

**ANALISIS TATANIAGA DAGING SAPI POTONG
;Studi kasus di Desa Segoroyoso, Kecamatan Pleret,
Kabupaten Bantul)**

Nur Khasanah
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INTISARI

Penelitian mengenai analisis tataniaga daging sapi di Desa Segoroyoso, Pleret, Bantul ini dilakukan pada bulan Desember 2003 sampai bulan Maret 2004. Tujuan penelitian adalah untuk menghitung tingkat pendapatan jagal, agen dan pengecer daging, menentukan margin pemasaran dan tingkat efisiensi. Pengambilan sampel dilakukan secara *convenience random sampling* terhadap jagal, agen dan pengecer daging sapi. Data terdiri atas data primer dan data sekunder. Pengambilan data dengan menggunakan metode survei dengan kuisioner yang telah dipersiapkan. Analisis pendapatan dihitung dari biaya produksi dan penerimaan, efisiensi pemasaran ditunjukkan dari *net profit margin* dan *operating ratio*. Dari hasil penelitian menunjukkan bahwa saluran pemasaran daging sapi dibagi atas tiga saluran yaitu I. jagal-konsumen, II. Jagal-pengecer-konsumen dan III. jagal-agen-konsumen. Pendapatan jagal jalur I sebesar Rp 1.036.197,50/hari, jalur II sebesar Rp 414.000,00/hari, jalur III adalah Rp 314.150,00/hari, agen Rp 565.750,00/hari dan pengecer Rp 303.695,83/hari. Margin pemasaran pada jalur I Rp 10.598,25/kg, pada jalur II Rp 11.692,87/kg dan pada jalur III Rp 12.606,85/kg. Nilai NPM jagal jalur I 22,57%, jalur II 10,94%, jalur III 10,66%, agen 15,87% dan pengecer 18,17%. Nilai OR jagal jalur I sebesar 83,03%, jalur II 89,06%, jalur III 89,34%, agen 84,13% dan pengecer 81,83%. Berdasarkan pendapatan, nilai NPM dan OR menunjukkan bahwa usaha jagal jalur pemasaran I paling menguntungkan dan efisien.

(Kata kunci : Sapi potong, Jagal, Pemasaran)

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ABSTRACT

The study was conducted to analyzed the beef marketing in Segoroyoso. It was carried out from December 2003 to March 2004. Convenience random sampling was applied to get the sample. Data was collected by survey method. Income analysis was calculate by production cost and revenue, while marketing efficiency was analyzed from net profit margin and operating ratio. The result of the study showed that marketing channel of beef were 1 Butchers-Consuments, II Buchers-Retailers-consuments and III Buchers- Agent-Consuments. Income butchers in channel I was Rp 1,036,197.50/day, channel II was Rp 414,000.00/day, and channel III was Rp 314,150.00/day, agent Rp 565,750.00/day and retailers Rp 303,695.83/day. Marketing margin of channel I was Rp 10,598.25/kg, channel II was Rp 11,692.87/kg and channel III was Rp 12,606.85/kg. Net profit margin of buchers channel I,II and III were 22.57%, 10.94% and 10.66%. Marketing margin of agent and retailer were 15.87% and 18.17%. Operating ratio of buchers channel I, II and III were 83.03%, 89.06% and 89.34%. Operating ratio of agent and retailer were 84.13% and 81.83%. The study showed that the buchers on channel I had the biggest in profit.

(Key words : Beef cattle, Buchers, Marketing)