

## **ABSTRAK**

### **TATA NIAGA RAJUNGAN DI WILAYAH PESISIR TIMUR PROVINSI LAMPUNG**

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Rajungan adalah salah satu komoditas ekspor di Provinsi Lampung yang dihasilkan dari kegiatan perikanan tangkap dan melibatkan berbagai lembaga pemasaran dalam tata niaganya. Penelitian ini bertujuan untuk (1) menganalisis lembaga, saluran, sistem, dan distribusi pada pemasaran rajungan di wilayah pesisir Lampung, (2) menganalisis margin dan pangsa pasar rajungan pada setiap lembaga pemasaran yang terlibat (3) menganalisis nilai tukar nelayan rajungan terhadap keluarga nelayan. Metode penelitian yang dilakukan yaitu metode deskriptif. Pengumpulan data primer melalui wawancara kepada responden yaitu 79 nelayan, 20 pedagang pengumpul, 3 *miniplant* dan 2 unit pengolahan rajungan. Pengumpulan data sekunder dilakukan dengan mengumpulkan data-data pendukung terkait tata niaga rajungan. Hasil riset tata niaga rajungan di pesisir timur Provinsi Lampung menunjukkan bahwa terdapat beragam saluran, sistem, distribusi dan lembaga dalam pemasaran rajungan. Hasil analisis margin tata niaga rajungan antar tingkat lembaga pemasaran memiliki nilai yang bervariasi serta pangsa pasar tertinggi dalam pemasaran ekspor rajungan adalah negara Amerika Serikat dengan nilai 92,67%. Hasil NTN (nilai tukar nelayan) yang diperoleh yaitu sebesar 1,07, yang berarti pendapatan dari total usaha perikanan dapat menutupi kebutuhan subsisten (kebutuhan dasar) keluarga nelayan.

Kata kunci: tata niaga, pemasaran, margin dan pangsa pasar, nilai tukar nelayan.

## **ABSTRACT**

### **BLUE SWIMMING CRAB TRADING SYSTEM AT THE EASTERN COAST OF LAMPUNG PROVINCE**

**By**

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Blue swimming crab is one of Lampung's export commodities, produced by fish-ing activities and incorporating various marketing agencies into its trading sys- tem. This study aimed to (1) analyze the institutions, channels, systems, and dis-tributions involved in the marketing of crabs in the coastal area of Lampung, (2) analyze the margin and market share of crabs in each marketing agency involved (3) analyze the exchange rates from small-scale crabs fishermen to the their hou- seholds. The research method used in this research was descriptive method. Pri- mary data were collected through interviews with respondents (i.e. 79 fishermen, 20 traders, 3 miniplants and 2 crab processing units. Secondary data were collec- ted from supporting data related to the crab trade system. The results of research on the crab trade system in the East Coast of Lampung Province showed that there are various channels, systems, distributions and institutions in the marketing of crabs. The analysis results of the crab trading margins between marketing agen- cies at all levels showed different values, and the highest market share in crab ex- port marketing is the United States with a value of 92.67%. The results of the NTN (fishermen exchange rate) obtained are 1.07, which means that the income from the total fishery business can cover the subsistence needs (basic needs) of fishermen's families.

**Keywords:** trading system, marketing, margin and market share, fisherman's exchange rate