

ANALISIS INTEGRASI PASAR BENIH PADI INBRIDA VARIETAS CIHERANG DI PROVINSI LAMPUNG

ABSTRACT

ANALYSIS OF MARKET INTEGRATION OF INBRED PADDY SEED OF CIHERANG VARIETY IN LAMPUNG PROVINCE

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The research was aimed to: (1) Analyze spatial integration of inbred paddy seed of Ciherang variety between seed market in Central Lampung District and East Lampung District. (2) Analyze vertical integration of Ciherang variety between marketing channel of Ciherang variety in Central Lampung District market.

The research was on Central Lampung District and East Lampung District. This research used secondary data, obtained from various literatures and some institutions, such as the Central Bureau Statistic, Department of Agriculture, and other institutions. The data was analyzed by using time series data for 5 years (2006 - 2010), and Ravallion Model and IMC (Index Marketing Connection) to analyze spatial-market integration and price-correlation analysis for vertically integration market.

The result showed that: (1) Ciherang variety between seed market in Central Lampung District and East Lampung District is not spatially integration, both short and long term with the value of IMC = - 0, 955 and the value of coefficient $b_2 = 0, 379$, (2) Ciherang variety in Central Lampung District Trimurjo Regency market was strongly vertical integrated ($r = 0.97$ or $r < 1$) on the level producer and consumer as well as merchants and traders of the village, whereas on the level of another marketing channel was perfect integrated ($r = 1$).

Keywords : Seed market, Spatial Integration, Vertical Integration, Ravallion Model, IMC (*Index Marketing Connection*), Price Correlation.

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