ANALISIS PENDAPATAN BUDIDAYA DAN PEMASARAN TERNAK SAPI POTONG DI KABUPATEN SEMARANG

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INTISARI*)

Penelitian bertujuan mengetahui pendapatan usaha peternak sapi potong dan tata niaga yang efisien di Kecamatan Bancak, Kabupaten Semarang. Penelitian dilaksanakan dari Februari - Maret 2022. Materi yaitu peternak sapi potong, pernah menjual ternak 2 tahun dan memiliki ternak minimal 1 UT. Pengambilan sampel dengan *random sampling* dan mengumpulkan data melalui wawancara. Responden sebanyak 100 peternak dari 9 Desa. Variabel meliputi identitas, biaya produksi, penerimaan, pendapatan, saluran pemasaran. Analisis data yaitu analisis pendapatan, BEP, R/C, margin, biaya dan efisiensi pemasaran. Hasil penelitian menunjukan umur peternak saluran pemasaran I rata-rata 49 tahun dan saluran pemasaran II 52 tahun, pendidikan saluran pemasaran I mayoritas SD 55,68% dan saluran pemasaran II mayoritas SD 58,33%, pekerjaan mayoritas petani, rata-rata ternak saluran pemasaran I 2,75 UT dan saluran pemasaran II 2,23 UT, lama beternak rata-rata saluran pemasaran I yaitu 11 tahun dan saluran pemasaran II yaitu 13 tahun, tujuan beternak sebagai sampingan, saluran pemasaran I tanpa melalui perantara dan saluran pemasaran II melalui perantara, margin saluran pemasaran I Rp.0 dan saluran pemasaran II Rp.808.056, biaya pemasaran saluran pemasaran I Rp. 0 dan saluran pemasaran II Rp.450.000, efisiensi pemasaran saluran pemasaran I yaitu 0 dan saluran pemasaran II 2,35. Pendapatan saluran pemasaran I Rp.18.368.183 dan saluran pemasaran II Rp.26.932.500. BEP saluran pemasaran I yaitu BEP (Rp) Rp. 22.102.567, BEP (UT) 1,22 dan saluran pemasaran II BEP (Rp) Rp.23.745.760, BEP (UT) 1,24. R/C saluran pemasaran I yaitu 1,23 dan saluran pemasaran II 1,24. Disimpulkan saluran pemasaran I paling efisien di Kecamatan Bancak dan layak untuk dijalankan.

Kata Kunci : Kecamatan Bancak, Pendapatan, Peternak, Saluran Pemasaran

THE INCOME ANALYSIS OF BEEF CATTLE FARMING AND MARKETING IN SEMARANG REGENCY

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ABSTRACT*)

This study aims to determine the income of beef cattle breeders and an efficient trading system in Bancak District, Semarang Regency. The research was carried out from February - March 2022. The material is beef cattle breeders, have sold livestock for 2 years and have at least 1 animal unit of livestock. Sampling by random sampling and collecting data through interviews. Respondents were 100 farmers from 9 villages. Variables include identity, production costs, revenue, income, marketing channels. Data analysis is income analysis, BEP, R/C, margin, cost and marketing efficiency. The results showed that the average age of farmers in marketing channel I was 49 years old and marketing channel II was 52 years old, the majority of marketing channel I education was 55.68% elementary school and marketing channel II was mostly elementary school 58.33%, the majority of farmers' occupations, average livestock channel Marketing channel I is 2.75 animal unit and marketing channel II is 2.23 animal unit, the average length of breeding for marketing channel I is 11 years and marketing channel II is 13 years, the purpose of raising livestock is as a sideline, marketing channel I without going through intermediaries and marketing channel II through intermediary, marketing channel I margin Rp.0 and marketing channel II Rp.808.056, marketing channel marketing cost I Rp. 0 and marketing channel II Rp.450,000, marketing efficiency of marketing channel I is 0 and marketing channel II is 2.35. Revenue from marketing channel I Rp.18,368,183 and marketing channel II Rp.26,932,500. BEP marketing channel I is Rp.22,102,567, BEP 1,22 and marketing channel II Rp.23,745,760, BEP 1,24. The R/C of marketing channel I is 1,23 and marketing channel II is 1,24. It was concluded that marketing channel I was the most efficient in Bancak District and was feasible to run.

Keywords: Bancak District, Income, Farmers, Marketing Channels