



RANTAI NILAI INDUSTRI BABI DI PROVINSI TRA VINH - VIETNAM

INTISARI

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Sektor peternakan khususnya ternak babi saat ini telah berkembang di Vietnam dan memiliki peran penting dalam sistem produksi pertanian serta berkontribusi pada pemenuhan nutrisi manusia. Penelitian ini bertujuan untuk mengetahui rantai nilai industri babi di Provinsi Tra Vinh; mendeskripsikan karakteristik pelaku dalam rantai nilai tersebut; dan menunjukkan distribusi manfaat rantai nilai di Provinsi Tra Vinh. Penelitian ini melibatkan 120 peternak babi, 3 peternak, 3 pengecer pakan, 3 pedagang grosir pakan, 12 tengkulak, 3 rumah potong hewan, 12 penjual, 3 pengolah dan 12 konsumen di tiga kabupaten sebagai responden dalam rantai nilai yang dipilih menggunakan metode *snowball* dan *judgement sampling*. Hasil penelitian menunjukkan bahwa terdapat tiga jalur pemasaran rantai nilai babi di Provinsi Tra Vinh. Saluran terpendek memiliki ketersediaan perantara-penjual. Selain itu, perantara sangat memengaruhi harga daging babi di rantai nilai. Peternak memberikan kontribusi nilai tambah yang tinggi dalam rantai nilai. Peternak dan pelaku dalam rantai nilai memiliki beberapa kendala antara lain kelangkaan bab, permodalan, wabah penyakit, fluktuasi harga pakan, dan daya tawar yang rendah. Kesimpulan dari penelitian ini menunjukkan bahwa semakin panjang jalur pemasaran menyebabkan harga yang diterima oleh konsumen babi di Provinsi Tra Vinh semakin tinggi. Saran dari penelitian ini yaitu kebijakan dan strategi harus fokus pada peningkatan jumlah populasi babi dan menstabilkan rantai nilai industri babi di Provinsi Tra Vinh.

Kata kunci: Industri babi, rantai nilai, Provinsi Tra Vinh



THE VALUE CHAIN IN OF SWINE INDUSTRY

IN TRA VINH PROVINCE – VIET NAM

ABSTRACT

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Recently, livestock sector is developing in Vietnam, especially swine sector, which has crucial role in the agricultural production system and contributes to the demand of human nutrient. The research aims were to (1) determine the value chain of swine industry in Tra Vinh Province, (2) describe the characteristics of actors in the value chain and (3) showed the benefit distribution of the value chain in Tra Vinh province. The study was involved 120 swine farmers, 3 breeders, 3 feed retailers, 3 feed wholesalers, 12 middlemen, 3 slaughterhouses, 12 sellers, 3 processors and 12 consumers in three districts as respondents in the value chain who were selected by *snowball sampling* and *judgment sampling method* from the introduction of farmers. The results showed that there were three marketing channels of swine value chain in Tra Vinh Province. The shortest channel had the availability of middlemen-cum-seller. Besides, middlemen had strongly affected the price of pork in the value chain. Farmers contributed high share value added in the value chain. Additionally, there were several constraints that farmers and other actors in the value chain faced, which were swine and pork scarcity, capital, disease outbreak, the fluctuation of feed price and low bargaining power. It could be concluded that in Tra Vinh Province, the longer marketing channel, the higher price the consumer took. The results of the research suggested that the policies and strategies should focus on the improvement of the number of swine and stabilize the value chain of swine industry in Tra Vinh Province.

Key words: Swine industry, Value chain, Tra Vinh Province