

**PEMASARAN SUSU PETERNAK MANDIRI
ANGGOTA KOPERASI SUSU
WARGA MULYA**

NUR AMALIA BUDIATI
(95/102428/PT/03244)
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INTISARI

Peneiitian mengenai pemasaran susu di Daerah Istimewa Yogyakarta melalui koperasi susu Warga Mulya ini dilaksanakan muiai buian Februari sampai dengan Mei 1999. Responden terdiri dari tiga belas peternak sapi perah mandiri, koperasi Warga Mulya, dan lima looper susu. Peneiitian ini bertujuan untuk mengetahui jalur pemasaran, struktur biaya pemasaran, margin, dan efisiensi pemasaran susu melalui koperasi Warga Mulya di wilayah Daerah Istimewa Yogyakarta serta penerimaan peternak dan lembaga pemasaran. Untuk mengetahui keefisienan jalur pemasaran dihitung biaya pemasaran, margin, *farmer's share*, dan anaiisis profitabiilitas. Dari hasil peneiitian ditemukan tiga jalur pemasaran susu melalui koperasi: (1)peternak – koperasi – IPS, (2)peternak – koperasi – konsumen RT, (3) peternak – koperasi – looper – konsumen RT. Kurang lebih 80,64 % penjualan melalui jalur pertama, 14,13 % dan 5,23 % melalui jalur kedua dan jalur ketiga. Margin pemasaran per liter pada jalur pertama Rp 200,12, jalur kedua Rp 725,00, dan jalur ketiga Rp 925,00 (diterima koperasi Rp 375,00 dan looper susu Rp 550,00). Biaya produksi per liter di peternak Rp 1.073,20, sedangkan biaya pemasaran per liter di koperasi Rp 123,47, dan looper susu Rp 291,40. Nilai *Net profit margin* (NPM) tertinggi 33,42 % di koperasi pada jalur dua dan yang terendah 0,17 % di peternak. Nilai *Operating ratio* (OR) terendah 66,58 % di koperasi sedangkan yang tertinggi 99,83 % di peternak. Peternak memperoleh *farmer's share* tertinggi 59,72 % pada jalur kedua. Hasil peneiitian menunjukkan bahwa pemasaran susu melalui koperasi Warga Mulya belum efisien.

(Kata kunci : pemasaran, susu, efisiensi pemasaran)

THE MILK MARKETING OF NON CREDIT FARMERS
MEMBER OF WARGA MULYA DAIRY COOPERATIVE

NUR AMALIA BUDIATI
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ABSTRACT

This research was conducted to observe milk marketing (marketing channel, cost structure, marketing margin, marketing efficiency, and the income of farmers and marketing agent) in Yogyakarta region through the Warga Mulya Dairy Cooperative since February to May 1999. Respondents of the study were thirteen farmers member of Warga Mulya Dairy Cooperative, Warga Mulya Dairy Cooperative, and five milkmen. There were three marketing channels, (1) farmer - cooperative - milk processing plant, (2) farmer - cooperative - household consumer and (3) farmer - cooperative - milkman -household consumer. Approximately 80.64 % of the whole marketing activity was conducted through the first channel, 14.13 % and 5.23 % was through the second and the third one. Marketing margin at those three channels was Rp 200.12, Rp 725.00 and Rp 925.00 per liter, respectively (the cooperative and the milkman received Rp 375.00 and Rp 550.00). The production cost for the farmer was Rp 1,073.20 per liter, while marketing cost per liter for the cooperative and for the milkman was Rp 123.47 and Rp 291.40. The highest value of net profit margin was received by the cooperative (33.42%) at the second channel and the lowest one (0.17%) was received by the farmer. The highest value of operating ratio was received by the farmer (99.83%) and the lowest one (66.58%) was received by the cooperative. The highest farmer's share (59.72%) was at the second channel. It is shown that the milk marketing through the Warga Mulya Dairy Cooperative has not been efficient yet.

(Key words : Marketing, Milk, Marketing efficiency)