

ABSTRAK

ANALISIS MARJIN PEMASARAN SUSU SAPI PERAH DI KECAMATAN PAKEM KABUPATEN SLEMAN YOGYAKARTA

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Tujuan penelitian ini adalah : (1) untuk menganalisis jalur pemasaran susu sapi perah di Kecamatan Pakem Sleman Yogyakarta, (2) untuk menganalisis distribusi marjin pemasaran susu sapi perah, (3) untuk menganalisis transmisi harga yang terjadi dalam pemasaran susu sapi perah.

Jenis penelitian ini adalah studi kasus dengan lokasi penelitian di Desa Hargobinangun Kecamatan Pakem Sleman Yogyakarta. Populasinya adalah semua peternak dan pedagang susu sapi perah di Desa Hargobinangun. Adapun dalam pengambilan sampel penulis menggunakan data primer sebagai data utama dan data sekunder sebagai data pendukung. Data primer diperoleh dari wawancara dengan peternak dan pedagang susu sapi perah, serta pencatatan secara berkala. Bentuk data yang digunakan dalam analisis ini adalah data *cross section* dan data *time series*. Data *cross section* digunakan dalam analisis jalur pemasaran dan distribusi marjin pemasaran dan data *time series* digunakan dalam analisis elastisitas transmisi harga. Alat analisis yang digunakan untuk mendapatkan tujuan tersebut adalah analisis marjin pemasaran, *farmers share* dan analisis elastisitas transmisi harga.

Dari hasil penelitian dapat diambil kesimpulan bahwa ada tiga (3) jalur pemasaran, jalur pertama pemasaran susu dari peternak ke koperasi kemudian ke Industri Pengolahan Susu (IPS), jalur kedua pemasaran susu dari peternak ke koperasi kemudian ke loper susu, jalur ketiga pemasaran susu dari peternak ke koperasi kemudian ke pedagang pengecer. Dari analisis distribusi marjin pemasaran dapat disimpulkan bahwa penyebaran marjin masih dalam batas wajar. Dari analisis *farmers share* dapat disimpulkan bahwa bagian harga yang dinikmati peternak cukup rendah yaitu dari tingkat peternak ke loper susu sebesar 47.86 persen, dari tingkat peternak ke pedagang pengecer sebesar 26.8 persen. Dari analisis elastisitas transmisi harga disimpulkan bahwa perubahan harga yang terjadi di tingkat loper susu ditransmisikan dengan baik ke tingkat peternak, artinya kenaikan harga yang terjadi di tingkat loper susu juga dinikmati oleh para peternak sapi perah. Begitu juga perubahan harga yang terjadi di tingkat pedagang pengecer ditransmisikan ke tingkat peternak dengan baik.

ABSTRACT

**AN ANALYSIS ON THE MARKETING MARGIN OF COW MILK
IN PAKEM, SLEMAN REGENCY, YOGYAKARTA**

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The objectives of this research were: (1) analyzing the marketing line of cow milk in Pakem, Sleman, Yogyakarta; (2) analyzing the marketing margin distribution of cow milk; (3) analyzing the price transmission that resulted in cow milk marketing.

This research was a case study located in the village of Hargobinangun, Pakem, Sleman, Yogyakarta. The population was all of the cattlemen and the milk traders in the village of Hargobinangun. In selecting the sample, the researcher used prime data treated as main data, and secondary data to serve as supporting data. The prime data was obtained from the interview with the cattlemen and milk traders as well as from periodic recording. The data formulation being used in this analysis was *cross section* data and *time series* data. The cross section data was used in the analysis of marketing line and marketing margin distribution, while time series data was used in the analysis of price transmission elasticity. The analysis instrument being used to attain the purpose was marketing margin analysis, farmers share analysis, and the analysis of price transmission elasticity.

From the results of the research, it could be concluded that there were three (3) marketing lines: the first line was milk marketing from the cattlemen that delivered milk to the cooperation, then distributed it to Milk Treatment Industry (IPS); the second line took the milk from the cattlemen to cooperation, then distributed it to milkmen; the third line took the milk from the cattlemen to cooperation, then distributed it to vendors. As for the result of marketing margin distribution analysis, it could be concluded that the margin distribution was within the normal limit. From the farmer share analysis, it could be concluded that the price share the cattlemen gained was quite low with the rate of 47,86 percent to benefit out of the distribution from the cattlemen up to milkmen, and it rated 26,8 percent to benefit out of the distribution from the cattlemen up to vendors. Concluding from the result of price transmission elasticity, it was concluded that the price change set in the milkmen distribution was transmitted well to the cattlemen distribution, that is to say that the increasing price set in the milkmen distribution was benefit as well for the cattlemen. It was applied with the similar manner as well for the price change set in the vendors' distribution.