

ABSTRACT

Mangunlegi is considered as the best salt production in Pati subdistrict. Within a year farmers usually produce with rotation traditional farming system to produce salt and the brackish water aquaculture commodities milkfish. The objective of research is formulate strategic to increase farmer's income through comparison of value chain salt and milkfish. Further, Cost and returns (C/R) and value chains analyses (VCA) have been applied to ascertain which commodities should be given a priority between salt and milkfish production. In-depth interview with key-persons and informants to decide strategy enhancing income farmers.

Technique sample is used is systematic random sampling with 80 farmers and snowballing sampling method is used to choose 3 brokers, 2 traders, 14 salt industries, 5 wholesale fishmongers and 5 retailers. The research showed that in the value chain of salt margin farmers and brokers was 50, brokers and traders was 75, and farmers and salt industries was 800. Meanwhile in the value chain of milkfish refers to margin farmers and wholesale fishmongers were 0 because the wholesale fishmongers acted as commissioner. Margin for fishmongers and retailer was 1.000. The margin of value chains from salt seems to be less favourable to the farmers

The study found that farmers' role were more considered as the price taker more in salt chain compare than in milkfish. Moreover, In facts, milkfish production is just accounted as a complimentary routine activities to complete a year farming system. This study suggests to re-structure the farming system management and technology to enhancing farmer's income.

Key Word : Strategic, Income, Farmer, Salt, Milkfish, Pati, Indonesia.