

Analisis Margin Pemasaran Pada Tingkat Pelaku Ternak Sapi Potong Dan Daging Sapi Saat Pandemi COVID-19 di Madiun Jawa Timur

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INTISARI

Penelitian ini bertujuan untuk menganalisis margin pemasaran pada tingkat pelaku ternak sapi potong dan daging sapi saat pandemi COVID-19 di Madiun Jawa Timur. Penentuan lokasi penelitian didasarkan dengan pertimbangan kemudahan pengambilan data. Penetapan sampel sebanyak 20 responden, dilakukan secara *snowball sampling*. Penelitian menggunakan data primer dan data sekunder. Analisis data dilakukan secara deskriptif kuantitatif. Data yang diperoleh diolah menggunakan Microsoft excel 2010. Pemilihan saluran pasar dan pengukuran margin mengikuti alur pelaku pasar. Hasil penelitian menunjukkan saluran pemasaran sapi potong dan daging sapi di kabupaten Madiun dibagi atas dua saluran yaitu menggunakan jasa perantara dan tidak menggunakan jasa perantara. Saluran pemasaran sapi potong I yaitu, Peternak – jagal memiliki rata-rata margin pemasaran Rp1.700.000/ekor dan saluran pemasaran sapi potong II dari Peternak – Pedagang pengumpul - blantik dengan margin Rp1.200.000/ekor, blantik – Jagal dengan margin Rp1.200.000 secara keseluruhan memiliki margin Rp2.400.000/ekor, pendapatan tertinggi diperoleh jagal sebesar Rp1.140.000/ekor. Saluran pemasaran daging sapi potong I, Jagal dengan margin Rp20.000/kg – pedagang besar dengan margin Rp15.000/kg – konsumen keseluruhan margin sebesar Rp35.00/kg dengan keuntungan tertinggi pada pelaku jagal sebesar Rp19.311/kg dan saluran pemasaran II yaitu jagal dengan margin Rp15.000/kg – pedagang besar dengan margin Rp10.000/kg – pedagang pengecer dengan margin Rp10.000/kg – konsumen dengan pendapatan tertinggi pada pelaku jagal sebesar Rp14.509/kg. Secara keseluruhan dapat disimpulkan bahwa terdapat dua saluran pemasaran sapi potong dan daging sapi di daerah Madiun Jawa Timur dengan saluran yang paling menguntungkan yaitu saluran pemasaran sapi potong I dan saluran pemasaran daging sapi I karena tidak melibatkan banyak pelaku usaha.

Kata kunci: jagal, margin, pemasaran, sapi potong, *snowball sampling*

Analysis of Marketing Margin at the Level of Beef Cattle Business during the COVID-19 Pandemic in Madiun, East Java

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ABSTRACT

This study was aimed to analyze the marketing margin at the level of beef cattle and beef business during the COVID-19 pandemic in Madiun, East Java. The research location determination was based on the consideration of the ease of data retrieval. The sample determination of 20 respondents was carried out by snowball sampling. This research applied primary data and secondary data. Data analysis was performed using descriptive quantitative. The obtained data were processed using Microsoft Excel 2010. Market channel selection and margin measurement followed the market participants' flow. The results showed that the beef cattle and beef marketing channels in Madiun Regency were divided into two channels, namely using intermediary services and non-intermediary services. The 1st marketing channel of beef cattle was Breeders – butchers had an average marketing margin of Rp1,700,000 per head. The 2nd marketing channel of beef cattle was Breeders – Collecting traders – Broker with a margin of Rp1,200,000, Broker – Butchers with a margin of Rp1,200,000, and overall had the margin of Rp2,400,000 per head. The highest profit was obtained by the butcher at Rp1,140,000. The 1st marketing channel for beef, butchers with a margin of Rp20,000 – large traders with a margin of Rp15,000 – overall consumers with a margin of Rp35,000 per kilogram with the highest profit on slaughterers of Rp19,311. The 2nd marketing channel of beef, namely butchers with a margin of Rp15,000 – large traders with a margin of Rp10,000 – retailers with a margin of Rp10,000 – consumers with a margin of Rp35,000 per kilogram. The highest profit was obtained by the butcher at Rp14,509. In conclusion, there were two marketing channels for beef cattle and beef in the Madiun, East Java. The most profitable channels were the 1st marketing channel for beef cattle and the 1st marketing channel for beef. This was due to the relatively short supply chain.

Keywords: Margin, marketing, beef cattle, beef, *snowball sampling*, butchers