

ABSTRACT

ANALYSIS OF ONION FARMING AND MARKETING IN TANGGAMUS REGENCY

By

Reza Kesuma¹, Wan Abbas Zakaria², Suriaty Situmorang²

This study aims to analyze: (1) onion farm cost, acceptance, and income (2) efficiency of onion marketing system. Research was conducted in Tanggamus Regency which chosen purposively and total of samples was 35 farmers and 16 traders in marketing system. Sampling methods of farmers was used by census method, whereas the sampling method of marketing system was used by snowball method. Data collection was conducted in October 2014 until February 2015. Analysis methods used in this research are the analysis of quantitative (statistical) and qualitative (descriptive). The research results showed that (1) onion farm in Tanggamus Regency economically advantageous, base on the value of total cost R/C ratio > 1 , on the first crop season of 1,73, and the second crop season of 1,64. (2) the marketing system of the onion in Tanggamus was not efficient due to the margin profit ratio in each marketing organization have not spread evenly. The value of the producer section was quite large, with appromiximately 61,5%-76,9%, but the value difference in each marketing organization was too large.

Key words: onion farming, marketing

¹ Student of Department of Agribusiness, College of Agriculture, University of Lampung

² Lecturers of Department of Agribusiness, College of Agriculture, University of Lampung