ABSTRACT

This study aims to (1) identify the patron-client phenomenon on the interaction of tobacco farmers to middlemen in terms of marketing, debts, and trust, (2) identify the effects of variables 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 questionnaires and interviews. Research analysis uses linear regression methods (OLS) dummy variables 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 variables simultaneously have positive and significant effects on tobacco offerings to the middlemen, but individually, a price variable 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 bargaining power goes down, so that the farmers capitulate to whatever the price the middlemen wants.

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