

ANALISIS PENDAPATAN PEDAGANG KARKAS AYAM KAMPUNG DI BERBAGAI PASAR DI KABUPATEN SLEMAN

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INTISARI^{*)}

Penelitian ini bertujuan untuk mengetahui pendapatan pedagang karkas ayam kampung di berbagai pasar di Kabupaten Sleman. Penelitian ini dilaksanakan pada bulan Desember 2018 sampai 21 Januari 2019, di empat pasar di Kabupaten Sleman Yogyakarta. Materi yang digunakan dalam penelitian adalah semua pedagang karkas ayam kampung di beberapa pasar di Kabupaten Sleman dengan jumlah responden 30 pedagang. Penelitian dilakukan melalui dua tahap, yaitu tahap pra survai dan tahap survai, pengambilan data dilakukan secara sensus. Variabel penelitian, 1. Karakteristik pedagang 2. Biaya pemasaran, 3. Sumber penerimaan meliputi jumlah dan harga penjualan karkas ayam kampung. Biaya pemasaran dibagi menjadi dua yaitu, Biaya tetap dan Biaya tidak tetap. Analisis data penelitian meliputi, Analisis Pendapatan, *Benefit Cost Ratio* (B/C Ratio), *Return Cost Ratio* (R/C Ratio), *Break Even Point* (BEP), dan *Pay Back Period* (PBP). Hasil penelitian menunjukkan rata-rata total biaya pedagang sebesar Rp. 222.757.218/tahun. Rata-rata biaya tetap sebesar Rp. 3.615.098,07/tahun. Biaya tetap terdiri dari biaya penyusutan rata-rata Rp. 1.867.207,407/tahun, biaya retribusi rata-rata sebesar Rp. 756.000/tahun, dan bunga modal rata-rata sebesar Rp. 991.890,6667/tahun. Sedangkan rata-rata biaya tidak tetap pedagang sebesar Rp. 219.142.120/tahun. Biaya tidak tetap terdiri dari biaya pembelian ayam rata-rata sebesar Rp. 181.344.000/tahun, biaya pemotongan rata-rata sebesar Rp. 2.880.120/tahun, biaya transportasi rata-rata sebesar Rp. 7.560.000/tahun, biaya makan rata-rata sebesar Rp. 6.198.000/tahun, biaya sosial rata-rata sebesar Rp. 262.000/tahun, upah tenaga kerja rata-rata Rp. 10.260.000/tahun, biaya komunikasi rata-rata Rp. 5.760.000/tahun, biaya kantong plastik rata-rata sebesar Rp. 1.754.000/tahun, biaya es batu rata-rata sebesar Rp. 2.124.000/tahun. Sedangkan total rata-rata penerimaan pedagang sebesar Rp. 298.182.000/tahun. Total rata-rata pendapatan pedagang Rp 75.424.781,93/tahun. Rata-rata *Benefit Cost Ratio* (B/C Ratio) sebesar 0,3, *Return Cost Ratio* (R/C Ratio) sebesar 1,34, *Break Even Point* (BEP Unit) sebesar 169 ekor, (BEP Rupiah) rata-rata sebesar Rp 14.408.605. dan *Pay Back Period* (PBP) sebesar 0,17 artinya, pedagang membutuhkan waktu 61 hari untuk memperoleh kembali modal usaha. Dari penelitian disimpulkan bahwa usaha pedagang karkas ayam kampung di berbagai pasar di Kabupaten Sleman, layak dan menguntungkan untuk diusahakan.

Kata kunci : Pendapatan, Pedagang Karkas, Ayam Kampung, Di Kabupaten Sleman.

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INCOME ANALYSIS OF NATIVE CHICKEN CARCASS SELLER IN VARIOUS MARKETS AT SLEMAN REGENCY

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ABSTRACT^{*)}

This study aims to determine the income of native chicken carcasses traders in various markets in Sleman Regency. This research was conducted in December 2018 until January 21, 2019, in four markets in Sleman Regency, Yogyakarta. The material used in the study were all native chicken carcasses traders in several markets in Sleman Regency with a total of 30 respondents. The study was conducted through two stages, namely the pre survey stage and the survey stage, data collection was carried out by census. Research variables, 1. Characteristics of traders 2. Marketing costs, 3. Sources of revenue include the amount and price of native chicken carcass sales. Marketing costs are divided into two namely, fixed costs and variable costs. Analysis of research data includes, Income Analysis, Benefit Cost Ratio (B/C Ratio), Return Cost Ratio (R/C Ratio), Break Even Point (BEP), and Pay Back Period (PBP). The results showed an average total trader cost of Rp. 222.757,218/year. Average fixed cost of Rp. 3,615,098,07/year. Fixed costs consist of depreciation costs an average of Rp. 1,867,207,407/year, the average retribution fee of Rp. 756,000/year, and an average capital interest of Rp. 991,890,6667/year. While the average trader variable fee is Rp. 219,142,120/year. Variable costs consist of chicken purchasing costs on average Rp. 181,344,000/year, average cutting costs of Rp. 2,880,120/year, the average transportation cost is Rp. 7,560,000/year, an average meal cost of Rp. 6,198,000/year, average social costs of Rp. 262,000/year, the average labor costs of Rp. 10.260,000/year, communication costs an average of Rp. 5,760,000/year, the average cost of plastic bags is Rp. 1,754,000/year, the average cost of ice cubes is Rp. 2,124,000/year. While the total average trader revenue of Rp. 298,182,000/year. The average total trader income is Rp. 75,424,781.93/year. Average Benefit Cost Ratio (B/C Ratio) of 0.3, Return Cost Ratio (R/C Ratio) of 1.34, Break Even Point (BEP Unit) of 169 animals, (BEP of Rupiah) an average of Rp.14408,605. and Pay Back Period (PBP) of 0.17 means that traders need 61 days to recover their business capital. From the research it was concluded that the efforts of native chicken carcasses traders in various markets in Sleman Regency, feasible and profitable to be endeavored

Keywords : Income, Carcass Traders, Kampung Chickens, in Sleman Regency.

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