

## INTISARI

Tujuan dari penelitian ini adalah : (1) untuk mengidentifikasi karakteristik pedagang pada distribusi ayam broiler, (2) untuk mengidentifikasi pola saluran distribusi ayam broiler di Mojokerto, (3) untuk menganalisis nilai tambah pada aktivitas saluran distribusi ayam broiler di Mojokerto. Penelitian ini dilakukan dari Maret, 2012 sampai Juni, 2012 di Pasar Tandjung, Mojokerto. Sampel dari pengecer, pemotong, dan pengumpul diambil dengan menggunakan *convenience sampling*. Data dianalisis dengan analisis deskriptif dan analisis nilai tambah. Hasil penelitian ini menunjukkan bahwa ada tiga pola saluran distribusi ayam broiler. Berdasarkan aktivitas distribusi ayam broiler di Mojokerto, nilai tambah tertinggi aktivitas distribusi ayam broiler berada di pengecer dengan bahan baku ayam hidup. Keuntungan dari pengecer dengan bahan baku ayam hidup lebih tinggi daripada pengecer dengan bahan baku ayam karkas. Mereka memperoleh keuntungan dari usus dan hati yang dijual terpisah.

Kata kunci : broiler/ras, saluran distribusi, nilai tambah

## **ABSTRACT**

*The aims of this research were: (1) to identify the characteristic of trader in broiler's distribution, (2) to identify the pattern of broiler's distribution chanel in Mojokerto, (3) to analyze the added value of broiler's distribution activity in Mojokerto. This research was carried out from Maret, 2012 until Juni, 2012 in Pasar Tandjung, Mojokerto. The samples of retailers, slaughterer, and collector were taken by convenience sampling method. The data were analyzed by descriptive analyses and added value analyses. The results of this research reveal that there were three patterns of broiler distribution chanel. Based on total of broiler distribution activity in Mojokerto, the highest added value of broiler distribution activity was in the retailers with life broilers input. The profit of retailers with life broiler input was higher than that of the retailers with slaughtered broiler. They obtained the profit from the intestine and liver that was sold separately.*

*Keywords: broiler, distribution channel, added value*