

**ANALISIS TATANIAGA GABAH DAN BERAS
DI KECAMATAN PARIAMAN TIMUR KOTA PARIAMAN**

SKRIPSI

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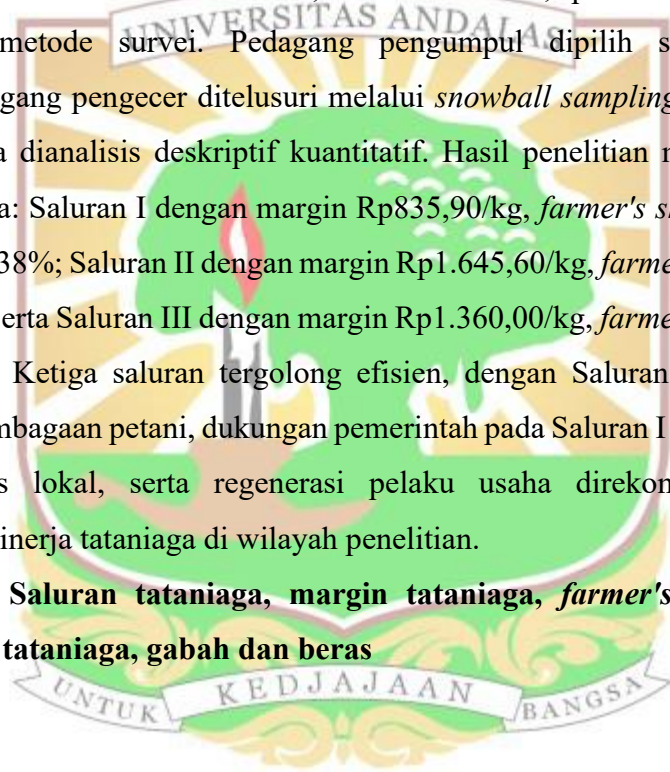
**FAKULTAS PERTANIAN
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ABSTRAK

Beras merupakan komoditas pangan strategis bagi ketahanan pangan nasional sehingga diperlukan sistem tataniaga efisien guna menjamin harga proporsional bagi petani. Penelitian ini menganalisis saluran, margin, dan efisiensi tataniaga gabah dan beras di Kecamatan Pariaman Timur, Kota Pariaman, pada Maret–April 2026 menggunakan metode survei. Pedagang pengumpul dipilih secara *purposive*, sedangkan pedagang pengecer ditelusuri melalui *snowball sampling*, dengan total 10 responden. Data dianalisis deskriptif kuantitatif. Hasil penelitian menunjukkan tiga saluran tataniaga: Saluran I dengan margin Rp835,90/kg, *farmer's share* 94,89%, dan efisiensi (EP) 3,38%; Saluran II dengan margin Rp1.645,60/kg, *farmer's share* 90,49%, dan EP 3,52%; serta Saluran III dengan margin Rp1.360,00/kg, *farmer's share* 92,00%, dan EP 4,82%. Ketiga saluran tergolong efisien, dengan Saluran I paling efisien. Penguatan kelembagaan petani, dukungan pemerintah pada Saluran I untuk mendorong konsumsi beras lokal, serta regenerasi pelaku usaha direkomendasikan guna meningkatkan kinerja tataniaga di wilayah penelitian.

Kata Kunci : Saluran tataniaga, margin tataniaga, *farmer's share*, efisiensi tataniaga, gabah dan beras



**ANALYSIS OF PADDY AND RICE MARKETING SYSTEM IN PARIAMAN
TIMUR DISTRICT, PARIAMAN CITY**

ABSTRACT

Rice is a strategic staple commodity for national food security, making an efficient marketing system essential to ensure that farmers receive a fair share of the consumer price. This study aimed to analyze the marketing channels, margins, and marketing efficiency of paddy and milled rice in Pariaman Timur Subdistrict, Pariaman City, from March to April 2026. A survey method was employed, with collector traders selected purposively and retailers identified through snowball sampling, resulting in a total of 10 trader respondents. Data were analyzed using descriptive and quantitative methods. The results identified three marketing channels. Channel I had a marketing margin of Rp835.90/kg, a farmer's share of 94.89%, and a marketing efficiency value (EP) of 3.38%; Channel II had a margin of Rp1,645.60/kg, a farmer's share of 90.49%, and an EP of 3.52%; while Channel III had a margin of Rp1,360.00/kg, a farmer's share of 92.00%, and an EP of 4.82%. All three channels were considered efficient, with Channel I identified as the most efficient due to its lower marketing margin and efficiency value and its higher farmer's share. The findings suggest that strengthening farmer institutions, providing government support for the development of Channel I, promoting local rice consumption, and encouraging the regeneration of marketing actors could further improve the performance and sustainability of the local paddy and rice marketing system.

Keywords : *Marketing channel, marketing margin, farmer's share, marketing efficiency, paddy and rice*