

ANALISIS RANTAI PEMASARAN TERNAK SAPI POTONG DI PASAR HEWAN SIYONO HARJO KECAMATAN PLAYEN KABUPATEN GUNUNGKIDUL

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INTISARI*

Penelitian ini bertujuan untuk mengetahui rantai pemasaran ternak di Pasar Hewan Siyono Harjo Kecamatan Playen Kabupaten Gunungkidul. Penelitian ini dilakukan selama dua bulan dimulai dari September-Oktober 2022. Metode penelitian yang digunakan adalah penelitian survei. Variabel yang diamati adalah saluran pemasaran, biaya pemasaran, margin pemasaran, keuntungan pemasaran, efisiensi pemasaran, dan farmer's share. Data yang didapat dideskripsikan dalam bentuk nilai rata-rata. Hasil penelitian menunjukkan bahwa terdapat 3 rantai pemasaran sapi potong yaitu rantai saluran I (peternak – konsumen akhir) dengan persentase 42%, saluran pemasaran II (peternak-blantik-konsumen akhir) dengan persentase 29%, dan rantai pemasaran saluran III (peternak-pedagang besar-konsumen akhir) dengan persentase 29%, biaya pemasaran sapi potong pada saluran I sebesar Rp. 317.700, saluran pemasaran II dengan biaya pemasaran sebesar Rp. 415.800, dan biaya pemasaran pada saluran III sebesar Rp. 668.400, nilai *farmer's share* sapi potong pada saluran I sebesar 97,8%, saluran II sebesar 88,3%, dan saluran III sebesar 69,6%. Nilai efisiensi sapi potong pada saluran I sebesar 2%, saluran II sebesar 2,75%, dan saluran III sebesar 4,54%. Saluran pemasaran yang paling efisien adalah saluran I karena tidak melibatkan berbagai rantai sehingga tidak mengeluarkan banyak biaya pada saat melakukan pemasaran. Disimpulkan bahwa penjualan ternak yang menguntungkan adalah tanpa perantara yaitu dari peternak langsung ke konsumen akhir.

Kata kunci: Rantai pemasaran, sapi potong, Pasar Hewan Siyono Harjo

*)Intisari Skripsi Sarjana Peternakan, Program Studi Peternakan, Fakultas Agroindustri, Universitas Mercu Buana Yogyakarta, 2023.

ANALYSIS OF BEEF CATTLE MARKETING CHAIN IN SIYONO HARJO ANIMAL MARKET PLAYEN GUNUNGKIDUL REGENCY

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ABSTRACT

This study aims to determine the livestock marketing chain at the Siyono Harjo Animal Market Playen Gunungkidul Regency. This research was conducted for two months starting from September-October 2022. The research method used was survey research. The variables observed were marketing channels, marketing costs, marketing margins, marketing profits, marketing efficiency, and farmer's share. The data obtained is described in the form of an average value. The results showed that there were 3 marketing chains for beef cattle, namely channel I chain (farmers - end consumers) with a percentage of 42%, marketing channel II (breeders-blantik-end consumers) with a percentage of 29%, and channel III marketing chain (breeders-traders). large-end consumer) with a percentage of 29%, the marketing cost of beef cattle in channel I is Rp. 317,700, marketing channel II with marketing costs of Rp. 415,800, and marketing costs on channel III amounting to Rp. 668,400, the value of the famer's share of beef cattle in channel I was 97.8%, channel II was 88.3%, and channel III was 69.6%. The efficiency value of beef cattle in channel I was 2%, channel II was 2.75%, and channel III was 4.54%. The most efficient marketing channel is channel I because it doesn't involve various chains, so it doesn't incur a lot of costs when doing marketing. It was concluded that the profitable sale of livestock is without intermediaries, namely from the farmer directly to the final consumer.

Keywords: Marketing chain, beef cattle, Siyono Harjo Animal Market

*) Abstract Bachelor Thesis of Animal Husbandry, Animal Husbandry Study Program, Faculty Agroindustry, Mercu Buana University Yogyakarta, 2023.