

**ANALYSIS OF WOOD MARKETING CHAINS IN PEOPLES
PLANTATION MANAGEMENT CERTIFICATION IN WANA LESTARI
MENOREH COOPERATION KULON PROGO REGENCY**

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Abstract

People's plantation needs to be well managed so as to provide benefits to the community sustainably. The certification purposes were to increase the price of timber, identified chain of custody and large timber marketing scale. This study purpose was to determine the timber marketing chain pattern and the role of the parties involved in the marketing chain FSC certified wood as well as knowing the FSC certified wood price.

This research was conducted at Wana Lestari Cooperative Menoreh Kulon Progo Regency in August 2017 s.d May 2018. This research used Survey method to 40 respondents and in-depth interview to cooperative board and document study. The data obtained then analyzed using the descriptive qualitative method.

The research results showed that before the certification established, there was longer chain marketing started from Member - Broker - Trader - buyer and Member - Cooperative - Buyer while after certification, the chain started from Member - Cooperative - Buyer, moreover after joining PT. SOBI, the chain started from Member - Cooperative - PT. Sobi - Buyer. There are five actors involved in timber marketing a) Members sell timber from people's plantation to cooperative. b) The Wana Cooperative Lestari Menoreh purchases wood from the members and sells the timber to the buyer. c). The trader buys timber from FSC Non-Certification members, d). Buyer role as wood buyer e). PT. SOBI plays a role in certified timber marketing and helps fund the Wana Lestari Menoreh Cooperative. The price of FSC certified wood from the people's plantation is higher than Non-Certification timber price. After FSC certification timber prices elevated up to 50 %.

Keywords: Marketing chain, FSC Certification, people's plantation, PT.SOBI

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ANALISIS RANTAI PEMASARAN KAYU PADA PENGELOLAAN HUTAN RAKYAT SERTIFIKASI DI KOPERASI WANA LESTARI MENOREH KABUPATEN KULON PROGO

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INTISARI

Hutan rakyat perlu dikelola dengan baik sehingga memberikan manfaat bagi masyarakat secara berkesinambungan. Tujuan sertifikasi untuk meningkatkan harga kayu, teridentifikasi lacak balaknya dan skala pemasaran kayu yang luas. Tujuan penelitian ini yaitu untuk mengetahui pola rantai pemasaran kayu dan peran para pihak yang terlibat dalam rantai pemasaran kayu sertifikasi FSC dan mengetahui harga kayu sertifikasi FSC.

Penelitian ini dilakukan di Koperasi Wana Lestari Menoreh Kabupaten Kulon Progo pada bulan Agustus 2017 s.d Mei 2018. Penelitian ini mengguakan metode Survey terhadap 40 responden dan wawancara mendalam kepada pengurus koperasi dan studi dokumen. Data yang diperoleh kemudian dianalisis secara deskriptif kualitatif.

Dari hasil penelitian dapat diketahui bahwa sebelum ada sertifikasi rantai pemasaran lebih panjang dimulai dari Anggota – Makelar – Pedagang – *buyer* dan Anggota – Koperasi – Buyer sedangkan setelah sertifikasi dimulai dari Anggota – Koperasi – Buyer, setelah bergabung dengan PT. SOBI dimulai dari Anggota – Koperasi – PT. Sobi – Buyer. Terdapat lima aktor yang terlibat dalam pemasaran kayu a) Anggota menjual kayu dari hutan rakyat ke koperasi. b) Pihak Koperasi Wana Lestari Menoreh membeli kayu dari anggota dan menjual kayunya ke *buyer*. c).Pedagang membeli kayu dari anggota Non Sertifikasi FSC, d). *Buyer* berperan sebagai pembeli kayu e). PT. SOBI berperan dalam pemasaran kayu sertifikasi dan membantu masalah pendanaan Koperasi Wana Lestari Menoreh. Harga kayu dari hutan rakyat sertifikasi FSC lebih tinggi dibandingkan dengan harga kayu *Non* Sertifikasi. Setelah sertifikasi FSC harga kayu naik 50 %

Kata kunci : Rantai pemasaran, Sertifikasi FSC, Hutan Rakyat, PT.SOBI.

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