

ANALISIS DISTRIBUSI TATANIAGA MEBEL JATI DI KABUPATEN KLATEN

Oleh :
Muhammad Nur Setiawan ¹⁾
Wahyu Andayani ²⁾

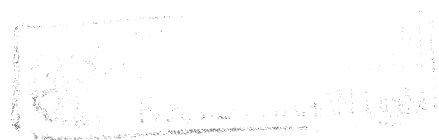
INTISARI

Tujuan penelitian ini adalah untuk mengetahui efisiensi tataniaga mebel dari kayu jati yang berasal dari lahan milik. Dari hasil analisis ditemukan tataniaga yang ada belum mencerminkan keadilan bagi pelaku ekonomi yang terlibat.

Secara singkat parameter efisiensi yang diteliti dalam penelitian ini, yaitu profit margin dan marketing margin hasilnya adalah sebagai berikut: (1) saluran distribusi tipe satu (produsen - pedagang I - konsumen), distribusi profit margin untuk produk almari: produsen 29,76 % ; pedagang I 70,24 %, produk buffet: produsen 36,02 % ; pedagang I 63,98 %, produk tempat tidur: produsen 41,44 % ; pedagang I 58,56 %, produk kursi: produsen 44,02 % ; pedagang I 55,98 %. Persentase marketing margin, untuk produk almari 24,75 % ; produk buffet 20,25 % ; produk tempat tidur 21,68 % ; produk kursi 17,11 %, (2) saluran distribusi tipe dua (produsen - pedagang I - pedagang II - konsumen), distribusi profit margin untuk produk almari: produsen 12,89 % ; pedagang I 17,21 % ; pedagang II 69,91 %, produk buffet: produsen 18,11 % ; pedagang I 19,68 % ; pedagang II 62,21 %, produk tempat tidur: produsen 24,58 % ; pedagang I 23,22 % ; pedagang II 52,22 %. Persentase marketing margin, untuk produk almari 59,02 % ; produk buffet 42,29 % ; produk tempat tidur 39,30 %.

Kata Kunci : efisiensi, mebel, pedagang perantara

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- 1) Mahasiswa Fakultas Kehutanan Universitas Gadjah Mada Yogyakarta, NIM: 96/106552/KT/03573.
2) Staf Pengajar Jurusan Manajemen Hutan, Fakultas Kehutanan, Universitas Gadjah Mada



ANALYSIS OF MARKETING DISTRIBUTION OF TEAK FURNITURE IN KLATEN REGENCY

By:
Muhammad Nur Setiawan ¹⁾
Wahyu Andayani ²⁾

ABSTRACT

The objective of this research was to know the marketing efficiency of furniture made from teakwood that was taken from personal lands. From the result of analysis, it was found that the existing marketing had not indicated justice yet for involved businessmen.

In summary, parameter of efficiency observed in this research was profit margin and marketing margin that indicated the following results: (1) the first type of distribution line (producers – traders I – consumers), the distribution of profit margin for products of cupboards: producers were 29,76 %, traders I were 70,24 %; buffets: producers were 36,02 %, traders I were 63,98 %; beds: producers were 41,44 %, traders I were 58,56 %; chairs: producers were 44,02 %, traders I were 55,98 %. The percentage of marketing margin, for the products of cupboards were 24,75 %; buffets were 20,25 %; beds were 21,68 %; chairs were 17,11 %, (2) the second type of distribution line (producers – traders I – traders II – consumers), the distribution of profit margin for the products of cupboards: producers were 12,89 %, traders I were 17,21 %, traders II were 69,91 %; buffets: producers were 18,11 %, traders I were 19,68 %, traders II were 62,21 %; beds: producers were 24,58 %, traders I were 23,22 %, traders II were 52,22 %. The percentage of marketing margin, for the products of cupboards were 59,02 %; buffets were 42,29 %; beds were 39,30 %.

Key words: efficiency, furniture, middleman

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- 1) Forestry Student of Gadjah Mada University, Yogyakarta, Student Number: 96/106552/KT/03573.
 - 2) Lecturer of Forestry Management Department, Faculty of Forestry, Gadjah Mada University.

