

ABSTRAK

Bachtiar (105051100520). Interkoneksi *Resources Organization Norm* (N-O-N) dalam Kelembagaan Agribisnis Usahatani Cabai Kelurahan Barombong di Kecamatan Tamalate, Kota Makassar Provinsi Sulawesi Selatan. Dibimbing oleh Ratnawati Tahir dan Jumiati.

Tujuan penelitian adalah untuk mengkaji peran Kelembagaan agribisnis dalam pemasaran cabai di Kelurahan Barombong Kecamatan Tamalate Kota Makassar dan menganalisis Interkoneksi R – O – N dalam pengelolaan kelembagaan agribisnis usahatani cabai di Kelurahan Barombong Kecamatan Tamalate Kota Makassar

Penelitian ini telah dilakukan pada bulan Desember 2021 sampai Februari 2022, di Kelurahan Barombong Kecamatan Tamalate Kota Makassar, dengan menggunakan analisis deskriptif kualitatif. Informan dalam penelitian ini yaitu Ketua Gapoktan Sukamaju 1 orang, Ketua Kelompok Tani 6 orang, anggota kelompok tani 12 orang, ketua Aspartan 1 orang, pedagang besar 1 orang, pedagang pengumpul 2 orang, pedagang pedagang pedagang pengecer 2 orang.

Hasil penelitian menunjukkan bahwa peran kelembagaan agribisnis pemasaran cabai lembaga Gapoktan dan kelompok tani yaitu berperan memfasilitasi petani di dalam mencari informasi pasar dan harga jual, lembaga Aspartan berperan menjual hasil pertanian dari petani langsung ke konsumen, lembaga pedagang pengumpul, pedagang besar dan pedagang pengecer berperan dalam fungsi pertukran yaitu pembelian dan penjualan

Interkoneksi *Resources, Organization dan Norm* (RON) pada semua lembaga yang ada di dalam pemasaran agribisnis cabai berbeda – beda antara lembaga Gapoktan, kelompok tani, aspartan, pedagang pengumpul, pedagang besar dan pengecer. Pada lembaga petani terdapat sumberdaya yang rendah baik dari segi manusia maupun dari keuangan, memiliki organisasi yang kuat dan ada aturan atau nilai berjalan, sedangkan pada lembaga pedagang besar dan pedagang pengumpul terdapat sumberdaya yang kuat dari segi modal, organisasi yang lemah dan aturan main yang tidak tertulis, sedangkan pedagang pengecer memiliki sumberdaya, organisasi dan aturan yang lemah. Sedangkan lembaga aspartan memiliki sumberdaya yang kuat baik dari manusia maupun dari keuangan, tetapi belum ada struktur organisasi dan aturan main yang jelas.

Kata Kunci: Interkoneksi, Resources, Organization, norm, Kelembagaan, cabai.

ABSTRACT

Bachtiar, 2022. The Interconnection of Resources Organization Norm (N-O-N) in the Agribusiness Institution of Chili Farming at Barombong Village in Tamalate District, Makassar, South Sulawesi Province. Supervided by Ratnawati Tahir and Jumiati.

The purpose of the research was to examine the role of agribusiness institutions in chili marketing and analyze of R - O - N Interconnections in the institutional management of chili farming agribusiness.

This research was conducted from December 2021 to February 2022 in Barombong Village, Tamalate District, Makassar through qualitative descriptive analysis. the Chairman of Gapoktan (Farmer Group) Sukamaju for 1 person, the Chairman of the Farmer Group were 6 persons, members of the farmer group were 12 persons, the chairman of Aspartan was 1 person, the wholesaler was 1 person, the collecting agents were 2 people, the merchant retailer were 2 persons..

The results showed that the role of agribusiness food marketing institutions (Gapoktan and farmer groups) in marketing was to facilitate farmers in finding market information and selling prices, Aspartan is one of the agribusiness institutions also played a role in selling agricultural products from farmers directly to consumers, collecting merchants, wholesalers and retailers. role in the purchase and selling (exchange function).

The interconnection of *Resources, Organization and Norm* (RON) in all institutions seen in the marketing of chili agribusiness is different between Gapoktan institutions, farmer groups, Aspartan, traders, wholesalers and retailers. At the farmer institutions level, low resources both in terms of human and financial were existed, having a strong organization and rules or running values, while in wholesalers and traders institutions there were strong resources in terms of capital, weak organization and rules that were not written, while retailers were having weak resources, organization and regulations. Meanwhile, aspartan institutions were having strong human and financial resources, but there was no clear organizational structure and rules.

Keywords: *Interconnection, Resources, Organization, Norm, Institutional, Chili.*

21 May 22

Abstract

