

DAFTAR ISI

| | |
|---|-------------|
| HALAMAN JUDUL | i |
| HALAMAN PENGESAHAN | i |
| HALAMAN PERNYATAAN | iii |
| KATA PENGANTAR | iv |
| DAFTAR ISI | v |
| DAFTAR TABEL | vii |
| DAFTAR GAMBAR | viii |
| DAFTAR GRAFIK | ix |
| DAFTAR LAMPIRAN | ix |
| ABSTRACT | x |
| INTISARI | xi |
| BAB I | 1 |
| PENDAHULUAN | 1 |
| 1.1 Latar Belakang..... | 1 |
| 1.2 Rumusan Masalah..... | 4 |
| 1.3 Tujuan | 5 |
| 1.4 Manfaat..... | 5 |
| 1.5 Ruang Lingkup Penelitian..... | 5 |
| BAB II | 6 |
| TINJAUAN PUSTAKA | 6 |
| 2.1. Definisi Hutan Rakyat | 6 |
| 2.2. Tujuan Hutan Rakyat | 6 |
| 2.3. Karakteristik Hutan Rakyat | 7 |
| 2.4. Cendana (<i>Santalum album</i>)..... | 8 |
| 2.5. Pengusahaan Hutan Rakyat Cendana di Provinsi NTT | 10 |
| 2.6. Definisi Pemasaran dan Lembaga Pemasaran | 11 |
| 2.7. Saluran Pemasaran..... | 12 |
| 2.8. Efisiensi Pemasaran..... | 13 |
| BAB III | 17 |
| METODE PENELITIAN | 17 |
| 3.1 Lokasi dan Waktu Penelitian | 17 |

| | | |
|---|--|-----------|
| 3.2 | Jenis Data Penelitian..... | 17 |
| 3.3 | Teknik Pengumpulan Data Penelitian..... | 19 |
| 3.4 | Analisis Data..... | 22 |
| BAB IV..... | | 27 |
| DESKRIPSI LOKASI PENELITIAN..... | | 27 |
| 4.1 | Letak dan Luas Wilayah..... | 27 |
| 4.2 | Penggunaan Lahan..... | 27 |
| 4.3 | Potensi Desa Babuin..... | 28 |
| 4.4 | Kondisi Demografi di Desa Babuin..... | 29 |
| BAB V..... | | 32 |
| HASIL DAN PEMBAHASAN..... | | 32 |
| 5.1 | Hutan Rakyat di Desa Babuin..... | 32 |
| 5.2 | Pemasaran Kayu Cendana di Desa Babuin..... | 33 |
| 5.3 | Identifikasi Lembaga Pemasaran dan Saluran Tataniaga..... | 37 |
| 5.4 | Analisis Biaya Pemasaran pada Tingkatan Pedagang Perantara..... | 48 |
| 5.5 | Analisis Efisiensi Pemasaran Kayu Cendana Rakyat di Desa Babuin..... | 53 |
| BAB VI..... | | 74 |
| KESIMPULAN DAN SARAN..... | | 75 |
| 6.1 | Kesimpulan..... | 75 |
| 6.2 | Saran..... | 77 |
| DAFTAR PUSTAKA..... | | 78 |
| DAFTAR LAMPIRAN..... | | 80 |

DAFTAR TABEL

| | |
|--|----|
| Tabel 4.1. Penggunaan Lahan di Desa Babuin | 29 |
| Tabel 4.2. Jumlah Penduduk Menurut Tingkat Pendidikan. | 31 |
| Tabel 4.3. Jumlah Pekerja Produktif di Desa Babuin..... | 31 |
| Tabel 5.1. Rekapitulasi Harga per kg Pohon Sampel | 37 |
| Tabel 5.2. Biaya Pemasaran di Tingkat Pedagang Penebas. | 49 |
| Tabel 5.3. Biaya Pemasaran di Tingkat Pedagang Pengumpul | 51 |
| Tabel 5.4. Biaya Pemasaran di Tingkat Pengepul | 52 |
| Tabel 5.5. Rekapitulasi Biaya Pemasaran di Tingkat Pedangang Perantara | 53 |
| Tabel 5.6. Marjin Keuntungan Pola Tataniaga I..... | 54 |
| Tabel 5.7. Marjin Keuntungan Pola Tataniaga II..... | 55 |
| Tabel 5.8. Marjin Keuntungan Pola Tataniaga III..... | 57 |
| Tabel 5.9. Marjin Keuntungan Pola Tataniaga IV..... | 58 |
| Tabel 5.10. Marjin Keuntungan Pola Tataniaga V..... | 59 |
| Tabel 5.11. Marjin Keuntungan Pola Tataniaga VI..... | 60 |
| Tabel 5.12. Marjin Pemasaran Pola Tataniaga I..... | 61 |
| Tabel 5.13. Marjin Pemasaran Pola Tataniaga II..... | 62 |
| Tabel 5.14. Marjin Pemasaran Pola Tataniaga III..... | 63 |
| Tabel 5.15. Marjin Pemasaran Pola Tataniaga IV..... | 64 |
| Tabel 5.16. Marjin Pemasaran Pola Tataniaga V..... | 66 |
| Tabel 5.17. Marjin Pemasaran Pola Tataniaga VI..... | 67 |
| Tabel 5.18. Analisis Efisiensi Operasional Pola Tataniaga I | 68 |
| Tabel 5.19. Analisis Efisiensi Operasional Pola Tataniaga II..... | 69 |
| Tabel 5.20. Analisis Efisiensi Operasional Pola Tataniaga III..... | 70 |
| Tabel 5.21. Analisis Efisiensi Operasional Pola Tataniaga IV..... | 70 |
| Tabel 5.22. Analisis Efisiensi Operasional Pola Tataniaga V..... | 71 |
| Tabel 5.23. Analisis Efisiensi Operasional Pola Tataniaga VI..... | 72 |

DAFTAR GAMBAR

| | |
|--|----|
| Tabel 4.1. Peta Administrasi Kabupaten Timor Tengah Selatan..... | 27 |
| Tabel 4.2. Lokasi Desa Babuin dan Kecamatan Kolbano..... | 28 |
| Tabel 5.1. Pola Tataniaga I..... | 47 |
| Tabel 5.2. Pola Tataniaga II..... | 48 |
| Tabel 5.3. Pola Tataniaga III | 48 |
| Tabel 5.4. Pola Tataniaga IV | 51 |
| Tabel 5.5. Pola Tataniaga V | 51 |
| Tabel 5.6. Pola Tataniaga VI..... | 54 |

DAFTAR LAMPIRAN

| | |
|--|----|
| Lampiran 1. Data Demografi Responden Petani..... | 78 |
| Lampiran 2. Data Demografi Responden Pedagang Perantara..... | 79 |
| Lampiran 3. Data Demografi Responden Industri Kayu Cendana | 79 |
| Lampiran 4. Luas Lahan Milik di Desa Babuin..... | 80 |
| Lampiran 5. Daftar Harga Pohon Cendana yang Dijual oleh Petani | 81 |

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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