

ABSTRACT

This study aims to (1) identify the patron-client phenomem on the interaction of tobacco farmers to middlemen in terms of marketing, debts, and trust, (2) identify the effects of variabel prices, household consumption costs, land area, production costs, and farmer's connection to tobacco offerings to the middleman in Desa Katekan.

The study used a quantitative approach with a population of 847 tobacco farmers, the sample used as many as 93 people and sample retrieval uses a purposive sampling technique. The data were used is primary data based on questionaries and interviews. Research analysis uses linear regression methods (OLS) dummy variabels by using Eviews 10.

Research shows that 90.5% of tobacco offerings to the middlemen in Desa Katekan are affected by prices, household consumption costs, land area, production costs and attachment between farmers and middlemen. Independent variabels simultaneously have positive and significant effects on tobacco offerings to the middlemen, but individually, a price variabel has no significant effect due to the farmers have high connection in debts and receivables activities for consumption costs and production cost, That allows the bergaining power goes down, so that the farmers capitulate to whatever the price the middlemen wants.

Keywords: Tobacco Supply, Patron-Client, Price, Attachment