

## PERDAGANGAN BURUNG MELALUI MEDIA SOSIAL *FACEBOOK* DI DAERAH ISTIMEWA YOGYAKARTA

### INTISARI

Seiring dengan perkembangan teknologi dan tersedianya akses internet, *trend* perdagangan burung mulai berubah ke arah perdagangan *online*. Salah satu media sosial yang banyak digunakan untuk melakukan perdagangan burung adalah *facebook*. Kemudahan akses dalam bertransaksi melalui *facebook*, kadang kala disalahgunakan akibat sulitnya kontrol dan pengawasan dalam suatu grup atau akun tertentu. Penelitian ini dilakukan untuk memantau jenis burung yang diperdagangkan, strategi pemasaran dan periklanan serta metode pembayaran dan pengiriman yang digunakan pada perdagangan burung melalui media sosial *facebook* di Daerah Istimewa Yogyakarta. Penelitian dilakukan dengan mengambil sampel pada tiga grup perdagangan burung di Daerah Istimewa Yogyakarta dengan jumlah anggota terbanyak dan pengaturan privasi tertutup di *facebook*.

Data jenis burung yang diperdagangkan diperoleh dari hasil observasi postingan grup selama 77 hari pada Mei-Juli 2019. Data strategi pemasaran dan periklanan, metode pembayaran dan pengiriman diperoleh melalui observasi postingan dan interaksi pada kolom komentar serta melalui wawancara mendalam dengan teknik *snowball*. Pengambilan data wawancara dilakukan hingga hasil yang diperoleh relatif sama atau dapat dikatakan jenuh. Data yang diperoleh kemudian direkap dan ditabulasikan untuk selanjutnya dideskripsikan secara kualitatif.

Hasil penelitian menunjukkan bahwa terdapat 195 jenis burung dari 48 famili yang ditawarkan. Sebanyak 38 jenis dari 15 famili (19%) merupakan burung dilindungi dan 157 jenis dari 45 famili (81%) tidak dilindungi. Hanya 8% dari jenis burung dilindungi yang ditawarkan merupakan hasil dari penangkaran resmi. Sebesar 48,86% burung tidak dilindungi yang ditawarkan merupakan hasil tangkapan alam. Terdapat 39 jenis burung dari 21 famili yang secara aktif dicari oleh pembeli. Sebesar 10,3% di antaranya merupakan jenis burung dilindungi. Sebanyak 14.932 ekor burung yang diperdagangkan ditaksir memiliki nilai ekonomi mencapai Rp 4.089.870.000,00.

Periklanan dalam grup *facebook* berubah menjadi lebih tertutup setelah adanya penghapusan grup besar-besaran. Pencantuman harga, kata “jual”, “mahar”, dan “langka” kini dilarang. Penjual disarankan melakukan *soft selling* atau menggunakan kode harga dalam beriklan. Beberapa grup bahkan menerapkan sistem ACC oleh admin sebelum postingan dapat ditayangkan. Metode pembayaran yang paling banyak digunakan adalah Pantau Cocok Bayar (PCB), sebagian lainnya menggunakan metode *Cash on Delivery* (COD), Rekening Bersama (RekBer), transfer melalui rekening dan sistem kredit/cicilan untuk melakukan pembayaran. Metode pengiriman yang paling banyak digunakan adalah PCB. Metode pengiriman lainnya menggunakan sistem COD, pengiriman langsung ke alamat pembeli, pengiriman melalui ekspedisi dan aplikasi jasa kurir *online*.

**kata kunci:** perdagangan burung, *facebook*, Daerah Istimewa Yogyakarta

***BIRD TRADE USING SOCIAL MEDIA FACEBOOK IN THE  
SPECIAL REGION OF YOGYAKARTA***

***ABSTRACT***

*Along with the development of technology and the availability of internet access, the trend of bird trade began to change towards the online trading. One of widely used social media for bird trading is facebook. The easiness of doing transactions via facebook, sometimes being misused for wrong matters because of the difficulty of controlling traffic in a particular group or an account. The study aims to identify the birds species which were offered or requested for sale, the strategy of marketing and advertising, payment and shipping methods on bird trade using social media facebook in the Special Region of Yogyakarta. The three active bird trading's closed groups with the biggest members on facebook were monitored as the samples.*

*The data of birds species were obtained from observation of the posts in the sample groups for 77 days from May-July 2019. The strategy of marketing and advertising, payment and shipping methods were obtained from the facebook post's observations, interaction among the members in the comment sections and from the in-depth interviews with the snowball techniques. Data collection on bird trading patterns were carried out until the results are relatively same. All of the data were recapitulated and tabulated and then described qualitatively.*

*The results showed that there were 195 species of birds from 48 families offered for sale. A total of 38 species from 15 families (19%) are protected birds by law in Indonesia and 157 species of 45 families (81%) are not protected. Only 8% of the protected birds offered are produced by an official captivity. There were 48,86% of the not protected birds offered, they were the result of the natural catches. A total of 39 species from 21 families actively sought by buyers. 10,3% of them are the protected species. A total of 14.932 birds offered for sale were estimated to have an economic value up to Rp 4.089.870.000,00.*

*The advertisement in the facebook groups had changed to be more private after the massive group deletions. Inclusion of prices, using the words of "sell", "dowry" and "rare" were banned. Sellers were advised to do soft selling or using price codes in advertising. Some groups even implemented the ACC system by the admin before posts can be posted on group walls. The most widely used payment method is Pantau Cocok Bayar (PCB) or see, suitable and pay method. The other buyers also use the Cash on Delivery (COD) method, joint account, transfers through the bank account and use a credit/installment system to make the payments. The most widely used shipping method is PCB. The other shipping methods used are the COD system, direct delivery to the buyer's address, shipping via expedition and via online courier service applications.*

***keywords: bird trade, facebook, Special Region of Yogyakarta***