

Analisis Efisiensi Sistem Pemasaran Jagung di Provinsi Gorontalo (Studi Kasus Pada Sentra Produksi Jagung di Kabupaten Pohuwato)

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***Abstrac:** The research aimed at testing and proving empirically: (1) knowing the corn distribution channel or flow of goods, since producer farmer to the final consumer of Gorontalo Province (2) Knowing the corn volume from each channel at Gorontalo Province. (3) Measuring the marketing margin distribution component at each marketing institution level at Gorontalo Province (5). Measuring the price correlation at consumer and producer levels to obtain the market integration level picture at corn marketing at Gorontalo Province. The results showed that: (1) The corn marketing at the research sites consist of three marketing distribution channel. From the three channel, there is main channel that channeling most of the marketing at the first marketing distribution channel, with cumulative volume of 61.075 tons. Based on three distribution channels, it was obtained the efficient relative channel, that is the second and third distribution channel, (2) The marketing margin at the research site of 25.98% so the producer farmer get farmer's share of 74.02%, (3) The marketing cost and consumer price influence significantly but simultaneously influence of 78.6% while the remain was influenced by other variables that were not included in the model, (4) The correlation coefficient between price at the consumer level and price at farmer level showed low value, it showed the integrated market condition, but the formed market structure was not full competitive market, (5) The elasticity value of price transmission that less than one reflected the marketing institution practice that direct to not full competitive market or oligosopny to the farmer. But with the low marketing margin value and the high farmer's share, then the formed corn marketing was efficient relative.*

Keywords: distribution channel, marketing margin, market integration, price transmission elasticity

Proses pembangunan pertanian di Indonesia telah mengalami proses yang pajang, yang dimulai dengan program intensifikasi massal untuk memecahkan masalah adopsi teknologi menuju proses dinamisasi dan komersialisasi usahatani kecil.

Dari proses ini, ditambah dengan adanya proses demokratisasi, perlindungan HAM dan liberalisasi diperlukan adanya pendekatan

pembangunan menuju paradigm pembangunan pedesaan berkelanjutan yang mencakup kualitas pertumbuhan dengan penekanan pada pelestarian lingkungan, partisipasi masyarakat, kebebasan, kemandirian/otonomi, penghargaan pada kearifan, kelembagaan dan teknologi asli setempat.

Dalam upaya mewujudkan sektor pertanian yang maju, efisien, dan tangguh, beberapa peran pemerintah masih sangat diperlukan dalam pembangunan ini, antara lain menciptakan iklim yang kondusif bagi potensi masyarakat untuk berkembang, memperkuat daya saing yang dimiliki masyarakat, dan melindungi masyarakat tani

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