



## **STRATEGI PETANI DALAM PERUBAHAN TATANIAGA TEMBAKAU Penelitian di Dua Desa di Kabupaten Temanggung**

### **Intisari**

Penelitian ini bertujuan menggambarkan strategi yang dipakai petani di Desa Bansari dan Barang dalam menghadapi perubahan tataniaga tembakau selama dilaksanakan sosialisasi PP 81/99 jo. PP 38/00.

Subyek penelitian berjumlah 50 informan, yaitu 2 key informan, 20 petani dari desa Bansari dan 20 petani dari Desa Barang, dan 8 pedagang tembakau. Pengumpulan data menggunakan metode wawancara dan observasi.

Hasil penelitian menunjukkan bahwa pada masa sosialisasi PP 81/1999 jo. PP 38/2000 terdapat perubahan-perubahan tataniaga tembakau yang merugikan petani. Oleh karena itu petani di Desa Bansari dan Barang menggunakan strategi baru dalam menyiasati kerugian tersebut. Strategi yang dipakai petani kaya dengan cara mengolah sebagian tembakaunya secara *garangan* untuk dijual ke daerah Jawa Barat, dan menyimpan tembakau untuk dikelola lagi sebagai campuran tembakau di musim yang akan datang. Strategi petani gurem yaitu mencampur tembakaunya dengan tembakau *impor* dan menambah zat kimia seperti zat pewarna dan gula. Strategi petani miskin adalah menjual tembakau mentah secara *tebasan*. Dan strategi yang dipakai petani buruh adalah memilih pemilik tanah yang berani memberi upah terlebih dahulu.

Kata kunci: *strategi, tataniaga, petani, tembakau*



**THE FARMERS' STRATEGY  
TO RESPOND THE CHANGE OF THE TOBACCO  
TRADING ARRANGMENT  
Research in Two Villages in Regency Temanggung**

**Abstract**

The Research aimed at investigating the use of strategy by the tobacco farmers in Bansari and Barang Villages facing the change in the tobacco arrangement in the socializing periods of PP 81 / 99 jo. PP 38 / 00.

The subjects of Research amount to 50 informan, that is 2 key informans, 20 farmers of Bansari village and 20 farmers of Barang Villages, and 8 tobacco trades. The data collection was conducted using interview and observation methods.

The result of research showed that in the socializing period of PP 81 / 1999 jo. PP 38 / 2000 there was change in trading tobacco arrangement of tobacco that put a loss on the farmers. Therefore, farmers in Bansari and Barang Villages used the new strategy to minimize the loss. Strategy by the rich farmer were to process a some of its tobacco in *garangan* technique to be sold to West Java area, and they also kept the tobacco to be managed again as tobacco mixture in the coming season. Strategy of the tenant farmers that were mingle its tobacco with the tobacco imporeted one and to add the certain chemical as colourant and sugar. strategy of impecunious farmer were sold the raw tobacco in wholesale (*tebasan*). And strategy weared by the labour farmer were chosen the employers (land owner) who paid them at edvance.

Keywords: *strategy, trading arragement, farmer, tobacco*