

ABSTRAK

ANALISIS HARGA POKOK PRODUKSI, KEUNTUNGAN USAHATANI, DAN EFISIENSI PEMASARAN UBI KAYU DI KECAMATAN LABUHAN RATU KABUPATEN LAMPUNG TIMUR

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Penelitian ini bertujuan untuk menganalisis harga pokok produksi (HPP), keuntungan usahatani, tingkat efisiensi pemasaran, dan faktor-faktor yang mempengaruhi margin pemasaran ubi kayu di Desa Labuhan Ratu VI Kecamatan Labuhan Ratu Kabupaten Lampung Timur. Penelitian ini menggunakan metode survei pada bulan Januari-April 2021 yang melibatkan 60 orang petani yang dipilih dengan metode acak sederhana, 3 perantara pemasaran, dan 2 lapak yang dipilih dengan metode snowball sampling. Harga pokok produksi dianalisis dengan metode *variable costing* dan *full costing*, keuntungan usahatani dianalisis dengan analisis pendapatan. Efisiensi pemasaran dianalisis dengan metode SCP (*Structure, Conduct, and Performance*), dan faktor-faktor yang mempengaruhi margin pemasaran dianalisis regresi linear berganda. Hasil penelitian menunjukkan bahwa HPP ubi kayu lebih kecil dari harga ubi kayu di pabrik. Terdapat 2 saluran pemasaran ubi kayu, yaitu saluran I (petani-pabrik), dan saluran II (petani-lapak-pabrik). Kemudian, HPP ubi kayu berbeda berdasarkan saluran pemasaran yang dipilih petani. Usahatani ubi kayu pada saluran I lebih menguntungkan daripada saluran II. Pemasaran ubi kayu belum efisien karena (1) struktur pasar ubi kayu adalah pasar oligopsoni, (2) harga ubi kayu ditentukan pabrik, (3) sistem pembayaran mayoritas hutang/tempo, (4) adanya hambatan keluar masuk pasar, dan (5) *farmer share* saluran I dan II berturut-turut yaitu 68% dan 59%, sedangkan nilai elastisitas transmisi harga 0,992. Margin pemasaran ubi kayu di pengaruhi oleh rafaksi, biaya pemasaran, volume penjualan, dan harga ubi kayu yang diterima petani.

Kata kunci: efisiensi pemasaran, keuntungan, ubi kayu

ABSTRACT

ANALYSIS OF BASE COST PRODUCTION, FARM PROFITS, AND MARKETING EFFICIENCY OF CASSAVA IN LABUHAN RATU SUB- DISTRICT, LAMPUNG TIMUR DISTRICT

By

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This study aims to analyze the base price of production (HPP), farming profits, marketing efficiency level, and the factors that affect the marketing margin of cassava in Labuhan Ratu VI Village, Labuhan Ratu Sub-district, Lampung Timur District. This study uses survey method held from January to April 2021 involving 60 farmers selected simple random sampling method, 3 marketing middlemen, and 2 traders who were selected using snowball sampling. The base price of production was analyzed using variable costing and full costing methods. Farming profits was analyzed by income analysis. Marketing efficiency was analyzed using SCP (Structure, Conduct, and Performance) method, and the factors affecting marketing margins were analyzed using multiple linear regression analysis. The study reveals that HPP of cassava is smaller than that of the price of cassava in factory. There are 2 cassava marketing channels, i.e.: marketing channel I (farmer-factory), and channel II (farmer-traders-factory). Furthermore, HPP of cassava is different depending on marketing channel chosen by farmers. Cassava farming in the channel I is more profitable than channel II. Cassava marketing system is inefficient, because (1) the structure of the cassava market is an oligopoly market, (2) the price of cassava is determined by the factory, (3) the majority payment system is debt/temporary, (4) there are barriers to entry and exit from the market, and (5) farmer share channel I and II respectively 68% and 59%, while the value of price transmission elasticity 0,992. The marketing margin of cassava is influenced by refraction, marketing costs, volume of sales, and the price of cassava received by farmers.

Key words: cassava, marketing efficiency, profitability