



MARGIN PEMASARAN DAGING SAPI DI MEATSHOP ORICOW YOGYAKARTA

**Alya Nur Karima Salsabila
21/482318/PT/09083**

INTISARI

Penelitian ini bertujuan untuk: (1) mengidentifikasi saluran pemasaran, (2) menganalisis margin pemasaran, *farmer's share* dan efisiensi pemasaran daging sapi di *Meatshop* Oricow. Penelitian dilaksanakan di *Meatshop* Oricow yang berlokasi di Kabupaten Sleman, Yogyakarta pada bulan Agustus sampai November 2024. Sampel sapi diambil secara *purposive* sebanyak 31 ekor sapi jantan berdasarkan informasi dari perusahaan dan responden pengelola perusahaan sejumlah 4 orang koordinator divisi. Metode pengambilan data adalah survei dan wawancara kepada responden dengan bantuan kuesioner dan observasi langsung ke RPH Mancasan dan toko *Meatshop* Oricow. Data meliputi *sexing*, bangsa sapi, berat karkas dan non karkas, harga karkas dan non karkas, harga beli sapi, dan biaya pemasaran. Data dianalisis secara deskriptif dan kuantitatif. Analisis deskriptif dilakukan untuk mengetahui profil perusahaan dan saluran pemasaran. Analisis kuantitatif dilakukan untuk menghitung margin pemasaran, *farmer's share*, dan efisiensi pemasaran. Hasil penelitian menunjukkan saluran pemasaran *Meatshop* Oricow ada dua yaitu saluran pemasaran I (retail) dan saluran pemasaran II (grosir). Margin pemasaran pada saluran pemasaran retail dan grosir berturut-turut sebesar Rp 8.219.213±2.057.754 per bulan dan Rp 4.316.219±1.180.307 per bulan, artinya *Meatshop* Oricow melalui penjualan secara grosir dapat memberikan kontribusi yang lebih baik kepada peternak dibanding retail. Harga yang diterima oleh peternak (*farmer's share*) pada penjualan grosir (86%) lebih besar dibanding retail (76%). Efisiensi pemasaran retail (5,56%) dan efisiensi pemasaran grosir (6,29%) masih belum efisien. Diharapkan *Meatshop* Oricow dapat memperbaiki efisiensi pemasaran sehingga dapat menurunkan harga penjualan daging sapi yang dapat meningkatkan permintaan konsumen.

Kata kunci : Daging Sapi, Efisiensi Pemasaran, *Farmer's Share*, Margin Pemasaran, Saluran Pemasaran



BEEF MARKETING MARGIN MEATSHOP ORICOW YOGYAKARTA

Alya Nur Karima Salsabila
21/482318/PT/09083

ABSTRACT

This study aims to: (1) identify marketing channels, (2) analyze marketing margin, farmer's share and marketing efficiency of beef in Meatshop Oricow. The research was conducted at Meatshop Oricow located in Sleman Regency, Yogyakarta from August to November 2024. A purposive sample of 31 bulls was taken based on information from the company and the respondents were 4 division coordinators. Data collection methods were survey and interview to respondents with the help of questionnaires and direct observation to Mancasan abattoir and Oricow Meatshop. Data included sexing, breed, carcass and non-carcass weight, carcass and non-carcass price, cattle purchase price, and marketing cost. Data were analyzed descriptively and quantitatively. Descriptive analysis was conducted to determine company profile and marketing channels. Quantitative analysis was conducted to calculate marketing margin, farmer's share, and marketing efficiency. The results showed that there are two marketing channels of Meatshop Oricow, namely marketing channel I (retail) and marketing channel II (wholesale). Marketing margins in retail and wholesale marketing channels amounted to Rp 8,219,213 ± 2,057,754 and Rp 4,316,219 ± 1,180,307, respectively, meaning that Meatshop Oricow through wholesale sales can make a better contribution to farmers than retail. Price received by farmers (farmer's share) on wholesale sales (86%) was greater than retail (76%). Retail marketing efficiency (5.56%) and wholesale marketing efficiency (6.29%) are still inefficient. It is expected that Meatshop Oricow can improve marketing efficiency so that it can reduce beef sales prices which can increase consumer demand.

Keywords: Beef, Marketing Efficiency, Farmer's Share, Marketing Margin, Marketing Channel