

**ANALISIS PEMASARAN BAWANG MERAH DENGAN PENDEKATAN
STRUCTURE CONDUCT PERFORMANCE (SCP) DI NAGARI ALAHAN
PANJANG KECAMATAN LEMBAH GUMANTI KABUPATEN SOLOK**

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ANALISIS PEMASARAN BAWANG MERAH DENGAN PENDEKATAN *STRUCTURE CONDUCT PERFORMANCE* (SCP) DI NAGARI ALAHAN PANJANG KECAMATAN LEMBAH GUMANTI KABUPATEN SOLOK

ABSTRAK

Bawang merah merupakan komoditas hortikultura strategis di Nagari Alahan Panjang, Kecamatan Lembah Gumanti, Kabupaten Solok. Namun, pemasaran bawang merah masih menghadapi ketergantungan petani terhadap pedagang dan keterbatasan informasi pasar. Penelitian ini bertujuan menganalisis struktur, perilaku, dan kinerja pasar (SCP) serta keterkaitannya dalam pemasaran bawang merah. Penelitian dilaksanakan pada Juni 2026 dengan metode deskriptif kuantitatif dan kualitatif. Responden terdiri atas 46 petani secara sensus dan 11 pedagang dengan snowball sampling. Analisis menggunakan pangsa pasar, CR4, MES, margin pemasaran, farmer's share, keuntungan, dan efisiensi pemasaran. Hasil penelitian menunjukkan struktur pasar berbentuk oligopsoni longgar dengan CR4 sebesar 57% dan MES 14,06%. Perilaku pasar menunjukkan pedagang memiliki peran lebih besar dalam pembentukan harga, sementara petani cenderung sebagai price taker. Kinerja pasar menunjukkan margin Rp5.000/kg, farmer's share 82,14%, dan efisiensi pemasaran 4,63%, sehingga pemasaran tergolong efisien. Struktur pasar yang oligopsoni longgar berkaitan dengan perilaku penetapan harga pedagang dan kinerja pemasaran. Peningkatan posisi tawar petani dapat dilakukan melalui penguatan kelembagaan kelompok tani dan perluasan akses informasi pasar.

Kata kunci : Bawang merah, Pemasaran, *Structure Conduct Performance* (SCP)



**MARKETING ANALYSIS OF SHALLOT USING THE
STRUCTURE CONDUCT PERFORMANCE (SCP) APPROACH
IN NAGARI ALAHAN PANJANG, LEMBAH GUMANTI
DISTRICT, SOLOK REGENCY**

ABSTRAK

Shallot is a strategic horticultural commodity in Alahan Panjang Village, Lembah Gumanti District, Solok Regency. However, shallot marketing system continue faces challenges due to farmers' dependence on dealers and their limited access to market data. The aim of the study is to analyze the market structure- conduct and performance (SCP) and their interrelationships in shallot marketing. The study conducted in June 2026 using descriptive quantitative and qualitative methods. The respondents were 46 farmers selected by census and 11 traders selected by snowball sampling. The analysis included market share, CR4, MES, marketing margin, farmer's share, marketing profit, and marketing efficiency. The results showed that the market structure was characterized as a loose oligopsony, with a CR4 of 57% and an MES of 14.06%. Market conduct indicated that traders played a greater role in price formation, while farmers tended to act as price takers. Market performance showed a marketing margin of IDR 5,000/kg, a farmer's share of 82.14%, and marketing efficiency of 4.63%, indicating an efficient marketing system. The loose oligopsonistic structure was associated with traders' pricing behavior and marketing performance. Strengthening farmer organizations and improving access to market information are recommended to enhance farmers' bargaining position.

Keywords : Marketing; Shallot; Structure Conduct Performance (SCP)

