

ABSTRAK

Siti Sumaiyah.NIM. 09.03.2.1.1.00016. Analisis Integrasi Pasar Bawang Merah Di Kabupaten Pamekasan. Di bawah bimbingan Dr. Ir. Slamet Subari, M,Si. dan Aminah Happy M. A., SP., M.Si

Penelitian dilaksanakan di Desa Lesong Daya Kecamatan Batumarmar dan di Pasar Waru Kecamatan Waru Kabupaten Pamekasan. Tujuan penelitian ini adalah mengetahui saluran pemasaran dan margin pemasaran bawang merah di Desa Lesong Daya Kecamatan Batumarmar serta mengetahui integrasi pasar di tingkat petani bawang merah di Desa Lesong Batumarmar dan di tingkat pedagang di Pasar Waru Kecamatan Waru Kabupaten Pamekasan. Lokasi penelitian ditentukan secara purposive yaitu dipilih secara sengaja yang bertempat di Desa Lesong Daya Batumarmar dan di Pasar Waru Kecamatan Waru Kecamatan Kabupaten Pamekasan. Metode pengambilan sampel dengan menggunakan teknik *Snowball Sampling*. Sedangkan metode analisis yang dipergunakan adalah analisis margin pemasaran dan analisis integrasi pasar. Berdasarkan hasil penelitian diketahui terdapat dua saluran pemasaran bawang merah di Desa Lesong Daya Kecamatan Batumarmar dan berdasarkan analisis margin pemasaran, *farmer's share*, serta distribusi margin menunjukkan bahwa pada saat petani menjual bawang merah dalam kondisi kering pada saluran pemasaran pola I lebih efisien dibandingkan dengan saluran pemasaran yang lain. Sedangkan pasar terintegrasi baik dalam jangka pendek maupun jangka panjang berdasarkan integrasi (keterpaduan) harga rata-rata bulanan bawang merah periode Januari 2012 sampai April 2013.

Kata kunci: *Saluran Pemasaran, Margin Pemasaran, Integrasi Pasar*

ABSTRACT

Siti Sumaiyah. NIM. 09.03.2.1.1.00016. Analysis Market Integration onion on Pamekasan. Under the guidance of Dr. Ir. Slamet Subari, M,Si. dan Aminah Happy M. A., SP., M.Si

The experiment was conducted in the village of Lesong Daya Batumarmar District and Sub Waru Market Pamekasan. The purpose of this study is to know the marketing channels and marketing margins in the village of onions on Lesong Daya Batumarmar District and know the market integration at the level of onion farmers in the village and at the level Lesong Batumarmar traders in the Waru Market, Waru Pamekasan. The experiment located in this study is selected using purposive deliberately located in the Village Lesong Daya Batumarmar District and in the Waru Market, Waru Pamekasan. The sampling method in this research by used *Snowball Sampling*. While the method of analysis used is the marketing margin analysis and analysis of market integration. Based on the survey results revealed there are two marketing channels onion in the Village Lesong Daya District Batumarmar and based on analysis of marketing margins, farmer's share, as well as the distribution margin shows that when farmers sell onion in dry conditions on channel marketing pattern I is more efficient than other channel marketing. While the integrated market in both the short and longer based integration (integration) the average monthly price of onion from January 2012 until April 2013.

Keywords: Marketing Channels, Marketing Margins, Market Integration