

ANALISIS KELAYAKAN USAHA DAN PENERAPAN SUPPLY CHAIN JAMUR TIRAM DI DIY

INTISARI

Penelitian ini bertujuan untuk menganalisis kelayakan usaha jamur tiram, karakteristik pemasaran, farmer share, indeks monopoli dan efisiensi pemasaran, serta penerapan supply chain jamur tiram di DIY. Penelitian ini dilaksanakan di Provinsi DIY. Data yang digunakan adalah data primer yang berasal dari responden petani jamur di Kabupaten Sleman dan Kabupaten Kulonprogo dan pedagang jamur tiram di Provinsi DIY dan data sekunder sebagai pendukung yang berasal dari Instansi atau lembaga yang terkait. Analisis data yang digunakan adalah analisis kelayakan usaha (R/C ratio, BEP harga dan BEP kuantitas, Payback Period dan IRR), analisis saluran pemasaran secara deskriptif, analisis margin, keuntungan, dan farmer share secara kuantitatif, analisis kuantitatif indeks monopoli dan efisiensi pemasaran, dan analisis penerapan supply chain jamur tiram menggunakan analisis persentase diskripsi.

Hasil penelitian menunjukkan Produksi jamur tiram di DIY sudah layak diusahakan hal ini dilihat dari harga dan jumlah produksi jamur tiram di DIY sudah melebihi BEP harga dan BEP produksi, nilai R/C 1,26 dan *Pay back Period* selama 1,5 tahun dan IRR sebesar 12% hingga 19%. Petani jamur tiram dibagi menjadi 3 kelompok yaitu petani kecil, menengah, dan besar. Lembaga pemasaran jamur tiram di DIY terdiri 6 lembaga yaitu produsen, pengepul, pedagang menengah, supplier, pengecer, dan supermarket. Saluran pemasaran jamur tiram di DIY memiliki 6 saluran pemasaran yaitu (1) produsen – konsumen, (2) produsen – pengecer – konsumen, (3) produsen – pengepul – pedagang menengah – pengecer – konsumen, (4) produsen – pengepul – pengecer – konsumen, (5) produsen – supplier – supermarket, (6) produsen – pengepul – konsumen. Saluran yang melakukan kegiatan fungsi-fungsi pemasaran paling lengkap pada saluran 5 dan yang paling sedikit melakukan fungsi – fungsi pemasaran terletak pada saluran 1. Total margin pemasaran terbesar terletak pada saluran 5 yaitu Rp.5.685, sedangkan Farmer share terbesar terletak pada saluran 1. Saluran 5 memiliki efisiensi secara teknis dan saluran 1 memiliki efisiensi secara ekonomis. Petani jamur tiram mendominasi pasar jamur tiram. Penerapan supply chain jamur tiram di DIY pada petani, Aliran modal dan barang pada petani kecil dan menengah tidak lancar. Sedangkan Aliran Informasi lancar. Untuk petani besar penerapan supply chain secara keseluruhan aliran lancar. Penerapan *supply chain* jamur tiram di DIY pada pedagang, penerapan aliran modal, barang, dan informasi secara keseluruhan lancar.

Kata Kunci: Kelayakan Usaha, Efisiensi, Pemasaran, *Supply Chain*, Jamur Tiram, DIY

FEASIBILITY ANALYSIS AND IMPLEMENTATION OF SUPPLY CHAIN

OYSTER MUSHROOM IN DIY

This study aims to analyze the feasibility of oyster mushroom, marketing characteristics, farmer share, index monopoly and marketing efficiency, as well as the implementation of oyster mushrooms supply chain in DIY. This research was conducted in the province. The data used are primary data derived from respondents mushroom farmers in Sleman and Kulonprogo and oyster mushroom traders in the province and secondary data as supporters coming from institutions or agencies concerned. Analysis of the data used is the analysis of feasibility (R / C ratio, BEP price and BEP quantity, Payback Period, and IRR), analysis of marketing channels by descriptive, analytical margin, profits, and farmer share in quantitative, quantitative analysis index of monopoly and marketing efficiency and analyzes the application of supply chain oyster mushrooms using percentage analysis descriptions.

The results show the oyster mushroom production in the province has been worth the effort it is seen from the price and the number of oyster mushroom production in the province has exceeded BEP BEP prices and production, the value of R / C of 1.26 and Pay back Period 1.5 years and an IRR of 12% hingga.19%. Oyster mushroom growers were divided into three groups: small farmers, medium, and large. Oyster mushrooms marketing agencies in the province comprises six agencies, namely manufacturers, wholesalers, secondary dealers, suppliers, retailers, and supermarket. Marketing channels oyster mushrooms in DIY has 6 marketing channels, namely (1) the manufacturer - the consumer, (2) the manufacturer - retailer - consumer, (3) manufacturers - wholesalers - merchants medium - retailers - consumers, (4) manufacturers - wholesalers - retailers - consumers, (5) the manufacturer - supplier - supermarket, (6) the manufacturer - the mediator - the consumer. Conducting channel marketing functions most complete on channel 5 and that at least perform the functions - marketing functions located on channel 1. Total margin is the biggest marketing lies in the channel 5 is Rp.5.685, while the largest share Farmer is located on channel 1. Channel 5 has the technical efficiency and channel 1 has an efficiency economically. Oyster mushroom farmers dominate the market for oyster mushrooms. Implementation of supply chain in DIY oyster mushroom farmers, flow of capital and goods on small and medium-sized farmers is not smooth. While the information flow smoothly. For large farmers overall implementation of supply chain flow lancar. Penerapan oyster mushrooms supply chain in DIY on traders, the application of the flow of capital, goods, and information on the whole smoothly.

Keywords: Feasibility, Efficiency, Marketing, Supply Chain, Oyster Mushroom, DIY