

ABSTRAK

HELMI BAGIR AL MUTHOHAR. A.1610388. Analisis Saluran Pemasaran dan Risiko Distribusi Salak Pondoh (*Salacca edulis Reinw.*) yang Dijual di Pasar Tradisional Kota Bogor. Di bawah bimbingan Himmatul Miftah dan Arti Yoesdiarti.

Salak Pondoh merupakan salah satu tanaman buah yang digemari dan mempunyai prospek yang baik untuk di usahakan. Penelitian ini bertujuan untuk menganalisis saluran pemasaran Salak Pondoh dan risiko distribusi. Penentuan lokasi dilakukan secara sengaja (*purposive*) dengan pertimbangan bahwa Pasar Baru Bogor dan Pasar Jambu Dua merupakan pasar terbesar yang menjual hasil pertanian. Penentuan responden dilakukan secara sengaja (*purposive*) dengan pertimbangan sudah lama berjualan serta berjualan secara kontinyu. Metode pengambilan responden pedagang pengecer dilakukan secara *purposive sampling* dengan ketentuan sudah lama berjualan serta berjualan secara kontinyu dengan jumlah responden 6 orang pedagang pengecer, sedangkan teknik *snowball* meliputi pedagang besar sebanyak 4 orang dan pedagang pengumpul sebanyak 2 orang. Data dianalisis menggunakan metode deskriptif dan kuantitatif. Alat yang digunakan adalah FMEA. Hasil penelitian menunjukkan bahwa saluran pemasaran Salak Pondoh yang terbentuk di Pasar Tradisional Kota Bogor memiliki 2 saluran pemasaran, saluran yang paling efektif adalah saluran I. Terdapat 1 prioritas risiko pemasaran Salak Pondoh di tingkat pedagang pengumpul yaitu Pembelian tidak sesuai dengan ramalan pasar. Terdapat 2 prioritas risiko pada tingkat pedagang besar meliputi rusak dan harga beli naik. Terdapat 2 prioritas risiko pada tingkat pedagang pengecer meliputi rusak dan harga beli naik. Risiko yang tergolong sangat tinggi dan tinggi telah dilakukan mitigasi untuk mengurangi tingkat risiko di setiap tingkat pelaku pemasaran.

Kata Kunci : *Risiko, FMEA, Mitigasi*

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ABSTRACT

HELMI BAGIR AL MUTHOHAR. A.1610388. Analysis of Marketing Channels and Risks Distribution of Salak Pondoh (*Salacca edulis Reinwart*) Sold in Traditional Markets in Bogor City. Under the guidance of Himmatul Miftah and Arti Yoesdiarti.

Salak Pondoh is one of the popular fruit plants and has good prospects to be cultivated. This study aims to analyze the Salak Pondoh marketing channels and distribution risks. The location was determined purposively with the consideration that Bogor Market and Jambu Dua Market are the largest markets that sell agricultural products. Respondents were determined purposively, with the consideration that they have been selling and selling continuously for a long time. The sampling method for retailer respondents was carried out by purposive sampling, provided that they had been selling and selling continuously for a long time with 6 retailers as respondents, while the snowball technique included 4 wholesalers and 2 collecting traders. Data were analyzed using descriptive and quantitative methods. The tool used is FMEA. The results showed that the Salak Pondoh marketing channel formed in the traditional market of Bogor City has 2 marketing channels, the most effective channel is channel I. There is 1 priority risk of marketing Salak Pondoh at the collector trader level, namely purchasing not in accordance with market forecasts. There are 2 risk priorities at the wholesaler level including broken and rising buying prices. There are 2 priority risks at the retailer level, including damage and rising purchase prices. The risks that are classified as very high and high have been mitigated to reduce the level of risk at each level of marketers.

Keywords: *Risk, FMEA, Mitigation*