

## **ANALISIS MARGIN PEMASARAN PADA PELAKU BISNIS TERNAK SAPI POTONG SAAT PANDEMI COVID-19 DI DAERAH ISTIMEWA YOGYAKARTA**

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### **INTISARI**

Penelitian mengenai Analisis Margin Pemasaran Pada Pelaku Bisnis Ternak Sapi Potong Saat Pandemi Covid-19 Di Daerah Istimewa Yogyakarta bertujuan untuk mengetahui saluran pemasaran sapi potong di Daerah Istimewa Yogyakarta dan mengetahui margin harga pada tiap pelaku perdagangan ternak sapi potong di Daerah Istimewa Yogyakarta. Data terdiri atas data primer dan data sekunder. Penelitian dilakukan dengan metode survey dengan cara observasi langsung dan wawancara. Penentuan responden dilakukan dengan metode *snowball sampling*. Responden adalah para pelaku usaha sapi potong yang berasal dari peternak, pedagang pengumpul, blantik, dan jagal. Pemilihan saluran awal dilakukan secara sengaja. Analisis data saluran pemasaran dengan menggunakan analisis deskriptif dan untuk mengukur tingkat margin harga tiap pelaku pemasaran ternak sapi potong menggunakan analisis kuantitatif. Hasil penelitian menunjukkan bahwa saluran pemasaran sapi potong dibagi atas dua saluran, yaitu 1) saluran I Peternak – Pedagang pengumpul – Jagal, 2) saluran II Peternak – Pedagang pengumpul – Blantik – Jagal. Rata-rata margin harga pemasaran pada tiap pelaku ternak sapi potong yaitu saluran Jagal I, Peternak – Pedagang pengumpul – Jagal, memiliki rata-rata margin pemasaran Rp2.750.000 per ekor, saluran pemasaran Jagal II dan Jagal III yaitu saluran Peternak – Pedagang pengumpul – Blantik – Jagal yang masing-masing memiliki margin rata-rata Rp2.450.000 per ekor dan Rp2.100.000 per ekor. Kesimpulan dari hasil penelitian menunjukkan bahwa saluran pemasaran sapi potong di Daerah Istimewa Yogyakarta dibagi atas dua saluran dan margin harga yang paling menguntungkan yaitu saluran Jagal I sejumlah Rp2.750.000 per ekor.

(Kata kunci : Sapi potong, Margin, Saluran pemasaran, Jagal)

**ANALYSIS OF MARKETING MARGINS OF BEEF CATTLE FARMERS  
BUSINESS DURING THE COVID-19 PANDEMIC IN THE SPECIAL  
REGION OF YOGYAKARTA**

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**ABSTRACT**

This study focused on analysis of marketing margins of beef cattle farmers business during the Covid-19 Pandemic in the Special Region of Yogyakarta. This study aims to determine the marketing relation for beef cattle and price margins for each beef cattle farmers in the Special Region of Yogyakarta. The data used are primary data and secondary data. The research was conducted using a survey method by direct observation and interviews. The respondents were selected by using the snowball sampling method. The respondents were beef cattle farmers who come from farmers, traders, brokers, and butchers. The election of the initial relation was done on purposive method. Analysis of the marketing relation data used descriptive analysis and to measure the level of price margin of each beef cattle marketing farmers using quantitative analysis. The results showed that the beef cattle marketing relation was divided into two relations, they were 1) Farmer - traders - Butchers 2) Farmer – traders - broker - Butcher. The average marketing price margin for each beef cattle farmers, they are Butcher I, Breeder - Trader – Butcher, had an average marketing margin of Rp2.750.000 per head, then for Butcher II and Butcher III marketing relation are Farmer - Trader - Broker - Butcher, which each have an average margin of Rp2.450.000 per head and Rp2.100.000 per head. The conclusion from the research results showed that the marketing relation for beef cattle in the Special Region of Yogyakarta were divided into two relations and the most profitable price margin is the Jagal I relation of Rp2.750.000 per head.

(Keyword : *Beef cattle, Margin, Marketing relation, Butcher*)