

ABSTRAK

IIS AFRIYANTI KULSUM. A1310256. Analisis *Structure, Conduct, Performance* (SCP) Pada Pemasaran Sayuran *Indigenous* Kemangi (*Ocimum citriodorum*) di Kecamatan Kadudampit Kabupaten Sukabumi. Di bawah bimbingan Wini Nahraeni dan Arti Yusdiarti.

Sayuran *indigenous* sudah banyak dikembangkan, diantaranya kemangi. Dalam pengembangannya ditemukan berbagai kendala, baik kendala produksi maupun pemasarannya. Penelitian ini bertujuan untuk menganalisis struktur, perilaku, dan kinerja pasar kemangi. Data dianalisis secara deskriptif dan kuantitatif dengan pendekatan *structure, conduct, dan performance* (SCP). Hasil penelitian menunjukkan bahwa struktur pasar yang terbentuk di tingkat petani adalah oligopsoni, dan di tingkat pedagang perantara adalah oligopoli. Penentu harga ditingkat petani dilakukan oleh lembaga pemasaran setelahnya, di tingkat pedagang pengumpul desa, pedagang besar, dan pengecer penentu harga jual adalah penjual sendiri. Sistem pembayaran cenderung tunda bayar. Fungsi pemasaran yang dilakukan adalah fungsi pertukaran, fungsi fisik, fungsi fasilitasi. Saluran pemasaran yang terbentuk ada lima, saluran I: Petani – Konsumen, saluran II: Petani – Pedagang Pengecer, saluran III: Petani – Pedagang Pengumpul Desa – Pedagang Pengecer, saluran IV: Petani – Pedagang Besar – Pedagang Pengecer, dan saluran V: Petani – Pedagang Besar – Supermarket. Kerjasama yang terbentuk yaitu ikatan modal (sistem tunda bayar), dan langganan. Analisis kinerja pasar menunjukkan bahwa nilai marjin terendah diperoleh saluran ke II sebesar Rp 6.150,4,-. Nilai *farmer's share* terbesar diperoleh saluran I sebesar 100%. Namun saluran I belum mencerminkan saluran yang paling efisien dikarenakan hanya terdapat satu petani yang melewatinya. Nilai *Farmer's share* terbesar selanjutnya diperoleh saluran II sebesar 66%. Nilai rasio keuntungan dan biaya semua saluran lebih dari nol ($\pi/C > 0$). Berdasarkan kondisi saat ini dan hasil analisis yang telah dilakukan, saluran pemasaran yang paling efisien adalah saluran II. Maka saluran II dapat dijadikan alternatif bagi petani untuk memasarkan kemangi.

Kata kunci : *indigenous, kemangi, struktur, perilaku, dan kinerja*

ABSTRACT

IIS AFRIYANTI KULSUM. A1310256. Analysis Of Structure, Conduct, Performance (SCP) On Marketing Indigenous Basil Vegetable *Ocimum citriodorum* Under guidance of Wini Nahraeni and Arti Yusdiarti.

Indigenous vegetables have developed, such as basil. On develop, has find many problems, on production process or market condition. Purpose of this research is analyzes the structure, conduct, and performance of the basil market. Data were analyzed descriptively and quantitatively with structure, conduct and performance approach (SCP). The research indicated that market structure at the farmers level is oligopsony, and at the intermediary trader level is oligopoly. The price determinant at the farmer level is done by the buyer, at the level of the village collector trader, the wholesaler, and the retailer the selling price determinant is by seller himself. Payment systems tend to delay. The function of marketing is the function of exchange, physical, and facilitation. There are five marketing channels, I: Farmers - Consumers, II: Farmers - Retailers, III: Farmers – Middleman in village - Retailers, IV: Farmers - Wholesalers - Retailers and V: Farmers - Wholesalers - Supermarket. The forming of cooperation is capital (delay system pay), and subscriptions. The analysis of market performance shows that the lowest margin obtained by the second channel is Rp 6,150.4. The largest farmer's share is obtained by marketing channel I of 100%. However marketing channel I has not yet reflected the most efficient marketing channel cause there is only one farmer passing through it. Farmer's share of the next largest share of marketing channel II obtained by 66%. The profit and cost ratio value of all marketing channels is more than zero ($\pi / C > 0$). Based on the current conditions and the results of the analysis done, the most efficient marketing channel is channel II. Then marketing channel II can be an alternative for farmers to market basil.

Keywords: *indigenous, basil, structure, conduct, and performance*