



INTISARI

Emping melinjo merupakan salah satu makanan olahan berbahan baku biji melinjo. Sentra industri emping melinjo berada di Kecamatan Banguntapan dan Kecamatan Pajangan, Kabupaten Bantul. Tujuan pertama penelitian ini adalah menganalisis *marketing channel* emping melinjo di Kabupaten Bantul. Tujuan kedua adalah menganalisis biaya, margin, dan keuntungan tiap pelaku rantai pasok. Serta tujuan ketiga adalah menentukan efisiensi rantai pasok dilihat dengan model transportasi. Penelitian ini dilaksanakan di Kabupaten Bantul pada bulan November sampai Desember 2017. Pengambilan responden dilakukan secara *simple random sampling* sebanyak 50 produsen emping melinjo di Kabupaten Bantul. Metode *snowball sampling* digunakan untuk mendapatkan lima pedagang pengepul, lima pedagang besar, dan 26 pedagang pengecer emping melinjo dengan cara mengikuti alur penjualan emping melinjo ke Pasar Piyungan, Demangan, Kotagede, Sentul, Beringharjo, Bantul, Legi, dan Magelang. Analisis *marketing channel* emping melinjo di Kabupaten Bantul dilakukan secara deskriptif. Terdapat empat saluran pemasaran dengan biaya pemasaran tertinggi berada pada saluran IV dan biaya terendah berada pada saluran I, Total margin pemasaran tertinggi berada pada saluran ke III dan terendah berada pada saluran ke I, dan total keuntungan tertinggi berada pada saluran III sementara total keuntungan terkecil pada saluran I. Rantai pasok emping melinjo di Kabupaten Bantul terdiri dari 18 jaringan. Pelaku rantai pasok emping melinjo meliputi petani, pedagang melinjo, produsen emping melinjo, pedagang pengumpul, pedagang besar, pedagang pengecer, konsumen, produsen kemasan, buruh produksi, buruh gendong, dan penyedia kayu bakar. Pelaku-pelaku tersebut melakukan aktivitas pengemasan, pengepakan, penjualan, pembelian, bongkar muat, pengangkutan, sortasi, dan grading. Aliran produk berjalan kurang lancar sedangkan aliran uang dan aliran Informasi berjalan lancar. Hasil analisis transportasi menunjukkan bahwa Kecamatan Banguntapan dengan sumber pertama Desa Wirokerten mengalokasikan hasil produksi emping melinjanya ke Pasar Beringharjo dan Pasar Piyungan. Sumber kedua Desa Potorono mengalokasikan emping melinjo ke Pasar Demangan. Kecamatan Pajangan dengan sumber Desa Sendangsari dan Desa Triwidadi mengalokasikan hasil produksi emping melinjanya ke Pasar Beringharjo, sementara Desa Guwosari ke Pasar Beringharjo, Pasar Bantul, dan Pasar Legi.

Kata kunci: Efisiensi, pemasaran, rantai pasok, dan model transportasi.



ABSTRACT

Melinjo chip is one of the special foods in Yogyakarta made of Melinjo nuts. The production center of melinjo chip is located in Banguntapan and Pajangan Sub Districts, Bantul District. The first purpose of this study is to analyze marketing channel of melinjo chip in Bantul Districts. The second of this study is to analyze the costs, margins, and benefits of each supply chain actor. And the third purpose of this study is to determine the efficiency of the supply chain viewed from transshipment method. The purpose of this study is to determine the efficiency of the supply chain viewed from transshipment method using linear programming analysis. This research was conducted in Bantul District from November to December 2017. Respondents were randomly selected as many as 50 producers of melinjo chip in Bantul District. Snowball method was used to get five collector traders, five large traders and 26 sellers of melinjo chip retailers by following melinjo emping sales distribution from the producer to Piyungan market, Demangan, Kotagede, Sentul, Beringharjo, Bantul, Legi, and Magelang. Marketing channel analysis of melinjo chip in Bantul Districts is done by descriptive analysis. There are four marketing channels with the highest marketing cost is on the channel IV and the lowest cost is in the channel I. The highest marketing margin is in the channel III whereas the lowest is in the channel I. The highest profit is in channel III whereas the lowest profit is at channel I. The supply chain of melinjo chip in Bantul District consists of 18 networks. The actors of melinjo chip are melinjo farmers, melinjo chip producers, collecting traders, large traders, retailers, consumers, packaging producers, production workers, haulers, and firewood providers. He does packing, selling, purchasing, loading, unloading, hauling, sorting, and grading activities. The flow of the product went less good while the flow of money and the flow of information went good. The result of transportation analysis shows that the Banguntapan Sub District with the first source of Wirokerten Village allocates the production of Melinjo Chip to Beringharjo Market and Piyungan Market. The second source of Potorono Village allocates Melinjo Chip to Demangan Market. Sub District of Pajangan with source of Sendangsari Village and Triwidadi Village allocates the production of Melinjo Chip to Beringharjo Market, while Guwosari Village allocates to Beringharjo Market, Bantul Market, and Legi Market.

Keywords: efficiency, marketing, supply structure, and transportation model.