



ANALISIS PEMASARAN SUSU PETEKNAK SAPI PERAH
ANGGOTA KOPERASI USAHA PETERNAKAN DAN
PEMERAHAN KALIURANG PAKEM SLEMAN

RISHAHATI

95 / 102387 / PT / 03203
2000

INTISARI

Peneitian Ini bertujuan untuk mengetahui jalur pemasaran, biaya pemasaran, dan ruarjin pernasaran aorta efisiensi pemasaran surni di Koperasi UPP Kaldurang. Uisamping iku juga untuk mengetahui pendapatan peternak di koperasi tersebut. Untuk mengetahui efisiensi pemasaran susu dihltxmg biaya pemasaran, margin, farmer Ms snare, dan analysts protitabijxtas. Peneitian dilaksanakan anilai bulan September 1999 sarnpai Januari 2000. Dalam peneitian ini diambil 23 peternak sapi perah dengan menggunakan rnetode *random sampling*, enarn pengumpul susu dan Koperasi UPP Kaliurang serta dua looper susu. Hast1 peneitlan menunjukkan bahwa terdapat tiga jalur pemasaran susu : peternak - koperasi - IPS; peternak - koperasi - konsumen ruinat tangga, dan peternak - koperasi - toper - konsumen rumah tangga. Penjualan susu melalui jalur pertama sebesar 89,48 %, 8,15 % jalur kedua, dan 2,37 % jalur ketiga. Margin pemasaran pada jalur pertama Rp 233,56 per liter, jalur kedua Rp 450,00 dan jalur ketiga Rp 800,00 per liter. Biaya produksi di peternak Rp 962,75 per liter, sedangkan biaya pemasaran di koperasi Rp 100,68 per liter dan looper susu Rp 152,77 per liter. Nilai *Net Profit Margin* (NPM) tertinggi di koperasi pada jalur kedua 23,29 2 dan terendah di peternak 8,31 %. Nilai *Operating Ratio* (OR) tertinggi 91,69 % di peternak dan terendah 76,71 % di koperasi. Peternak memperoleh *fanner's share* tertinggi 81,80 3 pada jalur pertama. Hast1 penelitian menunjukkan bahwa pemasaran susu belum elisten.

(Kaia Kum:i : pemasaran, susu, koperasi)

**ANALYSIS OF THE MILK MARKETING OF DAIRY FARMER
MEMBER OF "USAHA PETERNAKAN DAM PEMERAHAN"
COOPERATIVE KALIIIRANG PAKEM SLEMAN**

RISMAMATI

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ABSTRACT

This research was conducted to determine marketing channel, marketing margin, marketing efficiency at IJPP Kallurang cooperative, and the income of dairy farmer in that cooperative. Marketing cost, margin, farmer's share and profitability analysis were calculated to determine marketing efficiency. This research was done since September 1999 to January 2000. Twenty three dairy farmers were taken with random sampling method, six milk collectors, UPP Kaliurang cooperative and two "loper". The result showed that there were three marketing channels : farmer - cooperative - milk processing plant, farmer - cooperative - household consumer, and farmer - cooperative - looper - household consumer. Milk selling through the first channel 89.48 %, 8.15 % second channel and 2.37 % third channel. Marketing margin at the first channel was Rp 233.56 per liter, the second channel was Rp 450.00 and the third channel was Rp 800.00. The production cost in farmer was Rp 962.75 per liter, marketing cost in cooperative Rp 100.68 and looper Rp 152.77. The highest value of net profit margin (NPM) was received by cooperative at the second channel 23.29 % and the lowest at the farmer 8.31 %. The highest value of operating ratio (OR) 91.69 % at the farmer and the lowest 76.71 % at the cooperative. The highest farmer's share 81.80 % was received by farmer at the first channel. The result of research showed that the milk marketing has not been efficient yet.

(Key Words : marketing, milk, cooperative)