

**KAJIAN TATA NIAGA DAN PEMANFAATAN KULIT MEDANG  
LANDIT DI SUMATERA UTARA  
(Study on Market Chain and Utilization of Medang Landit Barks in North  
Sumatra)**

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**ABSTRACT**

This article presents the results of a study that was conducted to describe the market chain and utilization of medang landit (*Litsea sp.*) barks in North Sumatra. The research took place in specific locations, i.e. North and South Tapanuli Regencies, beginning from June to December 2005. Primary data and information were gathered through direct surveying and interviewing of several respondents involved in the medang landit bark market chain and utilization. The respondents asked to participate were those acting as medang landit bark farmer or collectors, traditional trader/merchant, and industries that manufacture the final products (i.e. medang landit-based item). Meanwhile, secondary data were obtained by surveying, interviewing, distributing questionnaires, and contacting the related institutions. The resulting data/information were analyzed descriptively and through tabulation. The results revealed that the market chains of medang landit barks were quite simple. There were only four levels/actors involved in the market chain, i.e. farmers/collectors, traditional traders, processors, and final product manufacturing industries. Traditional traders gained the profit varying from 200 to 500 Rupiahs per kg of medang landit barks, while the processors from 1.500 to 2.400 Rupiahs per kg. Medang landit barks were used as mosquito repellent materials by the manufacturer in Medan.

Keywords: Medang landit bark, market chain and utilization, four levels/actors, profit gain

**ABSTRAK**

Tulisan ini menyajikan hasil kajian tata niaga dan pemanfaatan kulit medang landit di Propinsi Sumatera Utara. Penelitian dilaksanakan pada bulan Juni sampai Desember 2005 di Kabupaten Tapanuli Utara dan Tapanuli Selatan. Data primer dan informasi diperoleh melalui survey dan wawancara langsung terhadap beberapa responden yang terlibat dalam pemanfaatan dan rantai tata niaga kulit medang landit. Responden yang diminta untuk berpartisipasi adalah mereka yang berperan sebagai petani atau pengumpul medang landit, pedagang pengumpul dan industri pengolah menjadi produk akhir. Data sekunder diperoleh juga melalui survey, wawancara, penyebaran kuisioner dan mengakses kelembagaan yang berhubungan. Data dan informasi dianalisis secara deskriptif dan melalui tabulasi. Hasil penelitian menunjukkan bahwa rantai tata niaga pemasaran kulit medang landit masih cukup sederhana. Hanya ada 4 pelaku tata niaga mulai dari petani/pengumpul, pedagang pengumpul, pengolah dan pabrik sebagai pengguna akhir. Margin tata niaga yang diperoleh pedagang pengumpul adalah sebesar Rp 200-500/kg sedangkan pengusaha (pengolah) memperoleh margin tata niaga sebesar Rp1.500-Rp 2.400/kg. Kulit medang landit dimanfaatkan sebagai bahan baku obat nyamuk bakar oleh pabrik pengolah di Medan.

Kata kunci : Kulit medang landit, tataniaga dan pemanfaatan empat tingkat/pelaku, keuntungan