



## ABSTRAK INDONESIA

Kabupaten Aceh Besar memiliki potensi perdagangan yang menjanjikan, salah satunya adalah Pasar Lambaro yang terletak di Kecamatan Ingin Jaya Desa Lambaru. Sejak kasus hewan terjangkit virus penyakit mulut dan kuku ditemukan kembali di Indonesia pada April 2022, penyebaran PMK pada hewan berkuku belah atau genap terjadi sangat signifikan dan telah menjangkau sebagian besar provinsi termasuk Provinsi Aceh, penyebaran PMK berdampak signifikan mulai dari kematian pada ternak hingga kerugian secara ekonomi. Di Provinsi Aceh total kasus penyebaran PMK mencapai sebanyak 47.519 ekor ternak, diantaranya hewan ternak yang mengalami kematian bejumlah 312 ekor, ternak yang disembelih 64 ekor, dan hewan ternak yang telah sembuh sebanyak 47.143 ekor dan banyaknya ternak yang mengalami infeksi PMK berpengaruh pada penjualan dan pemasaran daging sapi di pasar Lambaro. Kejadian wabah penyakit mulut dan kuku di sejumlah daerah berdampak pada penurunan harga daging sapi secara drastis. Penurunan permintaan pasar akibat turunnya daya beli terhadap daging sapi didasari dari ketakutan masyarakat untuk mengkonsumsi daging sapi yang telah terjangkit wabah PMK. Penelitian ini dilakukan di pasar Lambaro Kabupaten Aceh Besar Provinsi Aceh. Penelitian ini berlangsung pada 25 Desember 2023 sampai 25 Januari 2024. Pemilihan lokasi penelitian dilakukan secara sengaja (purposive). Penelitian ini menggunakan penelitian survey dengan analisis Deskriptif untuk memperoleh data primer dan data sekunder. Dengan metode penentuan sampel menggunakan Saturation Sampling yaitu pengambilan sampel dengan cara mengikutsertakan semua anggota populasi sebagai sampel penelitian, yaitu para pedagang daging sapi yang telah berjualan lebih dari dua tahun di pasar Lambaro, Aceh Besar. Parameter yang diamati dalam penelitian ini adalah harga berat hidup sapi, jumlah permintaan dan jumlah penjualan daging sapi, dan rata-rata pendapatan pada sebelum dan sesudah wabah PMK. Berdasarkan penelitian yang telah dilakukan diperoleh hasil pemasaran daging sapi sebelum dan pada saat wabah PMK di pasar Lambaro Aceh Besar bahwa terjadi perbedaan dalam pemasaran daging sapi yaitu penurunan dari mulai harga jual daging yang lebih tinggi yaitu Rp.150.000 ketika sebelum PMK dan Rp.140.000 pada saat PMK, margin ketika sebelum PMK Rp.93.000 dan pada saat PMK Rp.85.000, dan pendapatan para pedagang daging sapi dipasar Lambaro yaitu Rp.1.515.000 ketika sebelum PMK dan menurun pada saat PMK menjadi Rp.765.000.



## ABSTRACT ENGLISH

Aceh Besar Regency has promising trade potential, one of which is Lambaro Market which is located in Want Jaya District, Lambaru Village. Since cases of animals infected with the foot and mouth disease virus were discovered again in Indonesia in April 2022, the spread of FMD in animals with cloven or even hooves has been very significant and has reached most provinces including Aceh Province. The spread of FMD has had significant impacts ranging from deaths in livestock to physical losses. economy. In Aceh Province, the total number of cases of FMD spread reached 47,519 heads of livestock, including 312 livestock that died, 64 livestock that were slaughtered, and 47,143 livestock that had recovered and the number of livestock experiencing FMD infection had an impact on sales and marketing. beef at Lambaro market. Foot and mouth disease outbreaks in a number of areas have resulted in a drastic reduction in beef prices. The decline in market demand due to the decline in purchasing power for beef is based on people's fear of consuming beef that has been infected with the FMD outbreak. This research was conducted at the Lambaro market, Aceh Besar Regency, Aceh Province. This research took place from 25 December 2023 to 25 January 2024. The selection of research locations was carried out purposively. This research uses survey research with descriptive analysis to obtain primary and secondary data. The sampling method uses Saturation Sampling, namely sampling by including all members of the population as research samples, namely beef traders who have been selling for more than two years at the Lambaro market, Aceh Besar. The parameters observed in this research were the live weight price of cattle, the quantity of demand and the quantity of beef sold, and the average income before and after the FMD outbreak. Based on research that has been carried out, the results of beef marketing before and during the FMD outbreak in the Lambaro market in Aceh Besar showed that there was a difference in beef marketing, namely a decrease from the starting selling price of meat which was higher, namely Rp. 150,000 before the PMK and Rp. 140,000 before the PMK. during the PMK, the margin before the PMK was IDR 93,000 and during the PMK IDR 85,000, and the income of beef traders in the Lambaro market was IDR 1,515,000 before the PMK and decreased during the PMK to IDR 765,000.