

3. Menganalisis determinan perilaku petani padi di Kabupaten Soppeng dalam hal mencari dan mengakses informasi pasar.

Sedangkan manfaat penelitian yang dapat diperoleh dari hasil penelitian ini adalah:

1. Manfaat Praktis

Hasil penelitian ini diharapkan dapat memberikan informasi yang bermanfaat sebagai masukan dan pertimbangan bagi aktor-aktor dalam rantai pasok padi dan beras terkhusus bagi petani padi di Kabupaten Soppeng dengan memberikan mereka wawasan untuk mengoptimalkan alokasi produksi dan pemilihan saluran pasar untuk memaksimalkan pendapatan, serta membantu petani mengelola risiko dari fluktuasi produksi, dinamika harga, mendukung stabilitas ekonomi rumah tangga, dan mendorong praktik perdagangan yang adil dalam rantai pasok beras.

2. Manfaat Teoritis

Secara teoritis, hasil penelitian dapat menawarkan studi kasus lokal tentang partisipasi pasar dan pilihan saluran yang dapat menjadi referensi bagi daerah lain dengan kondisi pertanian yang serupa sekaligus memperluas pemahaman tentang ekonomi perilaku petani kecil di lingkungan pasar, dengan fokus pada perkembangan ekonomi.

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Efektivitas intervensi tersebut bergantung pada bagaimana petani merespons secara perilaku terhadap insentif institusional dan kondisi pasar (Sasaki, 2025). Pertama, penguatan sistem finansial perdesaan menjadi sangat krusial. Perluasan skema kredit yang mudah diakses dan terjangkau, peningkatan fleksibilitas pembayaran, serta perumusan kesepakatan pembayaran yang transparan secara langsung berdampak pada komersialisasi yang didasari oleh desakan ekonomi sekaligus meningkatkan daya tawar petani. Kedua, investasi infrastruktur di tingkat lahan usahatani khususnya aksesibilitas jalan-tani dan konektivitas fisik perlu diprioritaskan untuk meningkatkan kompetisi antar pembeli dan memangkas ketergantungan logistik yang berlebihan pada satu saluran pemasaran tertentu. Ketiga, peran kelompok tani harus ditingkatkan melampaui sekadar fungsi administratif agar menjadi institusi pemasaran aktif yang mampu mengoordinasikan penjualan dalam skala besar, mendistribusikan informasi harga jual, serta memfasilitasi negosiasi kolektif. Berbagai rekomendasi ini membutuhkan upaya terkoordinasi antara instansi pemerintah, lembaga finansial, organisasi petani, dan pelaku agribisnis swasta. Dengan mengatasi keterbatasan finansial, biaya transaksi spasial, dan kapasitas kelembagaan secara bersamaan, rantai nilai beras dapat bertransformasi menuju sistem pemasaran yang lebih inklusif. Sistem ini secara otomatis memperkuat ketahanan petani tanpa harus mengorbankan peran operasional pedagang pengumpul.

Penelitian ini memiliki beberapa keterbatasan. Analisis didasarkan pada data dari wilayah geografis yang relatif sempit. Kondisi ini membatasi penerapan temuan secara lebih luas pada wilayah lain yang memiliki struktur pasar dan lingkungan kelembagaan yang berbeda. Meskipun ukuran sampel sudah memadai untuk analisis empiris, perluasan cakupan data pada penelitian mendatang menjadi langkah penting untuk menguji hasil penelitian ini dan memberikan wawasan komparatif yang lebih luas. Selain itu, faktor kontekstual dan perilaku lainnya yang memengaruhi keputusan pemasaran petani belum sepenuhnya terekam. Penelitian lanjutan dengan cakupan wilayah yang lebih luas dan dimensi analisis tambahan akan memperdalam pemahaman mengenai perilaku pemasaran pertanian pada kondisi yang lebih beragam.

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pendidikan, budidaya komoditas tambahan, frekuensi kontak penyuluhan, jarak ke pasar lokal terdekat, serta pengalaman dalam mengakses kredit menunjukkan pengaruh positif dan signifikan terhadap perilaku pencarian informasi. Temuan ini menegaskan bahwa modal manusia, interaksi kelembagaan, aksesibilitas pasar, dan keterlibatan finansial memainkan peran penting dalam membentuk kemauan petani untuk memperoleh informasi pemasaran. Penelitian ini mengonfirmasi bahwa pencarian informasi di kalangan petani padi tidak semata-mata ditentukan oleh akses terhadap teknologi atau aset, melainkan sangat dipengaruhi oleh kapasitas, tingkat paparan, dan insentif ekonomi yang dimiliki petani.

Berdasarkan temuan tersebut, beberapa rekomendasi praktis dapat diajukan. Bagi pembuat kebijakan dan lembaga pemerintah, upaya perlu diprioritaskan pada penguatan program pendidikan petani, perluasan layanan penyuluhan, serta peningkatan akses terhadap kredit yang terjangkau, karena faktor-faktor ini terbukti secara signifikan mendorong perilaku pencarian informasi yang proaktif dan berkontribusi pada pencapaian pembangunan pedesaan yang lebih luas. Sistem penyuluhan perlu dibuat lebih intensif dan terarah, khususnya bagi petani berusia lanjut dan petani dengan pengalaman tinggi yang cenderung kurang aktif mencari informasi secara mandiri, sehingga tidak ada segmen komunitas pertanian pedesaan yang tertinggal. Peningkatan infrastruktur pasar pedesaan dan layanan informasi di wilayah terpencil juga dapat membantu petani mengatasi hambatan geografis dalam memperoleh pengetahuan pasar serta mendukung pembangunan ekonomi pedesaan yang lebih inklusif dan tangguh. Bagi pelaku agribisnis dan pengumpul pasar, penyediaan informasi harga yang transparan dan mudah diakses dapat mengurangi asimetri informasi dan mendorong transaksi yang lebih efisien, sehingga memperkuat rantai nilai pedesaan. Pada tingkat petani, terdapat kebutuhan untuk meningkatkan kesadaran mengenai pentingnya pembaruan pengetahuan pasar secara berkelanjutan, khususnya di kalangan petani senior, melalui pembelajaran sebaya dan inisiatif literasi digital sebagai bagian dari upaya pemberdayaan masyarakat pedesaan berbasis komunitas. Keterbatasan penelitian ini terletak pada fokusnya yang hanya mengkaji apakah petani mencari informasi pasar atau tidak, tanpa mengukur tingkat atau intensitas perilaku tersebut. Oleh karena itu, penelitian selanjutnya disarankan untuk tidak hanya menelaah keputusan mencari informasi, tetapi juga kedalaman, frekuensi, dan efektivitas pemanfaatan informasi dalam memengaruhi kinerja pemasaran dan pendapatan, yang merupakan dimensi penting bagi pembangunan pedesaan yang berkelanjutan.

3.8. Daftar Pustaka

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