

ABSTRACT

Semarang is a regency in Central Java that has become the major center of avocado production. Avocado production in Semarang Regency has consistently increased from year to year. Avocado output in Semarang Regency increased from 149,252 quintals in 2016 to 372,505 quintals in 2019. Avocado is currently one of the most popular fruits in Semarang Regency. In Semarang, Bandungan District is one of the sub-districts with the most avocado production.

The research was conducted in three villages, namely Jetis Village, Banyukuning, and Kenteng. Farmers were sampled using the cluster random sampling method, while marketing agencies used the snowball sampling method. Respondents in the study consisted of 83 farmers, seven choppers, seven village collectors, seven wholesalers, and ten retailers. The study used both descriptive and quantitative analysis. Market structures were analyzed using measurements of concentration ratios (CR4), IHH, and MES. Market behavior was analyzed by describing marketing functions, and market performance was analyzed by calculating marketing margins and farmer's shares. The value chain was analyzed descriptively with the description of primary and secondary activities of each of the actors involved in avocado marketing.

The results showed that avocado marketing in Bandungan Subdistrict had five marketing channels. Market structures of the avocado marketing at Bandungan District tended to lead to oligopoly markets. The market performance showed that the highest marketing margin was on the channel I at Rp. 21,500/kg, and the lowest margin was on channel five at Rp. 10,000/kg. The farmer's share was highest on channel three at 50.00% and on channel two at 27.77%.

Keywords: SCP, Value Chain, Avocado