



ABSTRACT

The study aims to know (1) the cost and income structure of shallot farming in Java island and the factors that influence it; (2) the shallot supply chain in Java island includes supply chain structure, supply chain management, supply chain resources, and the business process of supply chain; (3) the risk of shallot supply chain in Java island; and (4) the performance of shallot supply chain in Java island with the approach of marketing efficiency which includes the market integration, marketing margins, and monopoly indices.

This reserach conducted in three locations of the shallot production centres in Java are Cirebon, Brebes, dan Nganjuk, with one consumption centre in Jakarta is Kramatjati Central Market Jakarta (KCMJ). The sample of farmers collected by conducted gradually as many as 30 people each production. The sample of marketing institutions collected by using combination method between snowball sampling and information from the local goverment. The sample of consumers for this research collected with accidental quota sampling technic to 30 people. The number of respondents experts who used in this research is experts from academics 1 person, government in each location 1 person, and practitioners consisting of a supply chain agents of Cirebon, Brebes, and Nganjuk to Jakarta each 1 person. The data used in this research consisting of primary and secondary data. The secondary data the price monthly of shallot at the producer markets in Java and prices at the consumers level in KCMJ over the past year 2009 to 2013. Data analysis using score, categorize, AHP, co-integration Engle-Granger, ECM, and Granger Causality.

The results show that : (1) the highest farmers income is enjoyed by farmers in Nganjuk district. Dominant variables that influence shallot farmers income in Java is seed price, wage of labor, and insecticide price; (2) The connection of supply chain structures from Cirebon and Brebes districts to Jakarta formed by eight players, while from Nganjuk district to Jakarta there was seven players. The products flow was smoothly until very smoothy in all areas. The money flow and information flow more variation form don't smoothly, less smoothly, smooth, and very smoothly; (3) The risk of partership, prise risk, and market risk into three type of the risk the most important in the shallot supply chain in Java; (4) The shallot price behavior at the producer markets in Cirebon, Brebes, and Nganjuk and the consumer markets in KCMJ over a period of 2009-2013 shows that the same pattern. Market integration occured between the producer markets in Java with the consumer markets in KCMJ and the most strongly between Nganjuk market and KCMJ. The short-term relationship occurred between the producer markets in Cirebon, Brebes, and Nganjuk with the consumers in the KCMJ. Two way relationship occurred in determining of the shallot price between the producer markets in Java with the consumer markets in KCMJ, although there is no market leading. The shallot supply chain performance from Nganjuk to Jakarta the most efficient, then followed chain from Brebes to Jakarta, and the last chain from Cirebon to Jakarta.

Key words : supply chain, income farming, risk, performance, shallot.



INTISARI

Penelitian ini bertujuan untuk mengetahui (1) biaya dan pendapatan usahatani bawang merah di Pulau Jawa beserta faktor-faktor yang mempengaruhinya; (2) rantai pasok bawang merah di Pulau Jawa yang meliputi struktur rantai pasok, manajemen rantai pasok, sumberdaya rantai pasok, dan proses bisnis rantai pasok; (3) risiko rantai pasok bawang merah di Pulau Jawa; dan (4) kinerja rantai pasok bawang merah di Pulau Jawa melalui pendekatan efisiensi pemasaran yang meliputi integrasi pasar, marjin pemasaran, dan indeks monopoli.

Penelitian dilaksanakan pada tiga sentra produksi bawang merah di Pulau Jawa yaitu Cirebon, Brebes, dan Nganjuk, serta satu sentra konsumsi di Jakarta yaitu Pasar Induk Kramatjati Jakarta (PIKJ). Pengambilan sampel petani dilakukan secara bertahap sebanyak 30 orang tiap lokasi. Pengambilan sampel lembaga pemasaran menggunakan cara kombinasi antara *snowball sampling* dan informasi dari PPL setempat. Sampel konsumen diambil dengan teknik *accidental quota sampling* terhadap 30 orang konsumen. Jumlah responden pakar terdiri dari akademisi (1 orang), pemerintah/birokrat di tiap lokasi 1 orang, dan praktisi yang terdiri dari pelaku rantai pasok dari Kabupaten Cirebon, Brebes, dan Nganjuk ke Jakarta masing-masing 1 orang. Data yang digunakan berupa data primer dan data sekunder. Data sekunder berupa harga bulanan bawang merah pada pasar produsen di Kabupaten Cirebon, Brebes, dan Nganjuk, serta pasar konsumen di PIKJ selama kurun waktu 2009-2013. Analisis yang digunakan adalah skor, *Analytical Hierarchy Process* (AHP), Ko-integrasi Engle-Granger, Error Correction Model (ECM), dan Uji Kausalitas Granger.

Hasil penelitian menunjukkan : (1) pendapatan petani paling tinggi dicapai oleh petani di Kabupaten Nganjuk. Variabel yang dominan mempengaruhi pendapatan petani bawang merah di Pulau Jawa adalah harga benih, upah tenaga kerja, dan harga insektisida; (2) Struktur hubungan rantai pasok bawang merah dari Kabupaten Cirebon dan Brebes ke Jakarta dibentuk oleh delapan pelaku, sedangkan dari Kabupaten Nganjuk ke Jakarta tujuh pelaku. Aliran produk lancar sampai sangat lancar di semua lokasi. Aliran uang dan aliran informasi lebih bervariasi dari tidak lancar, kurang lancar, lancar, dan sangat lancar. (3) risiko kemitraan, risiko harga, dan risiko pasar menjadi tiga jenis risiko terpenting dalam rantai pasok bawang merah di Pulau Jawa; (4) Perilaku harga bawang merah pada pasar produsen di Kabupaten Cirebon, Brebes, dan Nganjuk, serta pasar konsumen di PIKJ selama kurun waktu 2009-2013 menunjukkan pola pergerakan yang sama. Integrasi pasar produsen di Kabupaten Nganjuk dengan pasar konsumen di PIKJ tergolong paling kuat. Terjadi hubungan jangka pendek antara pasar produsen di Kabupaten Cirebon, Brebes, dan Nganjuk dengan pasar konsumen di PIKJ. Hubungan dua arah terjadi dalam penentuan harga bawang merah antara pasar produsen di Kabupaten Cirebon, Brebes, dan Nganjuk dengan pasar konsumen di PIKJ, meskipun tidak ada pasar yang *leading*. Kinerja rantai pasok dari Kabupaten Nganjuk ke Jakarta paling efisien, kemudian diikuti oleh rantai dari Kabupaten Brebes ke Jakarta dan terakhir rantai dari Kabupaten Cirebon ke Jakarta.

Kata kunci : rantai pasok, pendapatan usahatani, risiko, kinerja, bawang merah.