

## Development Strategy of The Smallholder Plantation of The Sindang Community in Jukung Village, Lubuklinggau City, South Sumatra

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### Abstract

Sindang community located in the Jukung village Lubuklinggau city is a community that manages smallholders as their agricultural activities. The plantation sector is a source of livelihood of the people the majority of Sindang community. Plantation management people are still traditional and less intensive farming estates is the weakness of the people in the community that need to be done Sindang Smallholder plantation development strategy. The determination of strategy should be beneficial economic, social, political, cultural, environment. the aim of this study is to determine the factors that influence and provide recommendations and priorities of the people of plantation development strategies Sindang community. The method used is the SWOT analysis and analysis QSPM. The results of this study were 1) the development of Smallholder plantation in Sindang communities affected by internal elements (strengths and weaknesses) and external factors (opportunities and threats). the suitability of a power element is growing and the culture of the smallholders with influence value of 1.08; for the element of weakness is institutional weakness of farmers and the cultivation process less than the maximum value of 2.55 influence. The element of chance is the support of the government and change the culture system to influence the value of 0.87; and the element of threat is the lack of cooperation between the farmer and the source of innovation and poor quality of production with a value of 1.87 influence. 2) Referrals development must focus on the strategy to overcome the weaknesses (internal) and threats (external) are the construction of smallholders with agricultural systems are environmentally friendly, doing planting agricultural crops are more diverse/strengthening of the functions of agricultural land, management of post harvest to give value adding, Conducting training/education about organizational management and farm management.

Keyword: Development Strategy, Smallholder Plantation, SWOT

### INTRODUCTION

Agricultural is essential sector in Indonesia. Agricultural development is an effort to develop the potential of human resources in economic, social, political, cultural, environmental [1]. It is important to develop the agricultural sector because it has potential to develop resources, increase national income, and the majority of the Indonesian people are farmers [2]. Basic requirement for the development of agriculture are: 1) the existence of markets for agricultural products, 2) the development of agricultural technology, 3) the availability of tools and materials in agriculture, 4) there is a means of support to farmers [3].

Smallholder plantation are plantations managed by the community or planters which are grouped in small businesses smallholder tree crops and household business Smallholder plantation [4]. Smallholder plantation sector is one of the leading sectors in Lubuklinggau, 48% of the Lubuklinggau area used as a smallholder plantation lands and 99% of smallholder plantation lands dominated by commodity rubber, coffee, and fruit trees [5]. The

amount of use of the plantation sector, people are not only influenced by the needs, the amount of use is also influenced by the historical value of the use of the people in the plantation sector. People who undertake plantation activities of the people is the Sindang community. Community in general Sindang still adhere to the traditional habits of knowledge on smallholder plantation. Sindang community habits on smallholder plantation resource management has created a close relationship between the community and the environment. Jukung Village community have long used the resources smallholders as a means to fulfill the needs.

The aims of this study is to uncover the factors that influence in smallholder plantation and provide recommendations and priorities people plantation development strategies Sindang community.

### MATERIALS AND METHODS

#### Study Area

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This research was conducted in April 2016 and located in Jukung village, Lubuklinggau City, South Sumatra. This village was formed in 2008 with the legal basis for formation of new urban village (PERDA 56). Village Jukung the research object because in this village majority of the people are descendants of the tribe of Sindang. The total area of 3,275 Ha Village Jukung are composed of public facilities, office buildings, farmland, infrastructure. 83% (2,510 hectares) the amount of agricultural land used for the cultivation of smallholder plantation, such as planting rubber, coffee, and other fruit crops.

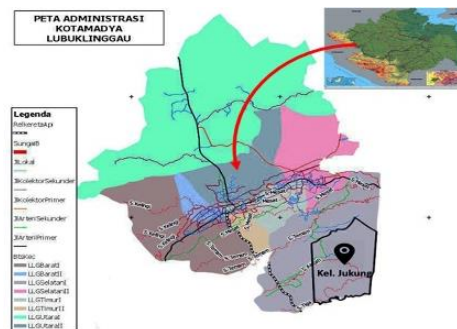


Figure 1. Map of Administration Lubuklinggau City/Location Research jukung village

## Data Collection

In the proposed development strategy of smallholder plantation, first is determine the formulation of internal factors (strengths and weaknesses) and external factors (opportunities and threats). The formulation was made based on data from interviews and observations. Data obtained from the interview are: 1) The diversity of flora in the environment of smallholder plantation, 2) Utilization plant, 3) Information population (demographics and population), 4) The central government and the countryside, 5) The geographical conditions, 6) Public perception of smallholder tree crops. The data obtained from observations are: 1) The spatial environment of smallholder plantation, 2) diversity of flora in the environment smallholder agriculture.

## Data Analysis

### 1. SWOT Analysis

Data were analysed using SWOT analysis (Strength, Weakness, Opportunity, Threat). SWOT Analysis is used to make smallholder plantation development strategies appropriate Sindang community to support the results of the strategic priority of the highest rank. The device analysis the data used is Internal Factors Internal Factor Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS). IFAS factors used to evaluate the strengths and weaknesses of regional development

targets, while EFAS used to evaluate the opportunities and threats that are or will occur. Weighting is done on the internal and external factors. The formula for determining the weighting is as follows [6]:

$$B = \frac{n}{\sum n + a}$$

Description: B = The weight, n = Value influence, a = total value of influences other than n

Further rounding the coordinates of points on the metric factors SWOT. Coordinate values obtained from the difference of the total score of the internal factors (strengths and weaknesses) and external factors (opportunities and threats). Coordinate values will be reflected in a squared. Squares I showed a trend (S-O), which means growth, quadratic II showed a trend (W-O), which means downsizing, squared III showed a trend (S-T) which means stable, squared IV showed a trend (W-T) which means the combination. Based on the coordinates of the location coordinates of the area is also a priority basis in the direction of the development of smallholder plantation.

### 2. QSPM Analysis

QSPM analysis (Quantitative Strategic Planning Matrix) is used to determine the priority of smallholder plantation development recommendations. The steps in this analysis are as follows [7]:

- Identifying strategic alternatives that should be considered and prioritized
- Set the value of the appeal (Attractive Score = AS), specify a value that indicates the relative attractiveness of each alternative strategy. Rated appeal is 1 = not attractive, 2 = rather attractive, 3 = attractive, 4 = very attractive.
- Calculate the total value of the appeal (Attractiveness Total Score = TAS) the total value of the appeal defined as weight multiplication result values in each row appeal. The total value of the appeal shows that the relative attractiveness on each strategy. The higher the value, the more attractive or higher value priorities.

From the data analysis of internal and external factors, the data is then processed into data analysis results of internal and external factors

Table 1. Internal Factor Analysis (IFAS)

No.	Statement	Weight	Ranked	Score
<b>Strength (S)</b>				
1	Land plantation ownership is still widespread	0.07	3	0.22
2	Farmers experience in gardening activity	0.09	3	0.26
3	Amount of local plants are more than the exotic plants	0.09	3	0.26
4	Many local knowledge or traditions that are still maintained in the cultivation of plantation crops	0.08	2	0.16
5	Climatic conditions and land supports a wide variety of plant growth and plant plantation	0.07	2	0.13
6	There are used many types of plants	0.05	1	0.05
<b>Weakness (W)</b>				
1	Farmers groups were still weak	0.14	5	0.70
2	Low quality and quantity of production of plantation crops	0.17	5	0.87
3	Post-harvest management initiative is still relatively low	0.11	4	0.45
4	The cultivation process less intensive	0.13	4	0.53

Table 2. Analysis of External Factors (EFAS)

No.	Statement	Weight	Ranked	Score
<b>Opportunities (O)</b>				
1	The role of government support the farmer's	0.12	3.00	0.36
2	Infrastructure support	0.08	2.00	0.16
3	Intercropping plants of high economic value	0.13	3.00	0.38
4	The development of agro-based plantation area	0.07	1.00	0.07
<b>Threats (T)</b>				
1	Land use change case increase	0.05	1.00	0.05
2	The quality of a competitor's harvests	0.12	3.00	0.36
3	Crop prices that unstable	0.13	3.00	0.40
4	Prices of chemicals for supporting high plantation cultivation	0.14	3.00	0.42
5	The cooperation of farmers with a source of innovation is still low	0.16	4.00	0.64

Table 3. Analysis of Internal and External Factors

Internal Factor attractive Score/IFAS		external Factor Attritive Score/EFAS	
3.63		2.84	
Total Score Strength (S)	1.08	Total Score Opportunity (O)	0.97
Total score of weakness (W)	2,55	Total Score Threats (T)	1.87
SW	-1.74	OT	-0.89

Table 4. Recommended Strategic Priorities Smallholders Development Community Sindang

No.	Strategy	Weight	AS	TAS	Priority
1	Development of smallholders with environmentally friendly farming systems	0.31	4	1.23	1
2	Planting crops more diverse/strengthening of agricultural land use	0.22	2	0.45	3
3	Post-harvest management to give more value	0.22	2	0.44	4
4	Conducting training/education about organizational management and farm management	0.25	3	0.75	2

Based on the results table analysis of internal and external factors known Smallholder plantation development coordination point Sindang is located on the axis (X) -1.47 and axis (Y) 0.89. These coordinates are in quadrant 4 which means its position there are internal weaknesses and external threats to smallholder plantation region.

Based on Figure 2, the coordinates of the construction management of smallholder plantation are in the X-axis variable (-1.47) and the Y axis (-0.89). Coordinates on the X and Y axes are

located in quadrant IV. Based on the quadrant, direction of development should be focus on the strategy to overcome the weaknesses (internal) and threats (external).

Here is an alternative strategy that can be done:

1. Development of smallholders with environmentally friendly farming systems. (W1, W4, O4).
2. planting crops more diverse/strengthening of the functions of agricultural land (W4, O1, O2).

3. The post-harvest management to give more value (W3, W4, O3).
4. Conduct training/education about organizational management and farm management (W2, O5).

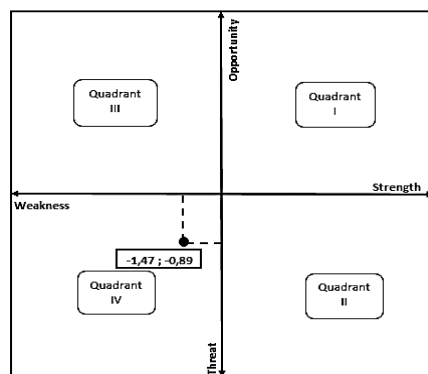


Figure 2. SWOT Analysis Quadrant Development Smallholder plantation

## 2. Priority Recommendations Smallholders Plantation Development Community Sindang (QSPM Analysis)

Formulation of development strategies priority Sindang smallholder plantation community in plantation development people done by use QSPM analysis (Quantitative Strategic Planning Matrix) which is a continuation of the analysis of the formulation of alternative strategies with a SWOT analysis. Alternative strategy is an assessment of each alternative strategy undertaken by the speaker. Alternative strategies that have a total value or attractiveness of the highest (Attractive Total Score/TAS) will be a priority of the preferred development strategy for management recommendations. The order of priority strategies in the management of Smallholder plantations can be seen in the following table.

In the table 4 of priority development strategy on Smallholder plantation Sindang community, can be seen with the strategy of total attractiveness highest score value strategy that should take precedence in overcoming shortages and the threat of plantation community Sindang.

### First Priority

Strategy development "smallholders with environmentally friendly farming systems" that have the highest TAS 1.23 is that the strategy for development of Smallholder plantation community recommendations Sindang. This strategy became the main strategy in an effort to

overcome the disadvantages of the cultivation process less intensive and improve the quality and quantity of tree crop production. In addition to addressing these shortcomings, this strategy can also respond to the threat of the high price of chemicals to support plantation agriculture.

Smallholder plantation development strategy formulation should emphasize the reduction of organic matter and improve the biological circulation. Environmentally friendly farming system is a system of healthy agricultural farming with low input so that the achievement of sustainable farming [8]. Environmentally friendly farming systems differ from traditional farming systems that incorporate inputs without external factors. Environmentally friendly farming systems more emphasis on the use of external inputs wisely based on increased productivity at the long term and as activities to maintain environmental sustainability.

Environmentally friendly agriculture has various principles [8]: (1) producing agricultural products of high quality, (2) utilize and improve the biological cycle, (3) management to improve the preservation of soil fertility, (4) reduce damage and contamination in land, (5) to produce agricultural products for easier recycling.

### Second Priority

Strategy "training/education about organizational management and farm management" becomes the priority strategy TAS second at 0.75. This strategy aims to strengthen farmer's groups and increase the confidence of the public sources of innovation. This strategy emphasizes the institutional strengthening related to the management of farmer groups and plantation cultivation people who accompanied the source of innovation. Through activities that are often carried out, expected a good relationship between the community and a source of innovation.

The government's role in institutional strengthening farmer groups is a factor that plays an important role in this effort. Through the support of the government can create harmony between members of farmers' groups, the establishment of a harmonious relationship between the farmer groups with a source of innovation, provides the knowledge related to agricultural activities, and so forth. Policy strategies needed in strengthening farmers' groups, among others [9]:

- Creating a favourable condition in the membership of farmers' groups, such as the strengthening of trust between groups and sources of innovation/builder.
- To foster the creativity of farmers' groups in order to maximize every business opportunity.
- Assist in the process of identifying the needs and problems and solve an issue faced by farmers' groups.
- Increasing the capacity of farmer groups to analyse any opportunities in smallholder agriculture.
- Increasing the capacity of farmer groups to manage farming commercially and environmentally friendly. These efforts can be adopted and updated from a variety of local wisdom.
- Develop the capacity of farmer groups in creating a specific local technology.

#### **Third Priority**

The strategy of "planting crops more diverse/strengthening of the functions of agricultural land (intercropping)" became the third priority with TAS value of 0.45. This strategy is expected to address the problem of low quality and quantity of production of smallholder tree crops, the quality of a competitor, the price of crops tides.

The weakness of the low quality and quantity of production of tree crops can be overcome by strengthening the value of the land use. With its diversity of commodities owned by a smallholder plantation lands are expected to enhance the economic value of other plants, so the loss of low quality and quantity of a commodity can be reduced. The threat of a competitor's product quality farm prices and yields tides can also be avoided by replacing or utilizing other commodities. High competition experienced by the people due to the surrounding area Sindang Sindang community who do farming on the same commodity (rubber and coffee). Due to intense competition and the number of product offerings same plantation, causing fluctuations in the price of fresh farm products. Strategies to anticipate these threats racing market laws in economics, where the higher the number of deals, the price obtained from the offer even lower. The use of any other commodity which is not a public commodity surrounding area can also reduce the number of offers of a commodity competition. By avoiding the high-power supply due to high competitiveness, cultivation of other

commodities is expected to maximize the value of other commodities in an effort to improve the life of farmers.

#### **Fourth Priority**

Strategy "post-harvest management to give more value" is the last priority with 0.44 TAS values in smallholder plantation management recommendations. Post-harvest management is striving to increase the added value of an agricultural product, and also to build self-reliance of farmers in producing agricultural products. Increasing the value of smallholder plantation products through post-harvest management is expected to improve the welfare of community Sindang.

#### **CONCLUSION**

1. Smallholder plantation development on Sindang communities affected by internal elements (strengths and weaknesses) and external factors (opportunities and threats). Each element has a main factor, for the suitability of a power element is growing and the culture of the smallholders with influence value of 1.08; for the element of weakness is institutional weakness of farmers and the cultivation process less than the maximum value of 2.55 influence. The main element of chance is the support of the government and change the culture system to influence the value of 0.87; and the element of threat is the lack of cooperation between the farmer and the source of innovation and poor quality of production with a value of 1.87 influence.
2. Guidelines for development should focus on the strategy to overcome the weaknesses (internal) and threats (external). The strategic priorities include: 1) Development of smallholders with environmentally friendly farming systems; 2) Perform the planting of agricultural crops are more diverse/strengthening of the functions of agricultural land; 3) post-harvest management to give more value; 4) Conducting training/counselling about organizational management and plantation management.

#### **SUGGESTION**

1. The government's efforts in the development of smallholder plantation communities in the village Sindang boats need to be directed at increasing public awareness to manage Smallholder plantation optimally with regard to the sustainability of ecology.

2. The need for further efforts as a step introduction of simple and appropriate technologies for the management and utilization local resources.

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