



Empowerment of Farmer Group Based On Rice Farming In Ponorogo District

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ABSTRACT

Empowerment is an effort to meet the needs of individuals, groups and the wider community so that they have the ability to make choices and control their environment in order to fulfill their desires, including their accessibility to resources related to their work in social activities. The purpose of this study are: a. determining the empowerment strategy of Rice Crop-based Gafarmer-group in Ponorogo District. b. analyzing the most suitable strategy applied to the empowerment of rice-based Gafarmer-group in Ponorogo district. This study uses a qualitative approach. Methods Analysis of the data in this study is an analysis sequence that constructs research conclusions that are ordered in order: IFE Matrix, EFE Matrix, SWOT and QSPM. The research results some alternatives sequence of rice-based Gafarmer-group's empowerment strategies in Ponorogo district: [a] based on the SWOT matrix: (1) Strategies SO (Strength-Opportunity). Improving the strategy of managing agricultural land to accelerate the processing of extensive land using agricultural processing machines. (2) Strategies WO (Weaks-Opportunities). Rejuvenation of farmers by regenerating younger farmers by conducting training so that farmers are more competent. (3) Strategies ST (Strength-Threats). Improved strategy for controlling natural disaster landslides to control the amount of damage to agricultural land. (4) Strategies WT (Weaks-Threats). Improving infrastructure to facilitate farmer's access. Based on QSPM matrix: The most suitable strategy to be applied in the empowerment farmer-groups of rice-based in Ponorogo District can be seen based on the analysis of the choice of strategies for the: 1). Rejuvenation of farmers by regenerating younger farmers by conducting training so that farmers are more competent. 2). Increased experience of farmer groups with training held by farmer-groups.

Keywords: Empowerment, Farmer-Group, Rice-Farming, IFE, EFE, SWOT, QSPM

1. INTRODUCTION

Indonesia's economic growth experienced an increase in the third quarter of 2018 reaching 5.17 percent compared to the third quarter of 2017, but based on the facts in the field it was found that the highest gross domestic product share in Indonesia was the industrial sector, not agriculture. The industrial sector contributes to economic growth up to 19.66 percent compared to the agricultural sector which only reached 13.53 percent. (Data BPS, 2018).

The growth rate in the agricultural sector in East Java is based on 2018 BPS data, rice yields show a number of 13,154,967 tons per year, then in 2016 slightly increased to 13,633,701, then declined again in 2017 to 13.125,414 tons, meaning Growth rates in the agricultural sector in East Java in 2017 experienced a significant decline Sukino (in wahyuni, 2018). Tharesia, et al (in Wahyuni, 2018), explained that community empowerment is an activity that has clear objectives



and must be achieved, therefore, every implementation of community funding needs to be based on certain work strategies for its success in achieving the desired goals.

There are 5 (five) empowerment strategy programs, which can be implemented to achieve objectives including: providing motivation, raising awareness and capacity training, self-management, resource mobility, development and network development.

Ponorogo District is one of the districts that has considerable potential in the agricultural sector. This is evidenced by the number of farmer-group managed by the agricultural department of the Ponorogo district reaching 1,781 Farmer Groups which are spread throughout rural areas in 21 sub-districts in Ponorogo district. From 1781 farmer groups can be divided into 4 (four) levels, namely: beginner farmer group, up to 418 FGs, 90 Continued farmer group about 90, 442 Medium farmer group, and 17 Ultimate farmer group. From the 1,781 active farmer group reached 882 (49.5%) Farmer-group with an area of arable rice fields reaching 29,147.27 hectares of 34,801 hectares in all Ponorogo districts or around 83.75% of the total agricultural land in Ponorogo District.

The large number of farmer-groups that did not develop in Ponorogo District is a problem where requires resolution. Looking at a number of very complex problems that are often faced by farmers, a strategy for empowerment is urgently needed, one of the main problems that occurs in agriculture is the lack of the ability of human resources to manage and maximize their potential. So from that the government seeks to deal with the problem through various unity of farmer-groups empowerment programs to increase the growth rate in the agricultural sector in Ponorogo district.

2. METHODOLOGY

The type of research in this article is a type of qualitative research method. According to Putra (2014), qualitative research is a research used to investigate, find, describe, and explain the quality or features of social influences that cannot be explained, measured or described through a quantitative approach. According to Sugiyono (2011), qualitative research methods are research methods that are based on post positivism philosophy, used to examine natural object conditions, (as opposed to experiments) where researchers are key instruments, purposive and snowball sampling is done for data source sampling. tri-angulation collection techniques (combined), data analysis is inductive or qualitative, and the results of qualitative research emphasize the meaning rather than generalization.

Research conclusions are made not based on quantitative calculations, but are based on careful descriptions of reality (Emzir, 2014). A qualitative approach is an approach that seeks to capture aspects of the social world that are difficult to measure with numbers. A qualitative



approach also allows researchers to gain access to people's motives, meanings, actions, and reactions in the context of their daily lives (Putra, 2014).

Bogdan and Taylor (in Moleong, 2013), define qualitative research methods as research procedures that produce descriptive data in the form of written or oral words from people and observable actors. Therefore qualitative research is also known as a subjective and naturalistic approach (Ibrahim, 2015).

The primary data collection technique itself is still divided into several retrieval methods, including:

1. Interview Method

In this study, we asked several questions verbally freely and freely without being bound by the arrangement of the questions that had been prepared beforehand. This technique can be used in a flexible and familial manner so that the respondent does not feel stiff and awkward. Thus researchers can obtain the desired data accurately (Poerwandari, 2013).

2. Observation Method

Is a way to get data that is done directly in the field, which is related to the development of empowerment of this method is carried out with various approaches and certain techniques (Mappiare, 2009). Methods Analysis of the data in this study is an analysis sequence that constructs research conclusions that are ordered in order: IFE Matrix, EFE Matrix, SWOT and QSPM.

3. RESULTS AND DISCUSSIONS

The relationship between land area and the number of farmer groups in Ponorogo district in 2018, with the total arable land area of 29,147.27 hectares is done by 882 Farmer-group with an average per Farmer-group working on an average of 30.8 hectares of agricultural land. If the number of members in 1 group consists of 25-30 people, then one member of the working group covers an area of 1.54 hectares of agricultural land.

Sukorejo Subdistrict with the widest land area of 3,571.51 hectares is done by 99 Farmer-group, so if calculated per farmer-group it will work on an area of 36.08 hectares. Unlike the Babadan sub-district with a land area under Sukorejo sub-district of 3,220.55 hectares, it only has 60 farmer groups, with an average farm working on an area of 53.58 hectares.

Overall, Ponorogo District which has an active land area of around 29,147.27 hectares is worked on an average of 42 Farmer-group per sub-district with an average land area of 30.8 hectares.



3.1. Internal Factor Evaluation Analysis

Internal Factor Analysis Relating to Empowerment of farmer groups in Ponorogo District can be explained as follows:

Weakness

- Relatively old farmers (between 30-60 years)
- Expensive prices of rice seeds
- Excessive use of pesticide fertilizers
- Fluctuating Farmer spirit
- Lack of new innovations

Strengths

- Extensive area of agricultural land
- A large number of farmer groups
- Farmer groups have the potential to play a role in helping farmers
- Already use of superior seeds
- There are institutions that offer capital

Tabel 1. Matrix IFE Analysis

No	Descriptions	Amount	Rating	Weight	Score
	Weakness (Internal)				
1	Relatively old farmers (between 30-60 years)	24	4,00	0,13	0,51
2	expensive prices of rice seeds	15	2,50	0,08	0,20
3	Excessive use of pesticide	17	2,83	0,09	0,25
4	Fluctuating Farmer spirit	18	3,00	0,10	0,29
5	Lack of new innovations	18	3,00	0,10	0,29
	Total			0,49	1,53
	Strength (Internal)				
1	Extensive area of agricultural land	21	3,50	0,11	0,39
2	A large number of farmer groups	21	3,50	0,11	0,39
3	Farmer groups have potential to play a role in helping another farmers	18	3,00	0,10	0,29
4	Already use of superior seeds	19	3,17	0,10	0,32
5	There are institutions that offer capital	18	3,00	0,10	0,29
	Total	189		0,51	1,67

Based on table 1 about the analysis of the calculation of the score of internal factors, it was found that the score of internal factors of strength obtained a total weight of 0.51 with a score of 1.67. The highest highest score of strength is in the vast land indicator and the large number of



farmer groups with a score of 0.39. The use of superior seeds that have been used also gets the second highest weight, which is equal to 0.32. While the lowest score is found in the indicator of groups of farmers who have the potential to play a role in helping farmers and the existence of institutions offering capital, which is equal to 0.29.

3.2. External Factor Evaluation/EFE Analysis

Analysis of External Factors Regarding Empowerment of Farmer Group in Ponorogo District can be explained as follows:

Opportunities

- Agricultural extension workers conducted intensively
- There is increasing market demand
- Able to make important contributions to the welfare of farmers
- Training becomes a new experience for farmers
- The emergence of product downstreaming

Threat

- There is a natural disaster of landslides
- There is a climate anomaly
- The presence of pests and diseases
- Inadequate infrastructure
- The transformation of agricultural land into housing and industry

Tabel 2. Matrix EFE Analysis

No	Descriptions	Amount	Rating	Weight	Score
	Opportunities (External)				
1	Agricultural extension workers conducted intensively	19	3,17	0,11	0,35
2	There is increasing market demand	16	2,67	0,09	0,25
3	Able to make important contributions to the welfare of farmers	18	3,00	0,10	0,31
4	Training becomes a new experience for farmers	17	2,83	0,10	0,28
5	The emergence of product downstreaming	17	2,83	0,10	0,28
	Total			0,51	1,47
	Threat (External)				
1	There is a natural disaster of landslides	16	2,67	0,09	0,25
2	There is a climate anomaly	17	2,83	0,10	0,28
3	The presence of pests and diseases	18	3,00	0,10	0,31
4	Inadequate infrastructure	18	3,00	0,10	0,31
5	The transformation of agricultural land into housing and industry	16	2,67	0,09	0,25
	Jumlah	172		0,49	1,40



Based on table 2, the score of the opportunity external factors obtained a weight of 0.51 with a score of 1.47. The highest opportunity score is for agricultural extension workers who are carried out intensively with a weight of 0.35. The involvement of the agricultural office in implementing extension programs for farmer groups is able to provide high motivation and enthusiasm to increase the productivity of agricultural products. Besides that some forms of programs are mainly related to capital and local government assistance in this case the agricultural service is able to make an important contribution to the welfare of farmers. Then some training held by farmer group in collaboration with the agricultural service was also able to provide additional new experiences for farmers so that farmers were able to create downstream agricultural products in the form of post-harvest products.

3.3. IE Matrix Analysis

Based on the results of the IFE matrix and EFE matrix, it can be arranged later in the IE matrix. IFE mean value is 3.20 and EFE average is 2.87. The average value of IFE and EFE is obtained from the sum of the scores on each factor, where the score is obtained from the multiplication of the average rating and the weighting average for each factor. This value shows the quadrant IV position which shows the strategy needed for the current company is grow and build strategy. Grow and build strategy shows that the company needs a strategy to grow better and can develop the company for the better. The strategies that can be applied by companies today are intensive strategies, integrative strategies, and concentration strategies.

3.4. Defining Strategies

After analyzing the IFE and EFE analysis, then the factors obtained from each of these analyzes are included in the SWOT matrix to be combined. The use of the matrix aims to formulate alternative strategies by combining opportunities and threats that might be faced with the strengths and weaknesses possessed in developing rice cultivation in Nganjuk district. finally obtained alternative strategies through S-O strategies (Strategy-Opportunities), W-O Strategy (Weakness-Opportunities). S-T Strategy (Strength - Threats) and W-T Strategy (Weakness - Threats)



Table 3. SWOT Matrix Analysis

	Internal Factor	
	Strength (S)	Weakness (W)
External Factor	<ol style="list-style-type: none"> 1. Extensive area of agricultural land 2. A large number of farmer groups 3. Farmer groups have the potential to play a role in helping farmers 4. Already use of superior seeds 5. There are institutions that offer capital 	<ol style="list-style-type: none"> 1. Relatively old farmers (between 30-60 years) 2. expensive prices of rice seeds 3. Excessive use of pesticide fertilizers 4. Fluctuating Farmer spirit 5. Lack of new innovations
Opportunities (O)	Strategies (SO)	Strategies (WO)
<ol style="list-style-type: none"> 1. Agricultural extension workers conducted intensively 2. There is increasing market demand 3. Able to make important contributions to the welfare of farmers 4. Training becomes a new experience for farmers 5. The emergence of product downstreaming 	<ol style="list-style-type: none"> 1. Increasing the strategy of managing agricultural land to accelerate the processing of extensive land using agricultural processing machines. 2. Increased experience of farmer groups with trainings held by farmer-group. 3. Increased capitalization by institutions provided to farmers to contribute to the welfare of farmers. 	<ol style="list-style-type: none"> 1. Rejuvenating farmers with regenerating younger farmers by conducting training so that farmers are more competent. 2. Creating local rice seeds. 3. Reducing pesticides by providing intensive agricultural counseling. 4. Provide training to encourage more experienced farmers. 5. Make new innovations by creating downstream products.
Threat (T)	Strategies (ST)	Strategies (WT)
<ol style="list-style-type: none"> 1. There is a natural disaster of landslides 2. There is a climate anomaly 3. The presence of pests and diseases 4. Inadequate infrastructure 5. The transformation of agricultural land into housing and industry 	<ol style="list-style-type: none"> 1. Increased strategies for controlling natural disaster landslides to control the damage to agricultural land. 2. Increasing strategies for controlling pests and diseases by changing the pattern / mindset of farmers to become organic farmers. 3. Increased adequate infrastructure by developing agricultural road access in collaboration with the regional government. 	<ol style="list-style-type: none"> 1. Improved infrastructure to facilitate farmer's access. 2. Improved management of agricultural land with healthy organic fertilizer.

From Table 3, it can be seen that using the SWOT matrix, following alternative strategies are produced:



Strategies (SO (Strength-Opportunities))

1. Increasing the strategy of managing agricultural land to accelerate the processing of extensive land using agricultural processing machines.
2. Increased experience of farmer groups with trainings held by farmer-group.
3. Increased capitalization by institutions provided to farmers to contribute to the welfare of farmers.

Strategies WO (Weakness-Opportunities)

1. Rejuvenating farmers with regenerating younger farmers by conducting training so that farmers are more competent.
2. Creating local rice seeds.
3. Reducing pesticides by providing intensive agricultural counseling.
4. Provide training to encourage more experienced farmers.
5. Make new innovations by creating downstream products.

Strategies ST (Strength-Threats)

1. Increased strategies for controlling natural disaster landslides to control the damage to agricultural land.
2. Increasing strategies for controlling pests and diseases by changing the pattern / mindset of farmers to become organic farmers.
3. Increased adequate infrastructure by developing agricultural road access in collaboration with the regional government.

Strategies WT (Weakness-Threats)

1. Improved infrastructure to facilitate farmer's access.
2. Improved management of agricultural land with healthy organic fertilizer.

3.5. *Quantitatif Startegic Planning Matrix (QSPM) Analysis*

The second analysis used is Quantitative Strategic Planning Matrix (QSPM), a technique that can objectively establish alternative prioritized strategies as a QSPM technique requiring Good Intuitive Judgment. QSPM uses input from the EFE SWOT Matrix analysis and matching results from the IFE SWOT matrix. Based on the SWOT analysis, an alternative strategy for farmer group Empowerment in Ponorogo district was obtained, namely 13 alternative strategies. Determining the right alternative strategy as a priority, QSPM analysis is carried out. Calculation of QSPM analysis can be seen in the table below.



Table 4. QSPM Analysis

No	Alternative of Strategies	Weight	AS	TAS	Rank
1	Improving the strategy of managing agricultural land to accelerate the processing of extensive land using agricultural processing machines.	0,11	3	0,33	V
2	Increased experience of farmer groups with training held by farmer-group.	0,11	4	0,44	II
3	Increased capitalization by institutions provided to farmers to contribute to the welfare of farmers.	0,10	3	0,3	VI
4	Improved strategy for controlling natural disaster landslides to control the amount of damage to agricultural land.	0,09	3	0,27	X
5	Increasing strategies for controlling pests and diseases by changing the pattern / mindset of farmers to become organic farmers.	0,10	2	0,2	XIII
6	Improved adequate infrastructure by developing agricultural road access in collaboration with the regional government	0,10	3	0,3	VI
7	Rejuvenation of farmers by regenerating younger farmers by conducting training so that farmers are more competent	0,13	4	0,52	I
8	Creating local rice seeds.	0,08	3	0,24	XII
9	Reducing pesticides by providing intensive agricultural counseling.	0,09	3	0,27	X
10	Provide training to encourage more experienced farmers.	0,10	4	0,4	III
11	Make new innovations by creating downstream products.	0,10	4	0,4	III
12	Improved infrastructure to facilitate farmer's access.	0,10	3	0,3	VI
13	Improved management of agricultural land with healthy organic fertilizer.	0,10	3	0,3	VI

The choice of alternative strategies with the QSPM method uses value attraction (Attractiveness Scores or (US) and total value of attraction (Total Attractiveness Scores or (TAS). Based on the results of the questionnaire about the selection of alternative strategies shows the most preferred alternative strategies. The highest TAS value is a strategy that needs to be implemented first by the company. The results of the questionnaire show that the highest TAS value is an alternative strategy about rejuvenating farmers by regenerating younger farmers by conducting training so that farmers are more competent.

4. CONCLUSIONS

- a. The strategy for empowering rice-based GAFARMER-GROUP in Ponorogo district can be seen from the results of strategy analysis based on the SWOT matrix as follows:



- 1) Strategies SO (*Strength-Opportunity*). Improving the strategy of managing agricultural land to accelerate the processing of extensive land using agricultural processing machines.
 - 2) Strategies WO (*Weak-Opportunities*). Rejuvenation of farmers by regenerating younger farmers by conducting training so that farmers are more competent.
 - 3) Strategies ST (*Strength-Threats*). Improved strategy for controlling natural disaster landslides to control the amount of damage to agricultural land.
 - 4) Strategies WT (*Weak-Threats*). Improving infrastructure to facilitate farmer's access.
- b. The most suitable strategy to be applied in the empowerment farmer-groups of rice-based in Ponorogo District can be seen based on the analysis of the choice of strategies for the QSPM matrix: 1). Rejuvenation of farmers by regenerating younger farmers by conducting training so that farmers are more competent. 2). Increased experience of farmer groups with training held by farmer-groups.

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