

ANALISIS RANTAI NILAI BAWANG MERAH (*Allium ascalonium* L.) DI KABUPATEN BANTUL D.I. YOGYAKARTA

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ABSTRAK

Bawang merah merupakan salah satu bahan pangan penting yang memiliki nilai ekonomi tinggi, baik ditinjau dari sisi pemenuhan konsumsi nasional, sumber penghasilan petani, maupun potensinya sebagai penghasil devisa negara. Bawang merah bersifat mudah rusak, namun memiliki rantai pasok yang panjang, sehingga menyebabkan terjadinya disparitas harga ditingkat petani dan konsumen. Petani menjadi aktor yang paling tidak diuntungkan akibat adanya disparitas harga ini. Analisis rantai nilai dilakukan untuk mempersempit disparitas harga yang terjadi di Daerah Istimewa Yogyakarta. Tujuan dari penelitian ini yaitu mengidentifikasi pola rantai nilai jaringan distribusi bawang merah, menganalisis rantai nilai bawang merah, dan menentukan strategi penguatan usaha tani dalam upaya mengatasi permasalahan berkaitan dengan rantai nilai komoditas bawang merah.

Sampel pada penelitian ini adalah seluruh pelaku bisnis bawang merah di Daerah Istimewa Yogyakarta dan bawang merah di Kabupaten Bantul. Kabupaten Bantul dipilih secara sengaja sebagai *entry point* penelitian. Penelitian dilaksanakan terhadap 17 petani, 5 penebas, 5 pedagang besar, 4 pedagang pasar induk, 6 *sales*, dan 10 pengecer melalui teknik *purposive sampling* dan *snowball sampling*. Data dianalisis secara deskriptif menggunakan analisis rantai nilai berdasarkan pola distribusi, margin pemasaran dan keuntungan bawang merah, yang kemudian akan dilakukan penyusunan alternatif strategi penguatan usahatani. Lalu, dilakukan analisis kelayakan finansial dan non finansial pada alternatif strategi penguatan usahatani tersebut.

Hasil penelitian menunjukkan bahwa terdapat 13 pola rantai nilai bawang merah di Daerah Istimewa Yogyakarta. Pelaku yang memperoleh margin pemasaran terbesar adalah pedagang besar yaitu sebesar 24,56% dan 23,94% untuk jalur distribusi 1 dan 2, sedangkan keuntungan terbesar diperoleh pedagang besar sebesar 28% untuk jalur distribusi 1 dan 2. Strategi yang dapat dilakukan untuk menguatkan usaha tani petani dalam rantai nilai adalah petani perlu melakukan operasi pemanenan, pengeringan, dan pemotongan daun, menghasilkan hasil panen berupa umbi kering protolan untuk dijual ke pedagang besar.

Kata kunci: bawang merah, disparitas harga, rantai nilai

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VALUE CHAIN ANALYSIS ON SHALLOT (*Allium ascalonium* L.) IN BANTUL REGENCY, SPECIAL REGION OF YOGYAKARTA

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ABSTRACT

Shallot is one of the important food ingredients which has high economic value, both in terms of fulfillment of national consumption, income resource of farmers, as well as its potential as a foreign exchange producer. Shallot is perishable, but has a long supply chain, causing price disparity at the level of farmers and consumers. Farmers become the most disadvantage actors due to this price disparity. Value chain analysis is used to reduce the price disparity that occurred in Special Region of Yogyakarta. The purpose of this research is to identify the value chain pattern of shallot's distribution network, to analyze the shallot's value chain, and to determine the strategy of strengthening farmer's business to overcome the problems related to the shallot's value chain.

The sample of this research is all businessman of shallot in Special Region of Yogyakarta and shallot in Bantul Regency. Bantul Regency was chosen purposively as a research entry point. The research was conducted on 17 farmers, 5 *penebas*, 5 big traders, 4 traders, and 10 retailers through purposive and snowball sampling methods. The data were analyzed descriptively using value chain analysis based on distribution pattern, marketing margin and profit, which then will be arranged alternative strategy of strengthening farmer's business. Then, financial and non financial feasibility analysis is conducted on the alternative strategy of strengthening farmer's business.

The results showed that there were 13 shallot's value chain pattern in Special Region of Yogyakarta. The businessman who obtained the biggest marketing margin were big traders with 24,56% dan 23,94% for distribution line 1 and 2, while businessman who obtained the biggest profit was big traders with 28% for distribution line 1 and 2, although it is still not optimum. A strategy that can be used to strengthen farmer's business in the value chain is that farmers need to do harvesting, drying, and leaf-cutting operation to produce dry leafless shallot to be sold to big traders.

Keywords: Shallot, price disparity, value chain

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