

KINERJA PASCA PRODUKSI SUSU DAN ANALISIS JALUR DISTRIBUSI INDUSTRI SUSU DI KABUPATEN BOYOLALI

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INTISARI

Penelitian ini bertujuan untuk mengukur kualitas pasca produksi susu Industri Pengolahan Susu (IPS), serta mengidentifikasi jalur tata niaga dan *value added* produk olahan susu di Kabupaten Boyolali. Survey dan pengambilan sampel dilakukan di Koperasi Serba Usaha (KSU) Keju Indrakila, PT. Nedin (Keju Meneer), *Milk Collecting Center* (MCC) PT. Indolakto, dan Toyo Yoghurt. Survey dilakukan dengan wawancara untuk mengetahui jalur distribusi bahan baku dan pemasaran produk. Uji pra produksi yang dilakukan meliputi uji alkohol, uji berat jenis, suhu, dan pH. Uji pasca pengolahan meliputi uji protein dan uji lemak. Hasil uji kualitas susu menunjukkan untuk Keju Indrakila : uji alkohol negatif, berat jenis 1,0265, suhu 24°C, pH 6,7. Keju Meneer uji alkohol negatif, berat jenis 1,0280, suhu 6,3°C, pH 6,7. Toyo Yoghurt uji alkohol negatif, berat jenis 1,2065, susu 23°C, pH 6,7. MCC Indolakto uji alkohol negatif, berat jenis 1,0265, suhu 24°C, pH 6,7. Harga susu di tingkat peternak sebesar Rp 4.500 (langsung ke IPS) atau Rp 4.000 (lewat KTT). Nilai tambah protein terbesar adalah Toyo Yoghurt Sebesar 453,7%, terendah pada Keju Mountain sebesar 190,2%. Nilai tambah lemak tertinggi adalah Keju Mountain sebesar 1.025,5%, terendah pada Keju Meneer sebesar 205,1%. Jalur distribusi susu di Kabupaten Boyolali dari peternak sampai ke konsumen ada tiga jalur. Jalur pertama adalah peternak, Kelompok Tani Ternak (KTT), KUD, IPS, distributor, dan konsumen. Jalur kedua adalah peternak, IPS, distributor, dan konsumen. Jalur ketiga adalah peternak, KTT, IPS, distributor, dan konsumen. Wilayah pemasaran meliputi daerah se kabupaten, antar kabupaten, antar provinsi, antar pulau, bahkan antar negara. Terdapat dua strategi pemasaran yang dilakukan yaitu *Retailing stores and no stores*. ada tiga jenis media pemasaran yang digunakan yaitu *mouth to mouth*, media massa, dan media sosial (facebook dan jejaring sosial lainnya). Semakin pendek rantai pasok susu semakin tinggi nilai tambah dari susu atau olahan susu.

Kata Kunci : Uji kualitas, industri pengolahan susu, jalur distribusi, marketing

PERFORMANCE OF POST-PRODUCTION OF MILK AND ANALYSIS DISTRIBUTION CHANNEL DAIRY INDUSTRY IN THE DISTRICT BOYOLALI

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ABSTRACT

This study aims to measure the performance of the post-production of milk Milk Processing Industry (IPS), as well as identifying pathways trade system and value added dairy in Boyolali. Survey and sampling carried out in the Business Multipurpose Cooperative (KSU) Cheese Indrakila, PT. Nedin (Cheese Meneer), Milk Collecting Center (MCC) PT. Indolakto, and Toyo Yoghurt. Before the milk go into the production room, standard quality test was conducted on the alcohol test, test the density, temperature, PH. Milk quality test results show Indrakila Cheese alcohol test negative, a specific gravity of 1.0265, 24°C temperature, pH 6,7. Meneer cheese alcohol test negative, a specific gravity of 1.0280, 6,3°C temperature, pH 6,7. Toyo Yoghurt alcohol test negative, a specific gravity of 1.2065, 23°C temperature, pH 6,7. MCC Indolakto alcohol test negative, a specific gravity of 1.0265, 24°C temperature, pH 6,7. The price of milk at the farmer level in Boyolali has 2 selling price of Rp 4,500 and Rp 4,000. The price of dairy nutrition based on the calculation of the highest protein in cheese Meneer Rp 3,891 / g and the lowest at Toyo Yoghurt Rp 156 / g. While the price of milk on the basis of the calculation of the highest fat cheese Meneer Rp 7374 / g, and the lowest in Yoghurt Toyo Rp 252 / g. Distribution channels in Boyolali milk from farmers to consumers to have three lines, the first path is the farmers, Livestock Farmers Group (KTT), IPS, distributors, and consumers. The second point is the breeder, IPS, distributors, and consumers. The third line is the breeder, broker, IPS, distributors, and consumers. Marketing area covers an area local district, inter-district, inter-provincial, inter-island, or even between countries. There are two marketing strategies done of retailing stores and no stores. There are three types of media used is the marketing, media, and social media. the shorter the milk supply chain the higher added value of milk or dairy products. Conversely, the longer the milk supply chain led to the value added produced milk or dairy products is getting low.

Keywords: Test the quality, milk processing industry, distribution channels, marketing