

RINI AMIN, 04371911021, ANALISIS TINGKAT INTEGRASI PASAR JAGUNG MANIS DI DESA KOLI KECAMATAN OBA KOTA TIDORE KEPULAUAN.

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RINGKASAN

Penelitian ini bertujuan untuk mengetahui tingkat integrasi pasar jagung manis di Desa Koli Kecamatan Oba Kota Tidore Kepulauan, dan untuk mengetahui hubungan integrasi pasar dalam pemasaran jagung manis di Desa Koli Kecamatan Oba Kota Tidore Kepulauan. Jumlah populasi dalam penelitian sebanyak 40 petani jagung manis, 2 pedagang pengumpul, 30 pedagang pengecer dengan menggunakan penentuan sampel jenuh yaitu mengambil secara keseluruhan populasi dijadikan sampel sebanyak 72 responden. Metode analisis yang digunakan yaitu Vector Autoregressive (VAR) dan analisis tingkat integrasi pasar jagung manis di Desa Koli Kecamatan Oba Kota Tidore Kepulauan diolah menggunakan Eviews 10. Berdasarkan hasil pengujian tingkat integrasi pada pemasaran jagung manis dapat disimpulkan bahwa tingkat integrasi harga pasar jagung manis pada petani (Y) terintegrasi (signifikan) 3.7327 terhadap harga pedagang pengumpul (X1) dan pedagang pengecer (X2). Hubungan integrasi harga pasar jagung manis pada tingkat pedagang pengumpul (X1) tidak intrgrasi (tidak signifikan) -0.6536 pada harga petani (Y) dan mengalami integrasi (signifikan) 5.1004 berpengaruh terhadap harga pedagang pengecer (X2). Kemudian hubungan harga pasar jagung manis pada tingkat pedagang pengecer (X2) memiliki integrasi (signifikan) 3.4928 terhadap harga pedagang pengumpul (X1) dan tidak terintegrasi (signifikan) pada harga petani (Y) 0.2603. Integrasi pasar jagung tingkat petani, pedagang pengumpul dan pedagang pengecer dapat dilihat pengaruhnya menggunakan nilai t -hitung $>$ t -tabelnya. Hal ini dapat menunjukkan bahwa terjadinya saling mempengaruhi antara harga satu dengan yang lain.

Kata Kunci: Integrasi Pasar, Jagung Manis, Harga, Vector Autoregressive (VAR).

**RINI AMIN, 04371911021, ANALYSIS OF THE LEVEL OF
INTEGRATION OF THE SWEET CORN MARKET IN KOLI VILLAGE,
OBA DISTRICT, TIDORE KEPULUAN CITY.**

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SUMMARY

This research aims to determine the level of market integration for sweet corn in Koli Village, Oba District, Tidore Islands City, and to determine the relationship between market integration in the marketing of sweet corn in Koli Village, Oba District, Tidore Islands City. The total population in the study was 40 sweet corn farmers, 2 collecting traders, 30 retailers using saturated sampling, namely taking the entire population as a sample of 72 respondents. The analysis method used is Vector Autoregressive (VAR) and the analysis of the level of integration of the sweet corn market in Koli Village, Oba District, Tidore Islands City was processed using Eviews 10. Based on the results of testing the level of integration in sweet corn marketing, it can be concluded that the level of integration of the market price of sweet corn among farmers (Y) integrated (significant) 3.7327 against the prices of collecting traders (X1) and retail traders (X2). The relationship between integration of sweet corn market prices at the level of collecting traders (X1) is not integrated (not significant) -0.6536 at farmer prices (Y) and experiences integration (significant) 5.1004 has an effect on retail traders' prices (X2). Then the relationship between the market price of sweet corn at the retailer level (X2) has an integration (significant) of 3.4928 to the price of the collecting trader (X1) and is not integrated (significant) to the farmer's price (Y) of 0.2603. The influence of the corn market integration between farmers, collectors and retailers can be seen using the calculated t-values > t-table. This can show that there is a mutual influence between one price and another.

Keywords: Market Integration, Sweet Corn, Price, Vector Autoregressive (VAR).