

Intisari

PEMASARAN IKAN HASIL TANGKAPAN NELAYAN PANTAI CONGOT KABUPATEN KULON PROGO

Penelitian bertujuan untuk mengidentifikasi saluran pemasaran, menganalisis margin pemasaran, dan mengetahui struktur pasar di Tempat Pelelangan Ikan (TPI) Bogowonto, Kabupaten Kulon Progo. Penelitian menggunakan metode sensus. Responden berjumlah 14 nelayan dan 3 pedagang ikan. Pengumpulan data lapangan dilaksanakan pada Februari-April 2023 di Pantai Congot, Kapanewon Temon, Kabupaten Kulon Progo. Hasil penelitian menunjukkan bahwa ada empat saluran pemasaran, yaitu 1) nelayan → pedagang lokal → konsumen akhir, 2) nelayan → pedagang lokal → pedagang pengecer → konsumen akhir, dan 3) nelayan → pedagang lokal → pengumpul besar 1 Gombang (Kabupaten Kebumen), dan 4) nelayan → pedagang lokal → pengumpul besar Kulon Progo → pengumpul besar 2 Gombang. Margin pedagang lokal pada saluran pemasaran 1 sebesar Rp5.076,00/kg dan laba Rp2.441,00/kg. Margin pedagang lokal pada saluran pemasaran 2 yaitu Rp5.890,00/kg dan laba Rp3.366,00/kg. Margin pedagang lokal di saluran pemasaran 3 adalah Rp76.519,00/kg dan laba Rp58.667,00/kg. Margin pedagang lokal di saluran pemasaran 4 adalah Rp38.081,00/kg dan laba Rp20.406,00/kg. Struktur pasar di TPI Bogowonto adalah oligopsoni, yaitu jumlah pembeli ikan di TPI Bogowonto atau jumlah pedagang ikan hanya sedikit (3 orang).

Kata kunci: margin pemasaran ikan, nelayan, saluran pemasaran ikan, struktur pasar ikan, Kulon Progo.

Abstract

MARINE FISH MARKETING FROM *PANTAI CONGOT* TO *KULON PROGO* AND ADJACENT AREAS

The research aims to identify marketing channels, analyze the marketing margin and understand the market structure at *Pantai Congot*, *Kulon Progo* and adjacent areas. This research used census method. The respondents was 14 fishermen and 3 fish traders. Field data collection was carried out in February - April 2023 at *Pantai Congot* and *Kulon Progo* Area. The result showed four marketing channels, i.e: 1) fishermen → local traders → final consumers, 2) fishermen → local traders → retailers → final consumers, 3) fishermen → local traders → middlemen of *Gombong 1* (*Kebumen* Regency), 4) fishermen → local traders → middlemen of *Kulon Progo* → middlemen of *Gombong 2*. The local trader's margin on marketing channel 1 was IDR 5.076/kg and profit was IDR 2.441/kg. The local trader's margin on marketing channel 2 was IDR 5.890/kg and profit was IDR 3.366/kg. The local trader's margin on marketing channel 3 was IDR 76.519/kg and profit was IDR 58.667/kg. The local trader's margin on marketing channel 4 was IDR 38.081/kg and profit was IDR 20.406/kg. The market structure at *Pantai Congot* was oligopsony where the number of fish buyers or fish traders was small (3 people).

Key words: fish marketing margin, fishermen, fish marketing channels, fish market structure, *Kulon Progo*.