ABSTRAK

Wardianto. 105961109520. Analisis Struktur Pasar Usahatani Kentang di Desa Tonasa Kecamatan Tombolopao Kabupaten Gowa. Dibimbing oleh Jumiati dan Muh. Ikmal Saleh.

Penelitian ini bertujuan untuk mengetahui struktur pasar dan perilaku pasar usahatani kentang di Desa Tonasa Kecamatan Tombolopao Kabupaten Gowa.

Metode pengambilan sampel ini dilakukan ada dua cara yaitu untuk petani di Desa Tonasa Kecamatan Tombolopao Kabupaten Gowa diambil dari populasi sebanyak 30 orang dengan menggunakan metode sensus (secara keseluruhan) sedangkan untuk pedagang diambil dengan menggunakan metode *snowball sampling* (bola salju).

Hasil penelitian menunjukkan bahwa struktur pasar usahatani kentang di DesaTonasa Kecamatan Tombolopao Kabupaten Gowa menuju pada struktur pasar kompetitif (pasar persaingan sempurna). Dimana dalam menghitung struktur pasar dibedakan menjadi dua bagian yaitu hasil pangsa pasar petani 50,95% dari volume yang diproduksikan. Sedangkan hasil perhitungan pangsa pasar pedagang pengumpul sebesar 34,22% dan pedagang pengecer sebesar 14,83%. Hasil perhitungan CR_2 menunjukkan dua petani kentang terbesar mempunyai pangsa pasar 15,21%. Apabila terdapat dua petani kentang menguasai pasar dari ≤ 33 % termasuk dalam struktur pasar yang bersaing dan mengarah pada pasar kompetitif. Perilaku pasar di Desa Tonasa yaitu dalam penentuan harga kentang di Desa Tonasa, kendali keputusan dipegang oleh pedagang pengumpul yang terlihat dari kecenderungan perantara menghendaki keuntungan yang tinggi dan petani tidak memiliki posisi tawar yang kuat.

Kata kunci : struktur pasar, perilaku pasar ,usahatani kentang

ABSTRACT

Wardianto. 105961109520. *Market Structure Analysis of Potato Farming in Tonasa Village, Tombolopao District, Gowa Regency. Supervised by Jumiati and Muh. Ikmal Saleh.*

This research aims to determine the market structure and market behavior of potato farming in Tonasa Village, Tombolopao District, Gowa Regency.

This sampling method was carried out in two ways, namely for farmers in Tonasa Village, Tombolopao District, Gowa Regency, they were taken from a population of 30 people using the census method (as a whole) while for traders they were taken using the snowball sampling method.

The research results show that the market structure of potato farming in Tonasa Village Tombolopao District, Gowa Regency is leading to a competitive market structure (perfect competition market). Where in calculating the market structure it is divided into two parts, namely the result of the farmer's market share being 50.95% of the volume produced. Meanwhile, the calculation results for the market share of collecting traders were 34.22% and retail traders were 14.83%. CR2 calculation results show that the two largest potato farmers have a market share of 15.21%. If there are two potato farmers controlling a market of ≤ 33%, it is included in a competitive market structure and leads to a competitive market. Market behavior in Tonasa Village, namely in determining the price of potatoes in Tonasa Village, decision control is held by collecting traders which can be seen from the tendency of intermediaries to want high profits and farmers do not have a strong bargaining position.

Keywords: market structure, market behavior, potato farming