

ABSTRAK

STUDI KASUS PELAKU BISNIS RAJUNGAN (*Portunus pelagicus*, Linnaeus 1758) PADA MUSIM PACEKLIK DI DESA MUARA GADING MAS, LAMPUNG TIMUR

Oleh

NURRICKA AINUN TRI PUTRI SULAIMAN

Penelitian ini membahas tentang studi kasus pelaku bisnis rajungan (*Portunus pelagicus*, Linnaeus 1758) pada musim paceklik yang dilaksanakan pada bulan Juni – Juli 2021 di Desa Muara Gading Mas, Lampung Timur. Penelitian ini bertujuan untuk menganalisis keuntungan, menganalisis *break event point* dan mengkaji rantai pasok rajungan. Pengambilan data dilakukan dengan wawancara langsung kepada pelaku bisnis rajungan. Hasil penelitian menunjukkan bahwa nelayan rata-rata mendapatkan rajungan selama musim paceklik sebanyak 2 kg per hari. Keuntungan nelayan rajungan terbesar didapatkan oleh nelayan S sebesar Rp273.334,00 per hari. Keuntungan terkecil didapatkan oleh nelayan I sebesar Rp56.500,00 per hari. Nilai BEP produksi pada nelayan harus menjual rajungan sebanyak 65 kg per 7 bulan musim paceklik dan pada nilai BEP harga nelayan rajungan harus menjual rajungan \geq Rp35.350,00 per kg. Keuntungan pengumpul rajungan terbesar didapatkan oleh pengumpul Yn sebesar Rp90.001,00 dan keuntungan tekecil oleh pengumpul Dn sebesar Rp. 20.000,00. Nilai BEP produksi didapatkan hasil yaitu pada pengumpul Dn harus menjual rajungan sebanyak \geq 152 kg, pengumpul Yn \geq 179 kg dan pengumpul An \geq 366 kg. Nilai BEP harga pengumpul didapatkan hasil yaitu pada pengumpul Dn harus menjual rajungan \geq Rp. 100.000,00 per kg rajungan, pada pengumpul Yn harus menjual \geq Rp74.999,00 per kg rajungan dan pengumpul An harus menjual \geq Rp100.466,00 per kg rajungan. Keuntungan di tingkat pengolahan rajungan matang didapatkan pengolahan Sn sebesar Rp1.402.500,00 per hari dan pengolahan sebesar Rp2.162.200,00 per hari. Keuntungan rajungan mentah pada pengolahan Sn Rp87.500,00 per hari dan pengolahan Yt sebesar Rp117.500,00 per hari. Nilai BEP produksi rajungan matang di tingkat pengolahan pada pengolahan Sn harus menjual 683 kg dan pengolahan Yt sebanyak 1.007 kg selama 7 bulan musim paceklik. Nilai BEP harga rajungan matang di tingkat pengolahan pada pengolahan Sn harus menjual \geq Rp224.234,00 per hari dan pengolahan Yt harus menjual \geq Rp220.258,00 per hari. Nilai BEP produksi rajungan mentah di tingkat pengolahan pada pengolahan Sn harus menjual 1.920 kg dan pengolahan Yt sebanyak 1.238 kg selama 7 bulan musim paceklik. Nilai BEP harga rajungan mentah di tingkat pengolahan pada pengolahan Sn harus menjual \geq Rp105.170,00 per hari dan pengolahan Yt sebesar Rp103.250,00 per hari. Pola distribusi rajungan di Desa Muara Gading Mas memiliki 3 pola. Pola pertama dari nelayan ke pengumpul lalu ke pengolahan selanjutnya ke perusahaan eksportir. Pola kedua rajungan dari nelayan ke pengumpul setelah pengumpul lalu ke perusahaan eksportir. Pola ketiga dari nelayan langsung diberikan ke pengolahan lalu ke perusahaan eksportir.

Kata kunci: *Break even point*, rantai pasok, nelayan, pengumpul, pengolahan.

ABSTRACT

CASE STUDY OF BLUE SWIMMING CRAB BUSINESS (*Portunus pelagicus*, Linnaeus 1758) DURING THE FAMINE IN MUARA GADING MAS VILLAGE, EAST LAMPUNG

By

NURRICKA AINUN TRI PUTRI SULAIMAN

This research was held based on blue swimming crab business actors (*Portunus pelagicus*, Linnaeus 1758) in famine season which was held from June – July 2021 in Muara Gading Mas Village, East Lampung. This study aimed to analyze profits, to analyze break event points and to see the supply chain. Data collection was carried out by direct interviews to fishermen, distributors and miniplant. The results showed that the average fisherman got 2 kg per day of blue swimming crabs during the famine season. The biggest profit on fishermen level was acquired by fishermen S by Rp273.334,00 per day. Meanwhile, the smallest profit was acquired by fishermen I by Rp56.500,00 per day. The BEP production value of blue swimming crabs on fishermen level was 65 kg per 7 months of famine season while the BEP price was Rp35.350,00 per kg. Highest profit on blue swimming crab distributors level was acquired by distributors Yn by Rp90.001,00 per day while lowest profit was acquired by distributors Dn by Rp20.000,00 per day. The BEP production value of blue swimming crabs on distributors level was acquired by distributors Dn by 152 kg, distributors Yn by 179 kg and distributors An by 366 kg per 7 months of famine season. The BEP price value of blue swimming crabs on distributors level was acquired by distributors Dn by Rp100.000,00 per kg, distributors Yn by Rp74.999,00 per kg and distributors An by Rp100.466,00 per kg. The profit of processed blue swimming crabs on miniplant level was acquired by Sn miniplant by Rp1.402.500,00 per day and Yt miniplant by Rp2.162.200,00 per day. The profit of raw blue swimming crabs on miniplant level was acquired by Sn miniplant by Rp87.500,00 per day and Yt miniplant by Rp117.500,00 per day. Processed blue swimming crabs on Sn miniplant had BEP production of 683 kg while Yt miniplant had BEP production 1,007 kg during famine season. Processed blue swimming crabs on miniplant level had BEP price of Rp224.234,00 per day on Sn miniplant and Rp220.258,00 per day on Yt miniplant. Raw blue swimming crabs on miniplant level had BEP production of 1,920 kg on Sn miniplant and 1.238 kg on Yt miniplant during famine season. Raw blue swimming crabs on miniplant level had BEP price of Rp105.170,00 per day on Sn miniplant and Rp103.250,00 per day on Yt miniplant. Blue swimming crab in Muara Gading Mas Village had 3 distribution patterns. The first pattern was from fishermen to distributors, to miniplant and then to exporting companies. The second pattern is from fishermen to distributors and then to exporting companies. The third pattern is from fishermen to miniplant and then exporting company.

Keywords: break even point, supply chain, fishermen, distributors, miniplant