

ABSTRACT

THE ANALYSIS OF HOUSEHOLD INCOME AND CACAO MARKETING IN BULOK SUBDISTRICT TANGGAMUS REGENCY

By

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This research aimed to analyze the income of cocoa farming, the income contribution of cocoa farming towards the total income of household, the correlation between the length of drying process and the cocoa price, also cocoa marketing efficiency. The location research in Suka Agung and Napal Village, with consideration of cocoa plantation center in subdistrict. The data were collected from April to May 2017. The sample of research was divided into two, namely the sample of farmers and cocoa traders. The farmer sample was chosen randomly, while the sample of cocoa trader was selected from marketing agencies directly involved in cocoa marketing, with following the cocoa marketing flow in Bulok Subdistrict. The data analysis used were income analysis of farming, income analysis of household, analysis of pearson correlation, and analysis of marketing efficiency. The result of research showed that (1) The income of cocoa farming per hectare for cash cost was Rp23.502.689,07 per year and the income of cocoa farming for total cost was Rp16.365.572,38 per year, (2) The contribution of cocoa farm income for the total income of farmer household was 86,81 percent, (3) the correlation between the length of drying process and cocoa price was very close and positif, (4) The cocoa marketing system was inefficient, because some marketing channels (50 percent) had producer share less than 60 percent, the value of total marketing margin was still high (36,08 percent), with profit ratio margin that was uneven.

Key words : cocoa, farming, household, income, marketing

ABSTRAK

ANALISIS PENDAPATAN RUMAH TANGGA DAN PEMASARAN KAKAO DI KECAMATAN BULOK KABUPATEN TANGGAMUS

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Penelitian ini bertujuan untuk menganalisis pendapatan usahatani kakao, kontribusi pendapatan usahatani kakao terhadap total pendapatan rumah tangga, hubungan lama penjemuran dengan harga jual kakao, dan efisiensi pemasaran kakao. Lokasi penelitian di Desa Suka Agung dan Desa Napal, dengan pertimbangan sentra perkebunan kakao di kecamatan tersebut. Pengambilan data penelitian dilakukan pada bulan April-Mei 2017. Sampel penelitian dibedakan menjadi dua, yaitu sampel petani dan pedagang kakao. Sampel petani dipilih secara acak, sedangkan sampel pedagang kakao dipilih dari para lembaga pemasaran yang terlibat langsung dalam pemasaran kakao dengan cara mengikuti alur pemasaran kakao di Kecamatan Bulok. Analisis data dengan menggunakan analisis pendapatan usahatani, analisis pendapatan rumah tangga, analisis korelasi pearson, dan analisis efisiensi pemasaran. Hasil penelitian menunjukkan bahwa: (1) Pendapatan usahatani kakao per hektar atas biaya tunai adalah Rp23.502.689,07 per tahun dan pendapatan usahatani kakao atas biaya total adalah Rp16.365.572,38 per tahun, (2) Kontribusi pendapatan usahatani kakao terhadap total pendapatan rumah tangga petani kakao adalah sebesar 86,81 persen, (3) Hubungan antara lama penjemuran dengan harga jual kakao sangat erat dan bersifat positif, (4) Sistem pemasaran kakao belum efisien, karena beberapa saluran pemasaran (50 persen) memiliki *producer share* kurang dari 60 persen, total margin pemasaran masih tinggi (36,08 persen), dengan ratio profit margin yang tidak merata.

Kata kunci : kakao, pemasaran, pendapatan, rumah tangga, usahatani