

## ABSTRAK

**Ahmad Rafiq. 105961106819.** Indikator Penentu Harga Penjualan Kemiri di Desa Mata Wae Kecamatan Sano Nggoang Kabupaten Manggarai Barat. Dibimbing oleh ZULKIFLI dan SITTI ARWATI

Penelitian ini bertujuan untuk mengidentifikasi indikator penentu harga penjualan kemiri di Desa Mata Wae Kecamatan Sano Kabupaten Manggarai Barat. Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu observasi, wawancara, dokumentasi, dan triangulasi. Teknik analisis data menggunakan metode penelitian deskriptif. Populasi petani cabai rawit dalam penelitian ini 10 ketua kelompok tani, 1 pedagang pengepul dan 1 pedagang besar

Hasil penelitian ini menunjukkan Berdasarkan hasil penelitian ini indikator penentu harga penjualan kemiri Di Desa Mata Wae Kecamatan Sano Nggoang Kabupaten Manggarai Barat, dapat ditentukan oleh kualitas biji kemiri, yang perlu diperhatikan untuk menentukan harga adalah kebersihan, warna, aroma dan alat pengelolaannya serta biaya operasional di tentukan oleh pedagang penumpul karena mereka yang terjun langsung ke petani sehingga memerlukan biaya transportasi dan biaya angkutan ke kota

**Kata Kunci: Indikator, Penentu Harga, Biji Kemiri**



## ABSTRACT

**Ahmad Rafiq. 105961106819.** Indicators for Determining the Sales Price of Candlenuts in Mata Wae Village, Sano Nggoang District, West Manggarai Regency. Supervised by ZULKIFLI and SITTI ARWATI

This research aims to identify indicators determining the sales price of candlenuts in Mata Wae Village, Sano District, West Manggarai Regency. This research uses a qualitative approach. The data collection techniques used in this research are observation, interviews, documentation and triangulation. The data analysis technique uses descriptive research methods. The population of cayenne pepper farmers in this study were 10 heads of farmer groups, 1 collector and 1 wholesaler. The results of this research show that based on the results of this research, the indicators that determine the sales price of candlenuts in Mata Wae Village, Sano Nggoang District, West Manggarai Regency, can be determined by the quality of the candlenut kernels, which need to be considered to determine the price are cleanliness, color, aroma and management tools as well as operational costs in determined by collecting traders because they go directly to farmers so they require transportation costs and transportation costs to the city

**Keywords: Indicators, Price Determinants, Candlenut Seeds**

