

## **ABSTRAK**

### **EFISIENSI PEMASARAN KAYU GERGAJIAN SENGON (*Falcataria moluccana*) PADA SAWMILL RAKYAT DI DESA SUKAMARGA KECAMATAN ABUNG TINGGI KABUPATEN LAMPUNG UTARA**

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Kayu merupakan salah satu sumber daya alam yang dapat dimanfaatkan oleh masyarakat. Umumnya kayu yang dimanfaatkan adalah kayu gergajian yang telah diolah pada *sawmill* rakyat. Jenis kayu yang banyak digunakan adalah jenis kayu sengon (*Falcataria moluccana*). Penelitian ini bertujuan untuk mengetahui saluran pemasaran dan menganalisis efisiensi pemasaran kayu gergajian sengon pada *sawmill* rakyat. Metode yang digunakan dalam penelitian ini adalah wawancara dan observasi langsung dengan lima responden pemilik *sawmill* rakyat yang dipilih secara sengaja (*purposive sampling*). Kelima *sawmill* rakyat yang dipilih adalah *sawmill* yang memproduksi kayu gergajian sengon secara berkelanjutan. Hasil penelitian menunjukkan bahwa saluran pemasaran kayu gergajian sengon pada *sawmill* rakyat di Desa Sukamarga berjumlah tiga saluran pemasaran, yaitu: (1) *sawmill* – panglong di Kotabumi – industri di luar Kotabumi, (2) *sawmill* – industri di luar Kotabumi, (3) *sawmill* – pedagang

perantara – industri di luar Kotabumi. Berdasarkan indikator *share* dan nilai efisiensi, pemasaran kayu gergajian sengon pada *sawmill* rakyat berjalan dengan efisien. Akan tetapi, jika dilihat dari margin pemasaran, *rasio profit margin*, dan *share* keseluruhan maka pemasaran kayu gergajian sengon di desa ini belum berjalan dengan efisien. Hal ini karena margin pemasarannya terlampaui tinggi, *rasio profit margin* yang tidak merata, dan nilai *share* tidak merata antar lembaga pemasaran. Pemilik *sawmill* rakyat sebaiknya menjual kayu gergajian langsung ke konsumen akhir agar pemasaran berjalan dengan efisien. Standar harga kayu gergajian sengon perlu ditetapkan agar keuntungan yang diraih setiap lembaga pemasaran tersebar dengan merata.

Kata Kunci: kayu gergajian; Lampung Utara; pemasaran; *sawmill*

## **ABSTRACT**

### **MARKETING EFFICIENCY OF *FALCATARIA MOLUCCANA* ON THE LOCAL COMMUNITY SAWN TIMBER INDUSTRY IN SUKAMARGA VILLAGE, ABUNG TINGGI SUB-DISTRICT, NORTH LAMPUNG REGENCY**

**By**

**RAFICAL CAHAYA UTAMA**

Wood is one of the natural resources that could be utilized by the community. Generally the wood used was sawn timber which has been treated on sawmills managed by local people. The type of wood that was widely used is the type of *Falcataria moluccana*. This study aims to found out the marketing channels and analyzed the marketing efficiency of sengon sawn timber on sawmills managed by local people. The method used in this study was interviews and direct observation with five respondents of sawmills managed by local people, owners who were deliberately selected (purposive sampling). The five selected sawmills managed by local people were sawmills which produced *Falcataria moluccana* sawn timber sustainably. The results of the study showed that the marketing channels of sengon sawn timber on sawmills managed by local people in Sukamarga Village amount to three marketing channels, namely: (1) sawmill –wood shop in

Kotabumi - Industries outside of the Kotabumi, (2) sawmill - industries outside of the Kotabumi, (3) sawmill - brokers - industries outside of the Kotabumi. Based on the share and value efficiency indicators, the marketing of *Falcataria moluccana* sawn wood on the sawmills managed by local people runs efficiently. However, when viewed from marketing margins, profit margin ratios, and overall share, the marketing of *Falcataria moluccana* sawn wood in this village has not been run efficiently. This is because the marketing margins are too high, the profit margin ratio is uneven, and the share value is not evenly distributed among marketing institutions. The owner of a sawmills managed by local people should sell sawn wood directly to end consumers so that marketing runs efficiently. The standard price of *Falcataria moluccana* sawn timber needs to be set so that the profits achieved by each marketing institution are spread evenly.

Keywords: marketing; North Lampung; sawmills; sawn timber