ANALISIS PENDAPATAN PEDAGANG KARKAS AYAM BROILER DI PASAR TRADISIONAL KABUPATEN BANTUL

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INTISARI[*])

Penelitian ini bertujuan untuk menganalisis pendapatan pedagang karkas ayam broiler di pasar tradisional Kabupaten Bantul. Penelitian ini menggunakan 40 orang responden pedagang karkas ayam broiler yang berasal dari empat pasar tradisional yang berbeda. Metode yang dilakukan dalam penelitian ini adalah metode pra survei dan pengamatan langsung serta wawancara kepada responden. Variabel yang diukur meliputi: besarnya keuntungan, *Return Cost Ratio (R/C Ratio), Benefit Cost Ratio (B/C Ratio, Break Even Point (BEP) dan Pay Back Period (PBP)*. Besarnya keuntungan pedagang dengan skala penjualan kecil, sedang dan besar berturut-turut sebesar Rp470.677.975, Rp527.848.467, Rp1.345.124.992. Nilai R/C Ratio berturut-turut dari pedagang kecil, sedang, dan besar yaitu 1,13, 1,10 dan 1,08. Nilai B/C Ratio berturut-turut pada pedagang kecil, sedang, dan besar yaitu 0,13, 0,10 dan 0,08. Rata-rata BEP rupiah pedagang kecil, sedang dan besar berturut-turut adalah Rp271.245.045, Rp228.595.196, dan Rp450.002.834, sedangkan nilai rata-rata BEP unit pedagang kecil, sedang, dan besar berturut-turut adalah 7.292 kg, 6.207 kg, dan 12.109 kg. *Pay back period* pedagang kecil, sedang, dan besar berturut-turut yaitu 1,09, 0,90 dan 4,21. Disimpulkan bahwa usaha pemasaran karkas ayam broiler yang dijalankan oleh para pedagang dengan skala usaha kecil sampai besar mampu memperoleh keuntungan dan layak.

Kata kunci : Analisis Pendapatan, Karkas Ayam Broiler, Pedagang, Pasar Tradisional

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INCOME ANALYSIS OF BROILER CARCASS SELLER AT TRADITIONAL MARKET IN BANTUL REGENCY

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ABSTRACT*)

This study aims to analyze the income of broiler chicken carcass trade in traditional markets at Bantul Regency. This study used 40 respondents of broiler chicken carcass trade from four different traditional markets. The method used in this research is the pre survey method, direct observation and interviews with respondents. The measured variables include: the amount of profit, Return Cost Ratio (R / C Ratio), Benefit Cost Ratio (B / C Ratio, Break Even Point (BEP) and Pay Back Period (PBP). The magnitude of the profits of trade with small, medium sales scale and large respectively in the amount of Rp470,677,975, Rp527,848,467, Rp1,345,124,992. The value of R / C Ratio successively from small, medium and large trade namely 1.13, 1.10 and 1.08. The value of B / C Ratio successively for small, medium and large trade namely 0.13, 0.10 and 0 ,08. The average of BEP rupiah for the small, medium, and large trade namely are Rp271,245,045, Rp228,595,196 and Rp450,002,834, however the average BEP value of small, medium and large trade units is 7,292 kg, 6,207 kg, and 12,109 kg to break even. Pay-back period for small, medium and large trade, respectively 1.09, 0.90 and 4.21. It can be concluded that the broiler chicken carcass marketing business which is run by trade with small to large scale businesses is able to make a profit and feasible.

Keywords: Revenue Analysis, Broiler Chicken Carcasses, Trade, Traditional Markets