta berperan penting dalam pemenuhan kebutuhan pangan dan peningkatan pendapatan petani. Desa Blang Benara, Kecamatan Wih Pesam, Kabupaten Bener Meriah, merupakan salah satu sentra produksi cabai merah. Namun demikian, tingginya biaya distribusi serta terjadinya panen serentak sering menyebabkan rendahnya harga cabai merah yang diterima petani, sehingga pendapatan petani belum optimal meskipun tingkat produksi relatif tinggi. Penelitian ini bertujuan untuk menganalisis saluran pemasaran, menghitung margin pemasaran, serta menilai tingkat efisiensi pemasaran cabai merah di Desa Blang Benara. Metode penentuan sampel yang digunakan adalah purposive sampling dan snowball sampling. Hasil penelitian menunjukkan bahwa terdapat tiga saluran pemasaran cabai merah, yaitu saluran pemasaran I (petani–pedagang pengumpul–pedagang besar), saluran pemasaran II (petani–pedagang besar), dan saluran pemasaran III (petani–konsumen). Margin pemasaran pada saluran pemasaran I sebesar Rp10.000/kg dengan farmer's share sebesar 54,55% dan tingkat efisiensi pemasaran sebesar 16,59%. Saluran pemasaran II memiliki margin pemasaran sebesar Rp7.000/kg, farmer's share sebesar 68,18%, serta tingkat efisiensi pemasaran sebesar 12,02%. Sementara itu, saluran pemasaran III memiliki margin pemasaran sebesar Rp0/kg, farmer's share sebesar 100%, dan tingkat efisiensi pemasaran sebesar 1%. ketiga saluran pemasaran tergolong efisien. Namun, saluran pemasaran III dinilai paling efisien karena memiliki biaya pemasaran dan margin pemasaran yang paling rendah serta farmer's share tertinggi, sehingga memberikan keuntungan terbesar bagi petani cabai merah di Desa Blang Benara.

**Kata kunci:** cabai merah, saluran pemasaran, margin pemasaran, efisiensi pemasaran.