

ANALISIS PENDAPATAN PEDAGANG OFFLINE DAN ONLINE

KARKAS AYAM BROILER DI YOGYAKARTA

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INTISARI

Penelitian ini bertujuan untuk mengetahui biaya penjualan offline dan online karkas ayam broiler, Mengetahui pendapatan penjual offline dan online karkas ayam broiler di Yogyakarta. Penelitian ini dilaksanakan pada tanggal 1 November- 1 Desember 2022 di Yogyakarta. Penelitian ini dilakukan dengan metode survey. Teknik pengambilan data menggunakan data primer. Data primer diperoleh dengan pengamatan langsung dan wawancara dengan menggunakan kuisisioner. dalam penelitian ini Jumlah penjual offline karkas ayam broiler yang digunakan sebagai responden sebanyak 16 orang dan Jumlah penjual online karkas ayam broiler yang digunakan sebagai responden sebanyak 16 orang. Analisa menggunakan analisa ekonomi, data ditabulasi kemudian diolah menggunakan *Software Microsoft Excell*. Hasil penelitian menunjukkan pendapatan penjual offline skala 9531 ekor/tahun sebesar Rp50.747.792/tahun, penjual online skala 9688 ekor/tahun sebesar Rp56.062.950/tahun. B/C Ratio penjual offline adalah 0,11 dan Penjual online B/C Ratio 0,11. R/C Ratio penjual offline 1,11 R/C dan Ratio penjual online 1,11. Payback Period penjual offline 0,57 tahun, Payback Period penjual online 0,48 tahun. Break Event Point penjual offline BEP penjualan Rp 22.446/ekor, dan BEP unit 39.220 ekor/tahun, Break Event Point penjual online BEP penjualan Rp 22.294/ekor, dan BEP unit 36.607 ekor/tahun. Disimpulkan bahwa usaha penjualan offline dan online karkas ayam broiler menguntungkan dan layak diusahakan.

Kata Kunci : Pemasaran, pendapatan, penjualan, karkas ayam broiler.

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**THE INCOME ANALYSIS OF BROILER CARCASS OFFLINE AND
ONLINE TRADER IN YOGYAKARTA**

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ABSTRACT*

This study aims to determine the cost of selling offline and online broiler chicken carcasses, knowing the income of offline and online broiler carcass sellers in Yogyakarta. This research was conducted on November 1-December 1 2022 in Yogyakarta. This research was conducted using a survey method. Data collection techniques using primary data. Primary data obtained by direct observation and interviews using a questionnaire. In this study, the number of offline broiler carcass sellers used as respondents was 16 people and the number of online broiler carcass sellers used as respondents was 16 people. The analysis uses economic analysis, the data is tabulated and then processed using *Microsoft Excel Software*. The results showed that the income of offline sellers on a scale of 9531 fish/year was IDR 50,747,792/year, online sellers on a scale of 9688 fish/year was IDR 56,062,950/year. The B/C ratio of offline sellers is 0.11 and the online seller's B/C ratio is 0.11. The R/C ratio for offline sellers is 1.11 and the R/C ratio for online sellers is 1.11. Payback Period for offline sellers is 0.57 years, Payback Period for online sellers is 0.48 years. Break Event Point BEP offline sellers sell IDR 22,446/head, and BEP units 39,220 heads/year, Break Event Point BEP online sellers sell IDR 22,294/head, and BEP units 36,607 heads/year. It was concluded that offline and online sales of broiler chicken carcasses are profitable and feasible.

Keywords : Marketing, revenue, sales, broiler chicken carcass.

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