

INTISARI

Kabupaten Bantul potensial untuk penanaman sayuran dataran rendah. Namun, kuantitas dan variabilitasnya rendah sehingga pasar induk sayur di Kota Yogyakarta menjadi alternatif pemenuhan kebutuhan sayuran. Sementara itu, interaksi antara keduanya dalam kerangka perdagangan sayuran belum diketahui. Penelitian ini berupaya untuk mengidentifikasi praktik rantai distribusi sayuran dari Pasar Induk Buah dan Sayur Giwangan (PIBS) menuju wilayah perdesaan Kabupaten Bantul dan mengapa praktik tersebut dapat terjadi. Dengan metode studi kasus diperoleh hasil bahwa umumnya distribusi sayuran bermula dari *supplier* menuju pedagang pasar kemudian menuju pengecer. Karakteristik PIBS Giwangan yang buka 24 jam, sayuran cukup komplit, harga cukup murah menjadi pendorong pedagang pasar untuk membeli sayur. Interaksi antara wilayah perdesaan Bantul dengan pasar induk Kota Yogyakarta bersifat komplementer. Sementara, infrastruktur jalan yang baik dan besarnya kuantitas sayur yang dibawa menyebabkan distribusi ini *transferable*. Namun, terdapat *supplier* dari Jawa Tengah yang menyetori langsung menuju wilayah perdesaan Bantul yang menawarkan efisiensi energi, waktu dan biaya transportasi bagi pedagang pasar. *Supplier* ini menjadi *intervening opportunity* bagi pedagang pasar yang ingin membeli di pasar induk. Bahkan, hal itu menghasilkan interaksi satu arah dengan wilayah perdesaan Bantul sebagai konsumen penuh. Berbeda dengan interaksi terhadap PIBS Giwangan yang menghasilkan interaksi timbal balik.

Kata kunci : sayuran, perdagangan, peran desa, interaksi spasial.

ABSTRACT

Kabupaten Bantul is potential to grow low plateau vegetables. However, the quantity and variability of vegetables produced are low. Fruit and vegetables central market in Kota Yogyakarta become alternative for fulfilling vegetables needs. Nevertheless, involvement of Bantul rural areas in vegetables trade remains unknown. This research aims to identify practice of vegetables distribution chain from Giwangan Fruit And Central Market to Bantul rural areas and why it happening. By using multiple case study, results show that vegetable distribution chain happens beginning from supplier to market seller to retailer. As a central market which located near Kabupaten Bantul, it has many suppliers who became reference for market sellers to buy vegetables. Open daily for 24 hours, various types of vegetables, affordable price become factors to stimulate market sellers' movement. The interaction between Bantul rural area and Kota Yogyakarta in vegetables trade is complementary, judging from different type of vegetables produced. Well-infrastructure and full-loaded vehicle in vegetables trade make the distribution transferable. However, in Bantul rural area there are suppliers bypassing central market to seek market opportunity directly to market seller. They come from Jawa Tengah. It offers energy, time, and transport cost efficiency for some market sellers. The suppliers become intervening opportunity for market sellers originated from Bantul rural area to buy in central market's supplier. It imposes Bantul rural area in one-way interaction because Bantul rural area just become fully consumer meanwhile by interacting with Giwangan central market can make reciprocal interaction in vegetables trade.

Keywords : Vegetables, trade, role of rural area, spatial interaction