

ANALISIS PENDAPATAN PEDAGANG OLAHAN SUSU KAMBING PERANAKAN ETTAWA DI DESA GIRIKERTO TURI SLEMAN YOGYAKARTA

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INTISARI

Tujuan dari penelitian ini adalah mengidentifikasi penerimaan dan biaya serta menganalisis pendapatan produk olahan susu kambing Peranakan Ettawa (PE). Penelitian dilaksanakan selama satu bulan yaitu Mei sampai Juni 2018. Materi yang digunakan dalam penelitian adalah pedagang olahan susu di Desa Girikerto Kecamatan Turi Kabupaten Sleman yang berlokasi di tiga dusun yaitu Nganggring, Sukorejo, dan Kemirikebo. Pengambilan sampel sebanyak delapan orang dilakukan secara sensus. Pengambilan data primer meliputi identitas responden, karakteristik usaha, macam biaya dan penerimaan dilakukan melalui wawancara secara langsung dengan alat kuesioner. Analisis data dilakukan secara deskriptif kuantitatif. Hasil analisis dituliskan dalam tabel. Hasil penelitian menunjukkan bahwa rata-rata skala produksi olahan susu sebesar 118,125 kg/hari, rata-rata biaya sebesar Rp6.406.719/hari, rata-rata penerimaan adalah Rp7.706.562/hari dan rata-rata pendapatan sebesar Rp1.299.843/hari. Pendapatan terendah pedagang produk olahan susu PE dengan tingkat penerimaan sebesar Rp1.625.000/hari dan total biaya sebesar Rp1.412.142/hari dengan skala produksi susu bubuk 25 kg/hari. Pendapatan tertinggi pedagang produk olahan susu kambing PE adalah dengan tingkat penerimaan sebesar Rp13.220.000/hari dan total biaya sebesar Rp10.650.278/hari dengan skala produksi 207 kg/hari untuk pembuatan susu bubuk, yoghurt, permen karamel, dan kefir. Pendapatan yang diperoleh pedagang produk olahan susu kambing PE semakin besar bila mereka dapat mengolah susu dalam jumlah yang lebih besar dengan memunculkan diferensiasi produk.

(Kata kunci : biaya, penerimaan, pendapatan, diferensiasi produk)

**ANALYSIS OF INCOME FROM MILK PROCESSING ETTAWA
CROSSBRED GOAT TRADER IN GIRIKERTO VILLAGE
TURI SLEMAN YOGYAKARTA**

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ABSTRACT

The purpose of this study is to identify revenues and costs and analyze the income of Ettawa crossbred goat milk products. The study was carried out for a month May-June 2018. The material used in this study was processed milk traders in Girikerto Village, Turi, Sleman, located in three hamlets Nganggring, Sukorejo and Kemirikebo. Sampling of 8 people were carried out in a census. Retrieval of primary data includes the identity of the respondent, the characteristics of the business and the type of costs, The research was conducted by survey through interviews using questionnaire assistance. Data were analyzed by in quantitative descriptive analysis. The results showed that the average scale of dairy production was 118,125 kg/day, the average cost was IDR 6.406.719/day and the average revenue was IDR 7.706.562/day and the average income IDR 1.299.843/day. The lowest income for traders of PE dairy products with a revenue level of IDR 1,625,000/day and a total cost of IDR 1.412.142,00/day with a scale of 25 kg of milk powder/day. The highest income for traders of PE dairy products was with a revenue level of IDR. 13.220.000/day and a total cost was 10.650.278/day with a production scale of 207 kg/day for the manufacture of powdered milk, yogurt 7, and kefir. The income of trader from the milk processing of PE from the milk processing of PE was improved by improving the scale milk processing.

(Keywords: cost, revenue, income, product differentiation)