

Intisari

PEMASARAN LELE DI PASAR DEMANGAN KOTA YOGYAKARTA

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Penelitian ini bertujuan untuk: a) memberikan gambaran tentang profil pedagang lele b) mengidentifikasi dan mengetahui saluran pemasaran lele dan c) menganalisis margin pemasaran lele di Pasar Demangan Kota Yogyakarta. Pengumpulan data lapangan dilakukan pada 8 Januari 2021-28 Februari 2021. Data primer diperoleh dari 14 pedagang lele yang diwawancarai menggunakan kuesioner, sedangkan data sekunder dikumpulkan dari publikasi Dinas Perindustrian dan Perdagangan Kota Yogyakarta dan Daerah Istimewa Yogyakarta. Hasil penelitian menunjukkan bahwa terdapat dua pedagang pengumpul-pengecer dan dua belas pedagang pengecer lele di Pasar Demangan. Profil pedagang lele tersebut sebagai berikut: 79% pedagang lele masuk dalam golongan usia produktif, jumlah pedagang laki-laki dan perempuan masing-masing 50%, sebagian (42,86%) berpendidikan Sekolah Menengah Atas (SMA), dan sebagian besar (79%) telah berjualan ikan lebih dari 10 tahun. Pedagang pengumpul dan pengecer memiliki hubungan saling percaya yang kuat, begitu pula hubungan antar pengecer. Dalam melakukan aktivitas pemasaran, terdapat persaingan, namun tidak ada konflik antar pedagang. Saluran pemasaran lele di Pasar Demangan ada tiga, yaitu: 1) Pembudidaya Kulon Progo, Boyolali, Purworejo, Bantul→pedagang pengumpul-pengecer→pengecer→konsumen, 2) Pembudidaya lele Boyolali→pedagang pengumpul Pasar Demangan→pengecer→konsumen, dan 3) Pedagang pengumpul DIY→pengecer→konsumen. Margin pemasaran tertinggi diperoleh pedagang pengumpul-pengecer lele pada saluran pemasaran 1, yaitu Rp4.000,00/kg dan margin terkecil diterima seluruh pedagang pengecer dan pedagang pengumpul-pengecer, yaitu sebesar Rp3.000,00/kg.

Kata Kunci: pasar tradisional, pedagang pengumpul, pengecer, pemasaran lele, Kota Yogyakarta

Abstract

MARKETING OF CATFISH IN DEMANGAN TRADITIONAL MARKET YOGYAKARTA CITY

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The aims of this study were to: a) described the profile of catfish traders b) identified and understand catfish market channels and c) analyzed the marketing margin of catfish in Demangan Market. It is one of the traditional market in Yogyakarta City. Field data were collected from 8 January 2021- 28 February 2021. Primary data were obtained from interviewing 14 catfish's traders through questionnaires, while secondary data were obtained from publications of the Department of Industry and Trade of the City of Yogyakarta and Department of Industry and Trade of Special Region of Yogyakarta. The study showed there were two collectors-retailers and twelve catfish retailers in Demangan Market. The profile of catfish traders were as follows: 79% of catfish traders belong to the productive age group, the number of male and female trader were equal, 50% respectively, most of catfish traders (42,86%) were graduated from senior high school and have been selling fish in Demangan Market for more than 10 years. Collectors and retailers do business based on mutual trust. In marketing fish, there were no competition between retailers and social relations between retailers were good. There were three marketing channels in Demangan Market, i.e. : 1) Kulon Progo, Boyolali, Bantul, Purworejo catfish farmer → collector-retailer → retailers; 2) Boyolali catfish farmer → collector-retailer → retailers; and 3) Collectors → retailers. The highest marketing margin was obtained by the collector-retailer in the marketing channel 1, which was IDR4,000/kg and the smallest margin received by all retailers and collector-retailer were IDR3,000/kg.

Keyword: catfish marketing, collectors, retailers, traditional market, Yogyakarta.