

ABSTRACT

ANALYSIS OF INCOME, RISK, AND MARKETING OF FRESH WATER FISH IN LUGUSARI VILLAGE PAGELARAN SUBDISTRICT PRINGSEWU REGENCY

By

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This study aims to analyze the income, risk, and marketing of freshwater fishes in Pekon Lugusari, Pagelaran Subdistrict, Pringsewu Regency. The types of freshwater fish studied were catfish, goldfish, tilapia, patinfish, and gourami. The research location was chosen purposively in Lugusari Village, Pagelaran Subdistrict, Pringsewu Regency. Data of this research were collected on November 2020-February 2021. This research used survey method. This study involved 79 respondents, consisting of 45 cultivators and 22 traders. The cultivators of catfish, goldfish, and tilapia were selected by using simple random sampling. The cultivators of patinfish and gourami were selected entirely. Respondents of trader were selected by using snowball sampling. The analysis used in this research includes income analysis, risk analysis, and marketing margins. The results showed that all freshwater fish aquaculture in Lugusari village was profitable, proven by R/C ratio for total cost was more than one. The risk of catfish, goldfish, tilapiafish, and gourami aquaculture were on low category, showed by CV value less than 0.50, while the risk of patinfish aquaculture was on high category showed by CV value was 0,51. The marketing of catfish, goldfish, tilapiafish, and gourami each had 2 channels of marketing, but all of the channels were inefficient. Marketing margin and profit margin ratio on marketing of catfish, goldfish, tilapiafish, and gourami were not well distributed. The marketing of patinfish in Lugusari Village was efficient, it showed by low marketing margin and producer's share value was 82.35 percent.

Keywords: freshwater fish, income, risk, marketing efficiency

ABSTRAK

ANALISIS PENDAPATAN, RISIKO DAN PEMASARAN IKAN AIR TAWAR DI PEKON LUGUSARI KECAMATAN PAGELARAN KABUPATEN PRINGSEWU

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Penelitian ini bertujuan untuk menganalisis pendapatan, risiko, dan pemasaran ikan air tawar di Pekon Lugusari Kecamatan Pagelaran Kabupaten Pringsewu. Jenis ikan air tawar yang diteliti yaitu ikan lele, ikan mas, ikan nila, ikan patin, dan ikan gurami. Lokasi penelitian dipilih secara sengaja di Pekon Lugusari Kecamatan Pagelaran Kabupaten Pringsewu. Data penelitian ini dikumpulkan pada bulan November 2020 – Februari 2021. Penelitian ini menggunakan metode survei. Penelitian ini melibatkan 77 responden yang terdiri dari 45 pembudidaya dan 22 pedagang. Pembudidaya ikan lele, mas, dan nila dipilih secara acak sederhana, sedangkan pembudidaya ikan patin dan gurami diambil seluruhnya. Responden pedagang dipilih dengan *snowball sampling*. Analisis yang digunakan dalam penelitian ini meliputi analisis pendapatan, analisis risiko, dan margin pemasaran. Hasil penelitian menunjukkan bahwa seluruh usaha budidaya ikan air tawar di Pekon Lugusari menguntungkan, dibuktikan dengan nilai R/C atas biaya total >1 . Risiko usaha budidaya ikan lele, mas, nila, dan gurami berada pada kategori rendah, ditunjukkan dengan nilai $CV < 0,50$, sedangkan risiko usaha budidaya ikan patin berada pada kategori tinggi dengan nilai CV 0,51. Pemasaran ikan lele, mas, nila, dan gurami masing-masing memiliki 2 saluran pemasaran, namun semua saluran tidak efisien. Margin pemasaran dan rasio profit margin pada pemasaran ikan lele, mas, nila, dan gurami tidak terdistribusi dengan baik. Pemasaran ikan patin di Pekon Lugusari sudah efisien, ditunjukkan dengan margin pemasaran yang rendah dan nilai pangsa produsen sebesar 82,35 persen.

Kata kunci: ikan air tawar, pendapatan, risiko, efisiensi pemasaran