

ABSTRACT

The aim of this research is to analyze rice distribution from Demak to Semarang. Analyzing distribution channel and margin, which consist of price, costs and profit of each distribution institutions.

This study is phenomenology research conducted within qualitative method. Primary data was collected from interview with 38 informants were selected by snowball sampling. The obtained data were analyzed by adopting Miles and Huberman analysis model, which consists of 3 processes of data reduction, display / presentation of data and verification / conclusions.

The results showed that rice distribution can be viewed from the social and economic side. From the social side, rice distribution is the result of social construction which is closely associated with social interaction. From the economic side, there are four channels of rice distribution is in the process of rice distribution from Demak to Semarang. Highest margin distribution is on channel 1 which is the longest channel is 62.96% and the lowest is on channel 4 which is the shortest channel is 57.5%. In this study also observe transaction costs, costs incurred by traders and milling grain to seek information and negotiate or bargain in the purchase of grain, amounting to Rp 2,00 per kg at the collector and Rp 4,00 per kg at the miller.

Keywords: rice distribution, social construction, margin distribution, transaction costs