

MARKET PERFORMANCE OF RED CHILI THROUGH SPOT AUCTION SYSTEM IN YOGYAKARTA PROVINCE

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Abstract

Red chili is one of horticulture commodity which has high economic value. The main problem of red chili marketing is the long of distribution channel that caused different of selling price between farmer and trader. In order to minimize that problem, its need spot auction system at farmer level. This distribution system is important to give best alternative in order increase red chili farmer income. Through this analysis, red chili's farmer gets opportunity to decrease long channel distribution and increase selling price. This research results show that marketing margin at spot auction market is more efficient, through monopoly index analysis show that how big dominances of marketing institute in red chili marketing chain influence bargaining position of red chili farmer.

Keywords: *Market Performance, Red Chili, Spot Auction Market.*

Introduction

Red Chili(*Capsicum Annuum l*) is one of important horticulture. Society requirement for Red Chili will always increase since Red Chili is required to a variety benefit. Red Chili is utilized as one of kitchen condiment component that there are many utilized by family. The requirement for Red Chili tend to stable but this conditions not always been escorted by accessibility and ability to buy. It was caused by price fluctuation are high and constitutes seasonal product.

Production center of Red Chili's at Yogyakarta Province is at Bantul's and Kulonprogo's Regency. Both of Regency it has to extend farm and production is outgrown as compared to the other regency. Base on BPS's data on 2009 therefore Red Chili's crop and production extent terminological regencies at Yogyakarta Province is as follows.

Table 1 Area of Red Chili Harvest dan Average Production of Red Chili at Yogyakarta Province According to Regency

Regency	Area of Harvest(Ha)	Productions (Kw)
<i>Kulon Progo</i>	845	43.572
<i>Bantul</i>	528	31.184
Gunung Kidul	79	2.437
Sleman	391	26.914
Yogyakarta	0	0
Total	1.843	104.107

Source: DIY Dalam Angka Tahun 2009

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