

## **SISTEM PEMASARAN PADA SENTRA AYAM GORENG KALASAN DI DUSUN BENDAN DESA TIRTOMARTANI KECAMATAN KALASAN KABUPATEN SLEMAN YOGYAKARTA**

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### **INTISARI**

Penelitian ini bertujuan untuk mengidentifikasi profil pelaku usaha, profil pemasaran dan sistem pemasaran dalam pemasaran ayam goreng Kalasan. Penelitian dilaksanakan pada bulan Mei sampai Juni 2017. Pengambilan sampel dilakukan secara sensus sebanyak 30 produsen dan 6 pengepul yang dilakukan secara random. Metode penelitian dilakukan melalui survey dan observasi. Survey dilakukan untuk pengumpulan data primer dan sekunder, melalui wawancara menggunakan alat kuisioner. Data yang terkumpul dianalisis secara deskriptif kuantitatif untuk mengetahui profil pelaku usaha, profil usaha, dan sistem pemasaran ayam goreng Kalasan. Hasil penelitian menunjukkan bahwa pelaku usaha ayam goreng Kalasan termasuk dalam kategori usia produktif, dengan rata-rata umur produsen 55,63 tahun dan pengepul 27,83 tahun. Rata-rata lama pendidikan yang ditempuh responden pengrajin dan pengepul ayam goreng Kalasan masing-masing 10,63 tahun dan 15,83 tahun. Ada dua jalur pemasaran yang dilalui, yaitu: jalur pertama dari produsen ayam goreng Kalasan langsung kepada konsumen, dan jalur kedua dari produsen ayam goreng Kalasan dibeli pengepul baru ke konsumen. Marjin pemasaran jalur pertama adalah Rp. 19.357,-/porsi dan jalur dua adalah Rp. 22.500,-/porsi. Jenis olahan ayam goreng yang paling laku di pasar berasal dari petelur afkir.

(Kata kunci: ayam goreng Kalasan, sistem pemasaran, pengepul, marjin )

## **MARKETING SYSTEM ON FRIED CHICKEN KALASAN CENTRE IN TIRTOMARTANI VILLAGE SLEMAN REGENCY YOGYAKARTA**

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### **ABSTRACT**

This research was aims to identify profile of Kalasan chicken fried's business marketing channel and margin, and the best-selling. The study was conducted from May to June 2017. Samples were cencus collected from 30 producers and 6 traders by randomly. The research method was done by survey and observation, survey was done to collect the primary data through interview with tool questionnaire. The collected data was analyzed by quantitative descriptive to find out the profile of the market seller, business profile, marketing cost, marketing margin and the best-selling processed chicken in the market. The result of this study showed that the seller of fried chicken in Kalasan are included in productive age category, with an average age of 55.63 years old and the trade at 27.83 years old. The average length of education taken by respondents of producers and traders of fried chicken Kalasan were 10.63 years and 15.83 years. There are two channels of marketing that occur: first, the Kalasan fried chicken producers directly to konsumen, and secondly from the producers distribute to the collectors then to cosumers. The marketing margin of first channel was IDR 19.357, - / portion and marketing margin of second channel was IDR 22.500, - / portion. The most profitable type of processed fried chicken in the market was the processed fried chicken of afkir layer chicken.

Keywords: ( Kalasan fried chicken, marketing system, traders, marketing margin )