

TATANIAGA DAN EFISIENSI PEMASARAN KAYU CENDANA RAKYAT DI DESA BABUIN KABUPATEN TIMOR TENGAH SELATAN PROVINSI NUSA TENGGARA TIMUR

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INTISARI

Desa Babuin merupakan salah satu desa di Kabupaten Timor Tengah Selatan yang terdapat pohon cendana yang tumbuh melalui permudaan alam. Pemasaran kayu cendana tersebut umumnya dilakukan secara tidak langsung, dengan melibatkan beberapa lembaga pemasaran. Banyaknya lembaga pemasaran dapat mempengaruhi efisiensi pemasaran kayu cendana. Diperlukan penelitian mengenai saluran dan efisiensi pemasaran kayu cendana tersebut.

Tujuan penelitian ini adalah untuk mengetahui saluran pemasaran dan tingkat efisiensi pemasaran kayu cendana rakyat di Desa. Penelitian ini menggunakan data primer dan data sekunder. Data primer diperoleh melalui pengamatan dan wawancara terhadap responden yang mencakup petani, perantara, dan industri kayu. Penentuan responden dilakukan dengan metode *purposive* dan *snowball sampling*. Tingkat efisiensi pemasaran ditentukan dengan menggunakan 3 parameter: margin pemasaran, margin keuntungan, dan nilai *mark up on selling*.

Hasil penelitian menunjukkan terdapat 6 saluran pemasaran cendana rakyat. Nilai margin pemasaran untuk saluran 1 sebesar Rp.35.714, saluran 2 sebesar Rp.60.714, saluran 3 sebesar Rp.60.714, saluran 4 sebesar Rp.85.714, saluran 5 sebesar Rp.85.714, saluran 6 sebesar Rp.85.714. Persentase margin keuntungan, diterima pengumpul pada saluran 2 sebesar 62,14%, pada pengumpul saluran 6 sebesar 46,60%, pada pedagang penebas saluran 1 sebesar 41,20, pada pengepul saluran 5 sebesar 35,03%, pada pedagang penebas saluran 3 sebesar 27,47%, dan pada pedagang penebas saluran 4 sebesar 20,60%. Nilai *mark up on selling* untuk saluran 1 sebesar 71,43%, saluran 2 sebesar 80,95%, saluran 3 sebesar 52,38%, saluran 4 sebesar 43,25%, saluran 5 sebesar 60,72%, saluran 6 sebesar 52,93%. Berdasarkan nilai tersebut, dapat disimpulkan bahwa pemasaran kayu cendana rakyat di Desa Babuin pada saluran pemasaran 2 belum efisien.

Kata kunci: kayu cendana, margin pemasaran, margin keuntungan, *mark up on selling*

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TRADING SYSTEM AND MARKETING EFFICIENCY OF COMMUNITY SANDALWOOD IN BABUIN VILLAGE TIMOR TENGAH SELATAN REGENCY EAST NUSA TENGGARA PROVINCE

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ABSTRACT

Babuin is one of villages in South Timor Tengah District where natural regeneration sandalwood exist. The timber marketing commonly done indirectly by involving several middlemen. Many marketing agencies can affect the efficiency of the timber marketing. Thus, it was needed a study to identify the marketing channels and the marketing efficiency.

This study aims to determine the marketing channels and marketing efficiency of sandalwood. This study used primary and secondary data. Primary data were obtained by observation and interviews with respondents including farmers, middlemen, and wood industries. Respondents were determined by using snowball sampling and purposive sampling method. The marketing efficiency is determined by using 3 parameters: marketing margin, profit margin, and the mark-up on selling.

The results showed that there were 6 marketing channels. The value for the marketing marketing is Rp.35.714 for channel 1, Rp.60.714 for channel 2, Rp.60.714 for channel 3, Rp.85.714 for channel 4, Rp.85.714 for channel 5, Rp.85.714 for channel 6. The percentage of the highest profit margin, received by collector as 62,14% for channel 2, by collector as 46,60% for channel 6, by wholesaler as 41,20% for channel 1, by retailer as 35,03% for channel 5, by wholesaler as 27,47% for channel 3, and by wholesaler as 20,60% for channel 4. The value of mark-up on selling on channel 1 is 71,43%, , channel 2 is 80,95%, channel 3 is 52,38%, channel 4 is 43,25%, channel 5 is 60,72%, and channel 6 is 52,93%. Based on these values, it can be concluded that the marketing of the community sandalwood in Babuin village on channel 2 is inefficient.

Keywords: sandalwood, marketing margin, profit margin, mark up on selling.

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