

ABSTRAK

Distribusi merupakan bagian yang tidak terpisahkan dari rantai pasok suatu produk. Peran distribusi sangat menentukan bagi tersampainya sebuah produk sampai ke tangan konsumen. Tujuan dari penelitian ini yaitu untuk Mengetahui rantai distribusi ikan hasil tangkapan nelayan di TPI Branta, mengetahui analisa margin pemasaran ikan hasil tangkapan nelayan di TPI Branta dan mengetahui dampak distribusi ikan hasil tangkapan nelayan di TPI Branta terhadap ekonomi para pelaku usaha. Penelitian ini menggunakan analisis deskriptif, analisis deskriptif yaitu analisis yang menggambarkan keadaan yang ada di tempat penelitian. Teknik analisis deskriptif dalam hal ini digunakan untuk menggambarkan pola distribusi hasil tangkapan ikan di TPI Pelabuhan Branta Kabupaten Pamekasan. Rumus perhitungan margin pemasaran, nilai farmer's share, efisiensi pemasaran pada pelaku pemasaran. Rantai distribusi pemasaran ikan di TPI Branta memiliki 5 tipe pemasaran. Rantai distribusi yang ada di tempat pelelangan ikan Branta Kecamatan Tlanakan Kabupaten Pamekasan memiliki 5 tipe pemasaran. Rantai distribusi tipe 1 yaitu nelayan menjual ikan nya kepada pengecer dilanjutkan pengecer menjual ikan ke konsumen individu. Tipe 2 yaitu nelayan menjual ikannya ke pengepul dan pengepul menjual ikan ke konsumen akhir. Tipe 3 yaitu nelayan menjual ikan langsung ke pengecer dan dilanjutkan ke konsumen individu. Tipe 4 yaitu nelayan menjual ikan langsung ke konsumen individu dan tipe 5 yaitu nelayan menjual ikan ke pihak pengelola. Margin pemasaran dalam setiap saluran distribusi ikan swanggi, ikan kurisi dan ikan selar kuning tersebut diketahui margin untuk pedagang pengepul yaitu sebesar Rp.5,000-10,000 dan untuk pengecer yaitu sebesar Rp.5,000-Rp.3,000 dan pengelola yaitu sekitar Rp. 3,000. Pendapatan rata-rata perhari untuk nelayan yaitu tertinggi sekitar Rp.3.660,450 terendah sekitar Rp.50,000 dan rata-rata pendapatannya yaitu Rp.150,000. pendapatan rata-rata perhari untuk pengepul yaitu tertinggi yaitu mencapai Rp.120,000,000 terendah yaitu sebesar Rp.2,000.000 dan rata-rata yaitu Rp.50,000.000. Pendapatan pengecer di TPI Branta yaitu tertinggi mencapai Rp.50,000 terendah mencapai Rp.25,000 dan rata-rata yaitu sekitar Rp.100,000.

Kata kunci : Distribusi, margin pemasaran, farmer's share, efisiensi pemasaran

Silvi Qodrunnada. NIM 180351100032. Distribution Chain Analysis of Fish Catches by Fishermen at the Branta Fish Auction Place, Tlanakan District, Pamekasan Regency. Under the guidance of Dr. Hafiludin S.Pi., M.Si.

ABSTRACT

Distribution is an integral part of the supply chain of a product. The role of distribution is very decisive for the delivery of a product to the hands of consumers. The purpose of this study is to determine the distribution chain of fish caught by fishermen in TPI Branta, to know the analysis of marketing margins of fish caught by fishermen at TPI Branta, and to determine the impact of the distribution of fish caught by fishermen at TPI Branta on the economy of business actors. This study uses descriptive analysis, descriptive analysis it self is an analysis that describes the conditions that exist in the research place. The descriptive analysis technique in this case is used to describe the distribution pattern of fish catches in TPI Branta port, Pamekasan Regency. The formula for calculating marketing margins, farmer's share value, and marketing efficiency for marketing actors. The fish marketing distribution chain at TPI Branta has 5 types of marketing. The distribution chain in the right of the Branta fish auction, Tlanakan District, Pamekasan Regency has 5 types of marketing. Type 1 distribution chain, where fishermen sell their fish to retailers followed by retailers who sell their fish to individual consumers. Type 2, namely fishermen sell their fish to collectors, and collectors sell their fish to final consumers. Type 3, namely fishermen sell their fish directly to retailers and continue to individual consumers. Type 4 is fishermen selling their fish directly to individual consumers and type 5 is fishermen selling their fish to the manager. The marketing margins in each distribution channel for swagger fish, Kurisu fish, and yellow selar fish are known to be margins for collectors at Rp. 5,000-10,000 and for retailers atRp. 5,000-3,000, and for managers around Rp. 3,000. The average daily income for fishermen is approx. The lowest Rp.3.660,450 is around 50,000 and the average income is Rp. 150,000. the average daily income for collectors is the highest, reaching Rp. 120,000,000, the lowest is Rp. 2,000,000 and the average are Rp. 50,000,000. The income of retailers at TPI Branta is the highest reaching Rp. 150,000, the lowest reaching Rp. 25,000, and the average is around Rp. 100,000.

Keywords: Distribution, marketing margin, farmer's share, marketing efficiency