

ABSTRAK

**STRATEGI ADAPTASI EKONOMI PETANI TEMBAKAU TERHADAP
PENURUNAN PENYERAPAN PABRIK ROKOK: STUDI KASUS PADA
MASYARAKAT DUSUN DUKUH SEMAN, DESA WONOSARI, KECAMATAN
BULU, KABUPATEN TEMANGGUNG, JAWA TENGAH**

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Penurunan penyerapan tembakau oleh pabrik rokok telah memengaruhi kondisi ekonomi rumah tangga petani di Dusun Dukuh Seman, Desa Wonosari, Kecamatan Bulu, Kabupaten Temanggung yang sebagian besar menggantungkan penghidupannya pada komoditas tembakau. Penelitian ini bertujuan menganalisis kondisi sosial ekonomi petani, mengidentifikasi faktor-faktor yang membentuk kerentanan ekonomi, mengkaji strategi adaptasi ekonomi yang dilakukan rumah tangga petani, serta menilai efektivitas strategi tersebut dalam membangun ketahanan penghidupan. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi terhadap petani, tengkulak, dan grader. Hasil penelitian menunjukkan bahwa kerentanan ekonomi petani dipengaruhi oleh menurunnya penyerapan tembakau, kenaikan cukai hasil tembakau, semakin ketatnya standar mutu pembelian, tingginya ketergantungan pada komoditas tembakau, serta keterbatasan akses terhadap pembiayaan formal. Untuk menghadapi kondisi tersebut, petani melakukan berbagai strategi adaptasi, antara lain diversifikasi sumber pendapatan, penyesuaian pengeluaran rumah tangga, pemanfaatan jaringan sosial, dan perubahan pola usaha tani. Strategi tersebut membantu petani mempertahankan keberlangsungan ekonomi dalam jangka pendek, namun belum mampu membangun ketahanan penghidupan yang berkelanjutan sehingga kerentanan ekonomi rumah tangga masih tetap berlangsung.

Kata kunci: strategi adaptasi ekonomi, kerentanan ekonomi, petani tembakau, ketahanan penghidupan, penyerapan tembakau.

ABSTRACT

***ECONOMIC ADAPTATION STRATEGIES OF TOBACCO FARMERS
HOUSEHOLDS IN RESPONDING TO THE DECLINE IN TOBACCO CROP
ABSORPTION BY CIGARETTE COMPANIES: A CASE STUDY IN DUKUH SEMAN
HAMLET, WONOSARI VILLAGE, BULU DISTRICT, TEMANGGUNG REGENCY***

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The decline in tobacco procurement by cigarette manufacturers has affected the economic conditions of farming households in Dukuh Seman Hamlet, Wonosari Village, Bulu District, Temanggung Regency, where most households depend on tobacco as their primary livelihood. This study aims to analyze the socio-economic conditions of tobacco farmers, identify the factors contributing to economic vulnerability, examine the economic adaptation strategies adopted by farming households, and assess the effectiveness of these strategies in building livelihood resilience. This research employed a qualitative approach using a case study method. Data were collected through in-depth interviews, observations, and documentation involving tobacco farmers, middlemen, and tobacco graders. The findings reveal that the economic vulnerability of tobacco farmers is influenced by declining tobacco procurement, increasing tobacco excise taxes, stricter purchasing quality standards, heavy dependence on tobacco as the primary commodity, and limited access to formal financing. To cope with these conditions, farmers adopted various adaptation strategies, including income diversification, adjustments to household expenditures, the utilization of social networks, and changes in farming practices. These strategies have enabled farmers to maintain their economic livelihoods in the short term; however, they have not been sufficient to build sustainable livelihood resilience, resulting in continued economic vulnerability among farming households.

Keywords: *economic adaptation strategies, economic vulnerability, tobacco farmers, livelihood resilience, tobacco procurement.*