

KAJIAN HARGA DAGING SIRLOIN BERDASARKAN KUALITAS FISIK DI DEPOT DAGING KOTA YOGYAKARTA

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INTISARI

Kualitas fisik daging yang beredar berbeda antar pedagang maupun waktu penjualan. Berdasarkan perbedaan kualitas fisik tersebut harga yang ditetapkan seharusnya berbeda, agar dapat memberikan rasa adil kepada pedagang ataupun konsumen. Penelitian ini bertujuan untuk mengidentifikasi harga daging yang beredar di depot daging serta menetapkan harga daging berdasarkan kualitas fisik. Pengujian dilakukan pada daging *sirloin* yang beredar di Kota Yogyakarta. Responden berjumlah 16 sampel dengan sampel daging 32. Pengujian terhadap kualitas fisik dilakukan dengan pengujian warna daging, warna lemak, *marbling*, pH, daya ikat air, susut masak, dan keempukan. Berdasarkan pengujian yang dilakukan daging dikelompokkan menjadi 3 yaitu kualitas 1, kualitas 2 dan kualitas 3. Ketiganya memiliki standar kualitas fisik yang berbeda dan harga yang berbeda. Penentuan harga rekomendasi menggunakan distribusi normal, karena harga yang ditetapkan pedagang bersifat homogen dan agar mendekati harga riil dipasaran. Berdasarkan penelitian yang dilakukan disimpulkan bahwa kualitas daging setiap kali pemotongan berbeda-beda. Perbedaan kualitas daging seharusnya juga diikuti dengan perbedaan harga. Harga daging *sirloin* yang ditetapkan pedagang adalah Rp. 105.000,00/kg sampai dengan Rp. 120.000,00/kg. Harga yang direkomendasikan adalah kualitas 1 minimal Rp. 118.762,00/kg dan maksimal 3 Rp. 122.932,00/kg, kualitas 2 minimal Rp. 116.147,00/kg dan maksimal Rp. 118.765,00/kg, kualitas 3 minimal Rp. 109.892,00/kg dan maksimal Rp. 119.977,00/kg. Harga yang direkomendasikan adalah untuk daging *sirloin* pada depot daging di Kota Yogyakarta. Harga yang ditetapkan telah sesuai dengan *range* harga yang direkomendasikan untuk daging *sirloin* kualitas 1 dan kualitas 3. Daging *sirloin* kualitas 2 harga yang ditetapkan masih dibawah *range* harga yang direkomendasikan.

Kata Kunci : Kualitas fisik daging, Penetapan harga, Daging *sirloin*

THE PRICE ANALYSIS OF *SIRLOIN* BASED ON PHYSICAL QUALITY IN MEAT DEPOT, YOGYAKARTA CITY

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ABSTRACT

Physical quality of meat in circulation differs between traders and when selling. Based on the differences in physical quality, the prices set should be different, in order to provide fairness to traders or consumers. This study aims to identify the price of meat circulating in meat depots and determine the price of meat based on physical quality. Tests carried out on *sirloin* circulating in Yogyakarta. The respondents were 16 samples with 32 meat samples. Tests on physical quality were carried out by testing meat color, fat color, *marbling*, pH, water binding capacity, cooking shrinkage, and tenderness. Based on testing conducted meat is grouped into 3, namely quality 1, quality 2 and quality 3. All three have different physical quality standards and different prices. Determination of recommendation prices uses a normal distribution, because the prices set by traders are homogeneous and to approach real prices in the market. Based on the research conducted it was concluded that the quality of meat at each cutting was different. The difference in meat quality should also be followed by price differences. The price of *sirloin* set by traders is Rp. 105,000.00/kg up to Rp. 120,000.00/kg. The recommended price of quality 1 is minimum Rp. 118,762.00/kg and maximum 3 Rp. 122,932.00/kg, quality 2 is minimum Rp. 116,147.00/kg and maximum Rp. 118,765.00/kg, quality 3 is minimum Rp. 109,892.00/kg and maximum Rp. 119,977.00/kg. The recommended price is for *sirloin* in meat depots in Yogyakarta. The price set has been in accordance with the range of recommended price for meat sirloin quality 1 and quality 3. *Sirloin* Quality 2 prices are set below range the recommended price.

Keywords: Physical quality of meat, Price set, *Sirloin* meat