

**ANALISIS PRODUKTIVITAS DAN PEMBENTUKAN HARGA
DI TEMPAT PELELANGAN IKAN
(STUDI DI PESISIR PANTAI PULAU JAWA)**

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ABSTRAK

Perikanan tangkap di Pulau Jawa terbagi menjadi dua zonasi yaitu utara dan selatan. Sistem manajemen penangkapan baik dari sisi TPI maupun penangkapan ikan di kedua zona tersebut masih belum optimal sehingga mengganggu ketersediaan ikan dan pembentukan harga di TPI. Penelitian ini bertujuan untuk mengetahui pembentukan harga di TPI dan produktifitas TPI serta produktifitas kapal.

Penelitian ini dibagi menjadi dua bagian yaitu bagian pertama adalah analisis penentuan harga yang terjadi di TPI dan analisis produktivitas TPI dan kapal penangkap ikan. Analisis penentuan harga dilakukan penyusunan model regresi. Analisis produktifitas dilakukan dengan menggunakan metode American Productivity Center (APC).

Hasil penelitian menunjukkan bahwa harga ikan ditentukan oleh faktor ketersediaan ikan yang terdiri dari jumlah kapal, peralatan tangkap, dan jumlah nelayan, dan faktor kegiatan operasional TPI yang terdiri dari jumlah pekerja, biaya tetap, biaya variabel dan “raman”. Berdasarkan model regresi faktor ketersediaan ikan dan faktor operasional TPI belum mampu mempengaruhi nilai jual di TPI tetapi terdapat faktor luar yang lebih berpengaruh terhadap nilai jual. Produktifitas TPI dan produktifitas kapal masih sangat fluktuatif dan variatif. Produktifitas TPI terendah ditemukan di TPI Pekalongan, sedangkan produktifitas TPI terbesar ditemukan di TPI Brondong. Produktifitas kapal terendah ditemukan di TPI Prigi, sedangkan produktifitas kapal terendah ditemukan di TPI Pekalongan.

Kata kunci : TPI, faktor penentu harga, produktifitas

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ANALYSIS OF PRODUCTIVITY AND PRICE DETERMINATION IN FISHING AUCTION AROUND JAVA ISLAND

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ABSTRACT

Fisheries in Java island are categorized into two zones, north zone and south zone. Fisheries management system both from fishing auction (TPI) side and in the mentioned two zones have not been optimized resulting in the disrupted fish availability and pricing in TPI. This research aimed to understand the pricing system in TPI as well as TPI and ship productivity.

This research was done in two parts. The first part was analysis of pricing system in TPI, the second part was analysis of TPI and ship productivity. The analysis of pricing system was conducted by creating a regression model. The analysis of productivity was conducted using American Productivity Center (APC) method.

This result of this research showed that the price of fish was controlled by factors affecting fish availability which consisted of the number of ships, fishing equipments, and the number of fishermen as well as factors factors affecting TPI operational activity which consisted of the number of workers, fixed cost, variable cost, and "raman". From the regression model, it was shown that factors affecting fish availability and factors affecting TPI operational activity had not been able to give an effect to price in TPI. However, it was found out that there was an external factor that affected price more. TPI and ship productivity were fluctuating and varied. The lowest TPI productivity was in TPI Pekalongan and the highest TPI productivity was in TPI Brondong. The lowest ship productivity was in Prigi, while the highest was in TPI Pekalongan.

Key words: TPI, pricing system factors, productivity

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