

RINGKASAN

Zathifa Salsabila. Efisiensi Pemasaran Rajungan (*Portunus pelagicus*) di Desa Busung Kabupaten Bintan. Dibimbing oleh TETTY dan KHAIRUL HAFSAR.

Rajungan memiliki nilai penjualan dan permintaan tinggi yang bermanfaat dalam kesejahteraan masyarakat nelayan Desa Busung. Namun nelayan belum merasakan manfaat tersebut karena saluran pemasaran rajungan yang diduga mengakibatkan perbedaan margin pemasaran yang cukup tinggi dan bagian yang diterima nelayan relatif lebih kecil dibandingkan lembaga pemasaran. Penelitian bertujuan mengukur margin pemasaran, *fisherman share* dan efisiensi pemasaran rajungan di Desa Busung Kabupaten Bintan. Penelitian dilaksanakan pada Januari–April 2025 menggunakan metode kuantitatif. Data penelitian bersumber dari data primer dan sekunder dan menggunakan teknik pengumpulan data observasi, kuesioner dan dokumentasi. Seluruh data yang terkumpul dianalisis menggunakan perhitungan margin pemasaran, keuntungan pemasaran, *fisherman share* dan efisiensi pemasaran. Hasil penelitian menunjukkan margin pada saluran rajungan utuh I nol. Margin (nelayan-pengepul) pada saluran rajungan utuh II Rp30.000/Kg (grade A), Rp25.000/Kg (grade B dan C). Margin saluran olahan I (Nelayan-Restoran) Rp80.000/Kg (grade A) dan Rp120.000/Kg (grade B). Margin (Nelayan-Pengepul) saluran olahan II Rp10.000-30.000/Kg (grade A) dan Rp10.000-25.000/Kg (grade B) sedangkan margin (Pengepul-Restoran) Rp85.000-120.000/Kg (grade A) dan Rp105.000-145.000/Kg (grade B). Margin (Nelayan-*Mini plant*) pada saluran perebusan dan daging I Rp15.000/Kg (grade A), Rp10.000-195.000/Kg (grade B dan C) sedangkan margin (*Mini plant*-Distributor) Rp35.000/Kg (grade A, B dan C). Margin (Nelayan-Pengepul) pada saluran perebusan dan daging rajungan II Rp7000/Kg (grade C), margin (Pengepul-*Mini plant*) Rp193.000/Kg dan margin (*Mini plant*-Distributor) Rp35.000/Kg. Hasil *fisherman share* pada saluran rajungan utuh I 100% (grade A, B dan C). *Fisherman share* pada saluran rajungan utuh II diperoleh 63% (grade A), 44% (grade B dan C). Saluran olahan I 60% (grade A) dan 40% (grade B). *Fisherman share* saluran olahan II sebesar 25-46% (grade A dan B). *Fisherman share* saluran perebusan dan daging rajungan 50% (grade A), 12-40% (grade B) dan 12-31% (grade C). *Fisherman share* sebesar 10% (grade C). Nilai efisiensi pemasaran rajungan grade A, B dan C pada saluran rajungan utuh I 0%. Nilai efisiensi pemasaran rajungan grade A, B dan C pada saluran rajungan utuh II 0,3%, 0,5% dan 0,5%. Nilai efisiensi pemasaran rajungan grade A dan B pada saluran olahan I 32%, efisiensi saluran olahan II rentang 27%-32%. Efisiensi pemasaran rajungan grade A, B dan C pada saluran pemasaran perebusan dan daging rajungan I yaitu 4%, 1-5% dan 1-6% dan efisiensi pemasaran rajungan grade C pada saluran perebusan dan daging rajungan II diperoleh 2%.

Kata kunci: Desa Busung, Efisiensi Pemasaran, Rajungan (*Portunus pelagicus*)

SUMMARY

Zathifa Salsabila. Marketing Efficiency of Swimming Crabs (*Portunus pelagicus*) in Busung Village, Bintan Regency. Supervised by TETTY and KHAIRUL HAFSAR.

Swimming crabs have high sales value and demand, which is beneficial to the welfare of the fishing community in Busung Village. However, fishermen have not yet felt these benefits because the marketing channels for swimming crabs are thought to result in a relatively high marketing margin, with fishermen receiving a smaller share than marketing agencies. This study aims to measure the marketing margin, fisherman share, and marketing efficiency of swimming crabs in Busung Village, Bintan Regency. The research was conducted from January to April 2025 using quantitative methods. The research data were sourced from primary and secondary data and used observation, questionnaires, and documentation data collection techniques. All collected data were analyzed using calculations of marketing margins, marketing profits, fisherman shares, and marketing efficiency. The results showed that the margin in the whole swimming crab channel I was zero. The margin (fisherman-collector) in the whole crab channel II is Rp30,000/kg (grade A) and Rp25,000/kg (grades B and C). The margin for the processed channel I (fishermen-restaurant) is Rp80,000/kg (grade A) and Rp120,000/kg (grade B). The margin (fishermen-collector) for the processed channel II is Rp10,000-30,000/kg (Grade A) and Rp10,000-25,000/kg (Grade B), while the margin (Collector-Restaurant) is Rp85,000-120,000/kg (Grade A) and Rp105,000-145,000/kg (Grade B). The margin (Fisherman-Mini Plant) in the boiling and meat processing channel for Grade I is Rp15,000/kg (Grade A), Rp10,000-195,000/kg (Grade B and C), while the margin (Mini Plant-Distributor) is Rp35,000/kg (Grade A, B, and C). The margin (fisherman-collector) in the boiling channel and swimming crab meat II is Rp7000/kg (grade C), the margin (collector-mini plant) is Rp193,000/kg and the margin (mini plant-distributor) is Rp35,000/kg. The fisherman share in the whole swimming crab channel I is 100% (grades A, B and C). The fisherman share in the whole swimming crab channel II is 63% (grade A) and 44% (grades B and C). The processed channel I is 60% (grade A) and 40% (grade B). The fisherman share for processed channel II is 25-46% (grades A and B). The fisherman share for the boiling channel and swimming crab meat is 50% (grade A), 12-40% (grade B) and 12-31% (grade C). The fisherman share is 10% (grade C). The marketing efficiency value of grade A, B and C swimming crabs in whole swimming crab channel I is 0%. The marketing efficiency value of grade A, B and C swimming crabs in whole swimming crab channel II is 0.3%, 0.5% and 0.5%. The marketing efficiency value of grade A and B swimming crabs in processed channel I is 32%, while the efficiency of processed channel II ranges from 27% to 32%. The marketing efficiency of grade A, B, and C swimming crabs in the boiling and swimming crab meat marketing channel I is 4%, 1-5%, and 1-6%, respectively, and the marketing efficiency of grade C swimming crabs in the boiling and swimming crab meat marketing channel II is 2%.

Keywords: Busung Village, Marketing Efficiency, Swimming Crab (*Portunus pelagicus*)