

TATANIAGA AYAM KAMPUNG PADA KELOMPOK
TANI TERNAK "MUNCUL" DI KALASAN
KABUPATEN SLEMAN

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INTISARI

Penelitian ini bertujuan untuk mengetahui jalur tataniaga, lembaga tataniaga yang terlibat, margin tataniaga, pendapatan peternak, *farmer's share*, dan efisiensi tataniaga ayam kampung pada kelompok tani ternak "MUNCUL" di Kalibening, Desa Tirtomartani, Kecamatan Kalasan, Kabupaten Sleman, Daerah Istimewa Yogyakarta. Sampel yang digunakan 21 responden peternak, pedagang pengumpul 3 orang, 6 pengolah/processor (rumah makan dan pengecer), 2 pengecer. Kesemuanya itu (pedagang pengumpul, pengolah/processor, pengecer) berlokasi di sekitar Kalasan. Metode yang digunakan adalah prasurvei dan survei dengan wawancara langsung kepada peternak. Analisis data untuk saluran tataniaga diketahui dengan gambaran skematis jalur yang dilaluinya. Analisis efisiensi tataniaga dengan menggunakan analisis margin, *farmer's share*, kompetisi pasar dan analisis profitabilitas. Hasil penelitian ini menunjukkan terdapat 2 jalur tataniaga yaitu : (1). Peternak - pedagang pengumpul - pengolah/processor - konsumen, (2). Peternak - pengecer - konsumen. Margin tertinggi Rp. 8.959,37 dan terendah Rp 526,32 keduanya pada jalur satu. *Farmer's share* untuk kedua jalur masing-masing 58,37% dan 87,55%. Koefisien kompetisi pasar tertinggi 1,19 oleh pengolah/processor dan terendah 0,96 oleh pedagang pengumpul, keduanya pada jalur satu. Dari analisa profitabilitas pengolah/ processor memiliki nilai net profit margin (NFM) tertinggi (22,13%) dan nilai operating ratio (OR) terendah (77,86%). Dengan demikian dapat disimpulkan bahwa sistem tataniaga ayam kampung pada kelompok "MUNCUL" belum efisien. Pendapatan tiap peternak masih rendah rata-rata Rp 237.303,81 per tahun. Oleh sebab itu perlu perbaikan sistem manajemen pemeliharaan ayam kampung untuk meningkatkan produksinya, peternak harus mempunyai kekuatan di dalam tawar menawar agar keuntungan yang diperolehnya lebih besar.

(Kata Kunci : Ayam Kampung, Tataniaga)

native CHICKEN MARKETING IN "MINOT" EMMSRS GBCOB
TO MASM, SLMN KEOTCY

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ABSTRACT

This study was conducted to investigate the marketing channels, marketing institution involved, marketing margin, profit, farmer's share and efficiency of the native chicken marketing in "Muncul" farmers group in Kalibening, Tirtomartani village, Kalasan Subdistrict, Sleman Regency, Daerah Istimewa Yogyakarta. Samples used in this study were 21 farmers, 3 wholesaler, 6 processor (restaurants and retailers), and 2 retailers. All samples were located around Kalasan. The methods used in this study were presurvey and survey with direct interview with respondents. The analysis of data used in this study was an illustration of marketing channels. The marketing efficiency was analyzed using margin analyses, farmer's share, marketing competition, and profitability. The result of the study indicated that there were two marketing channels: (1). farmer — wholesaler — processor — consumer, and (2). farmer — retailer — consumer. The highest margin was Rp.8,9959.37 and the lowest was Rp.526.32, both in channel one. The farmer's share for each channel was 58.37% and 87.55% respectively. The market competitive coefficient was 1.19 by processor and the lowest was 0.96% by wholesaler, both in channel one. The profitability analysis showed that the processor hold the highest net profit margin (NPM) of 22.13% and the lowest Operating Ratio (OR) of 77.86%. From this facts it could be concluded that the marketing system in "Muncul" group was not yet efficient. The average farmer's profit was still low, it was Rp.207,303.81 per year. So, there should be some improvements in the native chicken maintenance management system in order to increase the productivity, and the farmers should have higher bargaining power so that their profit would be higher.

(Keywords: Native chicken, Marketing)