

ABSTRAK

TATANIAGA UDANG DI SITUBONDO

Penelitian ini bertujuan untuk mengidentifikasi peta saluran tataniaga udang di Situbondo, dan menghitung *price spread*, *share margin*, dan efisiensi dari saluran tataniaga tersebut. Penelitian ini merupakan penelitian deskriptif. Populasi yang digunakan adalah seluruh lembaga tataniaga udang Situbondo, dan sampel yang digunakan adalah 24 petambak, delapan *supplier*, dan dua *cold storage*. Sampel-sampel tersebut dipilih dengan metode *non-probability purposive sampling*. Variabel-variabel yang diteliti adalah lembaga tataniaga udang, harga, dan biaya tataniaga. Data dianalisa sesuai dengan kerangka *supply chain* dan rumus-rumus *price spread*, *share margin*, serta rumus efisiensi tataniaga. Penelitian berhasil mengidentifikasi saluran tataniaga udang di Situbondo, besar *price spread* dan *share margin*-nya, serta efisiensi dari setiap saluran tataniaga yang ada.

Kata Kunci: tataniaga, udang, Situbondo, *price spread*, *share margin*, efisiensi

ABSTRACT

PRAWNS SUPPLY-CHAIN IN SITUBONDO

This study was held with the objective of identifying both the local and regional prawn industry supply-chain in the inland fisheries and aquaculture trade map around Situbondo, identifying the price spread, its share margin, and also the efficiency of those supply-chains in the trade map. The study methodology included both desk and primary research in the regional prawn market of East Java province, Indonesia. In which it brought into view the population of every prawn's market player in the region with the samples of 24 farmers, eight suppliers, and two cold storages. The samples were hand-picked with non-probability purposive sampling method, concerning variables such as supply-chain agents, price, and expenses. The study has employed De Silva's prawn supply chain management framework and Bisuk's price spread, share margin, and the chain's efficiency formula. The study identifies the different supply chains present in the trade map and all the each chain's price spread, share margin, and supply-chain's efficiency. The research indicates that the trade in the regional markets is dominated mainly by one preferential species.

Keywords: supply-chain, prawn. Situbondo, price spread, share margin, efficiency