ABSTRACT

Juwana district is the largest producer of Milkfish production in Pati Regency. The high potential of Milkfish production in Juwana District had not been registered along with the number of milkfish processors, so that it causes an actual occurrence of value chain at a complete standstill. This research aims to analyse the commodity value chain so therefore will increase the productivity of Milkfish commodity in Juwana District, Pati Regency, Central Java.

An analysis of the Value Chains Analysis is used as a method. The sample that used was quota sampling by the number 100 farmers as respondents and Snowballing method was applying for respondents, Milkfish processors, wholesale, and retail fishmongers in Porda market. The method for interview is about to ask the key person from academia, business, government, and community (A-B-G-C).

The results showed that in the Commodity Value Chain of Milkfish refers to margin’ the fish farmers and wholesale fishmongers were 0 in Porda market. It was caused by the wholesale fishmongers acted as commissioners. Margin’ for fishmongers and the retailers were 1.000, meanwhile margin for Milkfish processors and retail of fishmongers are 20.000, therefore the significant number of increasing margin was caused by value added in the processing of Milkfish.

Keywords: Milkfish, Value Chain Analysis, Juwana District.