

ABSTRAK

Komoditas bawang merah di Kecamatan Batumarmar memiliki peran strategis dalam menopang perekonomian lokal. Namun, fluktuasi harga yang tidak menentu kerap kali merugikan petani akibat lemahnya posisi tawar dalam rantai tata niaga serta adanya asimetri informasi dengan lembaga perantara. Berpijak pada problematika tersebut, penelitian ini bertujuan untuk menganalisis pola saluran distribusi tata niaga komoditas bawang merah dan faktor-faktor determinan yang memengaruhi proses pembentukan harga di Kecamatan Batumarmar, Kabupaten Pamekasan, serta melakukan tinjauan berdasarkan perspektif ekonomi Islam.

Metode penelitian yang digunakan adalah deskriptif kualitatif. Data primer diperoleh langsung dari lapangan melalui teknik pengumpulan data wawancara mendalam (*in-depth interview*) kepada para informan kunci. Penentuan informan dilakukan dengan menerapkan teknik *purposive sampling* yang terdiri atas petani bawang merah, pengurus kelompok tani, tengkulak, hingga pedagang besar pasar induk selaku penyerap akhir komoditas. Seluruh data yang dihimpun kemudian diuji validitasnya menggunakan teknik triangulasi sumber data untuk selanjutnya dianalisis secara kualitatif deskriptif.

Hasil penelitian menunjukkan bahwa alur pemasaran bawang merah di Kecamatan Batumarmar memusat pada satu pola berjenjang (petani, tengkulak/penebas, hingga pedagang besar) yang membentuk struktur pasar oligopsonistik, sehingga menempatkan petani pada posisi tawar yang lemah (*price taker*) dan terpaksa menggunakan sistem jual tebas. Pembentukan harga di tingkat petani tidak berjalan dalam mekanisme pasar bebas, melainkan didominasi oleh fluktuasi pasokan musiman, beban biaya logistik dan penyusutan yang dibebankan secara tidak proporsional kepada petani, serta dinamika permintaan pasar. Ditinjau dari perspektif ekonomi Islam, sistem transaksi ini belum memenuhi prinsip keadilan nilai (*al-'Adl*) akibat minimnya margin petani, mengabaikan asas kesukarelaan murni (*an-Taradin*) karena adanya keterpaksaan ekonomi (*al-ikrah al-ma'nawi*), serta terindikasi praktik asimetri informasi (*ghaban*) dan pencegahan barang sebelum ke pasar terbuka (*talaqqi al-rukban*).

Kata Kunci: Pola Distribusi, Tata Niaga, Pembentukan Harga, Bawang Merah, Ekonomi Islam

ABSTRACT

The shallot industry in Batumarmar Subdistrict plays a strategic role in supporting the local economy. However, unpredictable price fluctuations often disadvantage upstream farmers due to their weak bargaining position in the supply chain and information asymmetry with intermediary institutions. Based on these issues, this study aims to analyze the distribution channel patterns of the shallot trade and the determining factors influencing the price formation process in Batumarmar Subdistrict, Pamekasan Regency, as well as to conduct a critical review from the perspectives of Islamic economics and Sharia muamalah law.

The research method employed is qualitative descriptive. Primary data was collected directly from the field using data collection techniques such as field in-depth interviews with key informants. Informants were selected using purposive sampling, comprising red onion farmers, farmer group leaders, middlemen, and wholesale market traders as the final buyers of the commodity. All collected data was then validated using data source triangulation and subsequently analyzed using descriptive qualitative methods. The findings include instances of *ghaban* and indications of *talaqqi al-rukban* practices through the system of direct bulk purchasing on the field.

The Research findings indicate that the shallot marketing chain in Batumarmar District centers on a tiered pattern involving farmers, middlemen/standing-crop buyers, and wholesalers that creates an oligopsonistic market structure; this places farmers in a weak bargaining position as price takers, compelling them to utilize the bulk sale (pre-harvest standing-crop sale) system. Price formation at the farm level does not operate through free-market mechanisms but is instead dominated by seasonal supply fluctuations, logistics and shrinkage costs disproportionately borne by farmers, and market demand dynamics. From an Islamic economic perspective, this transaction system fails to uphold the principle of value justice (*al-‘Adl*) due to meager farmer margins and disregards the principle of genuine mutual consent (*an-Taradin*)—given the presence of economic coercion (*al-ikrah al-ma'nawi*)—while also exhibiting signs of information asymmetry (*ghaban*) and the interception of goods before they reach the open market (*talaqqi al-rukban*).

Keywords: Distribution Patterns, Trade Systems, Price Formation, Shallots, Islamic Economics