

ANALISIS DISTRIBUSI METE (*Anacardium occidentale* L.) RAKYAT DI KABUPATEN WONOGIRI

Oleh :
Agung Septo Nur P
Wahyu Andayani ²

INTISARI

Pemasaran mete (gelondong, kacang) rakyat di Kabupaten Wonogiri diduga belum efisien. Penelitian mengenai Analisis Distribusi Mete Rakyat di Kabupaten Wonogiri bertujuan untuk mengetahui tingkat efisiensi tataniaga mete masing – masing lembaga pemasaran yang terlibat. Analisis ini menggunakan tiga parameter: 1) Marjin Keuntungan, 2) Marjin Pemasaran, dan 3) Efisiensi Operasional dengan pendekatan *Mark Up On Selling*.

Responden dalam penelitian ini diklasifikasikan menjadi tiga kelompok yaitu : 1) petani produsen gelondong, 2) lembaga pemasaran, dan 3) konsumen.

Dari hasil penelitian diperoleh informasi sebagai berikut: 1) tata niaga untuk gelondong: a) pola distribusinya yaitu produsen – pedagang pengepul, b) marjin keuntungan: Rp 6.060,95/kg; marjin pemasaran: 4,01%; dan c) efisiensi operasional: 95,99%. 2) tata niaga untuk kacang: a) ada empat (4) pola distribusi yaitu : produsen – konsumen; produsen – pedagang pengepul – konsumen; produsen – pedagang pengepul – pengecer – konsumen; dan produsen – pengecer – konsumen, b) marjin keuntungan pola 1 : Rp 6.549,47/kg; pola 2: Rp 4.888,82/kg; pola 3: Rp 1.888,82/kg dan pola 4: Rp.4.588,69/kg, marjin pemasaran seluruh pola: 65,00%, c) efisiensi operasional pola 1: 35,00 %; pola 2: 31,58%; pola 3: 25,71%; dan pola 4: 32,58%. Hasil penelitian menyimpulkan bahwa pemasaran mete di Kabupaten Wonogiri belum efisien.

Kata kunci : gelondong, kacang, marjin, efisiensi operasional.

¹ Mahasiswa jurusan Manajemen Hutan Fakultas Kehutanan UGM

² Pembimbing skripsi, staf pengajar jurusan Manajemen Hutan Fakultas Kehutanan UGM

**DISTRIBUTION ANALYSIS OF COMMUNITY PRODUCED
CASHEW NUT (*Anacardium occidentale* L.)
IN WONOGIRI REGENCY**

By :
Agung Septo Nur P ¹
Wahyu Andayani ²

ABSTRACT

Cashew nut marketing in Wonogiri district is assumed to be not efficient. Research on Cashew Nut Distribution Analysis in Wonogiri Regency is aimed to find out the efficiency level in each marketing institution involved. The analysis uses three parameter which are 1) Profit Margin, 2) Marketing Margin, and 3) Operational efficiency with *Mark Up On Selling* approach.

Respondents are classified into three groups which are 1) Farmers who produce cashew, 2) Marketing Institution, and 3) Consumers.

According to the result of the research, gathered information as follow 1) cashew marketing: a) The distribution pattern is producer – collector, b) profit margin Rp 6.060,95/kg, marketing margin 4,01%; c) operational efficiency: 95,99%, 2) cashew nut marketing: a) There are four (4) distribution pattern which are: producer – consumer, producer – collector – consumer, producer – collector – retailer – consumer, producer – retailer – consumer, b) profit margin pattern 1: Rp 6.549,47/kg; pattern 2: Rp 4.888,82/kg; pattern 3: Rp 1.888,82/kg and pattern 4: Rp 4.558,69/kg, marketing margin of all pattern is: 65,00%, c) operational efficiency pattern 1: 35.00%; Pattern 2: 31,58%; pattern 3: 25,71%; and pattern 4: 32,58%. From the result of the research, concluded that the distribution system of cashew nut in Wonogiri regency has not efficient.

Key words : cashew, cashew nut, margin, operational efficiency.

¹ The Student of the Forest Management Department Forestry Faculty of UGM

² Lecturer of the Forest Management Department Forestry Faculty of UGM