



**PENDAPATAN PETERNAK DAN TATANIAGA TELUR ITIK
PADA KELOMPOK TANI TERNAK "NGUDI MAKMUR"
DUSUN SAMIRAN, PARANGTRITIS, BANTUL**

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INTISARI

Penelitian mengenai pendapatan peternak dan tataniaga telur itik pada kelompok tani ternak "Ngudi Makmur" ini dilaksanakan pada bulan Februari sampai dengan bulan juni 2001 dengan menggunakan metode survai kepada 25 responden peternak anggota kelompok, dua pedagang pengumpul, tujuh pengecer dan dua rumah makan. Penelitian ini bertujuan vuntuk mengetahui jalur tataniaga, *margin, farmer's share* dan efisiensi tataniaga telur itik pada kelompok tani ternak "Ngudi Makmur" di Dusun Samiran, Parangtritis, Bantul, Yogyakarta. Analisis jalur tataniaga dilakukan secara deskriptif. Analisis efisiensi tataniaga dihitung dengan menggunakan analisis *margin, farmer's share* dan analisis profitabilitas. Hasil penelitian menunjukkan tiga jalur tataniaga yaitu : (1A). Peternak - Koperasi - Pedagang Pengumpul - Pengecer - Konsumen, (IB). Peternak -Koperasi - Pedagang Pengumpul - Rumah Makan - Konsumen, (2). Peternak - Pedagang Pengumpul - Pengecer - Konsumen, dan (3). Peternak - Rumah makan - Konsumen. Rata-rata pendapatan peternak Rp. 1.338.134,71 per tahun margin tertinggi pada jalur Satu B. yaitu Rp. 350,00 per butir, *farmer's share* terbesar terdapat pada jalur dua yaitu 81,73%. Dari Analisis profitabilitas diketahui *Net Profit Margin* tertinggi pada rumah makan yaitu 33% pada jalur satu B. *Operating Ratio* terendah pada koperasi yaitu 0% pada jalur satu A. dan satu B. dari penelitian ini dapat ditarik kesimpulan bahwa sistem tataniaga pada kelompok tani ternak "Ngudi Makmur" belum efisien.

(kata kunci: Telur itik, Pendapatan, Tataniaga)



**FARMER'S INCOME AND MARKETING OF DUCK EGGS IN THE
"NGUDI MAKMUR" BREEDER GROUP AT SAMIRAN VILLAGE,
PARANG TRITIS, BANTUL**

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ABSTRACT

This study of the farmer's income and marketing of duck eggs in the "Ngudi Makmur" breeder group was carried out in February through July 2001 using direct interview survey method on 25 respondent of the breeder members, two collecting traders, seven retailers, and two restaurants. The purpose of this study was to find out the marketing channel, margin, farmer's share, and marketing efficiency of duck eggs in that group at Samiran Village of Parang Tritis, Bantul, Jogjakarta. Analysis of the marketing channel was done descriptively. Analysis of the marketing efficiency was calculated using margin, farmer's share and profitability analysis. The finding showed that there were three marketing channels, namely: (1A) The Breeders Cooperative-collecting traders-retailers-consumers; (IB) The Breeders-Cooperative-collecting traders-restaurant-consumers; (2) The Breeders-collecting traders-retailers-consumers; and (3) The Breeders-restaurants-consumers. The rates of farmer's income Rp. 1.338.134,71 per year the highest margin was found in channel IB, that is of Rp. 350 per egg, and the greatest farmer's share was in channel 2 of 81.73%. From profitability analysis, the highest Net Profit Margin was found in restaurant, that is of 33% in Channel IB. The lowest operating ratio was in cooperative that is of 0% in channel 1A and IB. Then, conclusion could be drawn that the marketing system in the "Ngudi Makmur" breeder group has not been efficient.

(Key words Duck Egg, Income, Marketing)