

CHAPTER IV

BP3L EMPOWERMENT TOWARDS BANGKA BELITUNG PEPPER FARMERS TO REVITALIZE MUNTOK WHITE PEPPER

Chapter IV within this undergraduate thesis entitled “The Role and Strategies of BP3L (*Badan Pengelolaan Pengembangan dan Pemasaran Lada/* Pepper Management Development and Marketing Agency) in Empowering Bangka Belitung Pepper Farmer towards the Pepper Export Challenges In the period of 2009-2015” is the analysis and discussion regarding the second hypothesis written in the first chapter.

The second hypothesis is emphasizing the empowerment conducted by BP3L within the constellation of Muntok White Pepper towards the pepper farmers by implementing the empowerment through networking and also integration into global trade. Therefore, the analysis within this chapter is in the scope of empowerment, networking and integration by BP3L & the involved stakeholders.

A. The Importance of Empowerment

Empowerment is one of the important aspects which being held by NGO. Some scholars stated that NGO’s role includes the empowerment. NGOs are praised for promoting community self-reliance and empowerment through supporting community-based groups and relying on participatory processes (Korten, 1990; Clark, 1999; Fowler, 1993; M Edwards, 1994; Salamon, 1994).

Some of the NGOs' functions and advantages stated by Streeten (Streeten, 1997) are (1) they are good at reaching and mobilizing the poor and remote communities; (2) they help empower poor people to gain control of their lives, and they work with and strengthen local institutions; (3) they carry out projects at lower costs and more efficiently than the government agencies and (4) they promote sustainable development.

Underlying those statements about the role of NGO, the form of empowerment such as supporting community-based groups and relying on participatory process can be inferred that the form of empowerment conducted by NGO is in support and makes a community participate within the constellations of empowerment as it cannot be done if it is only done by NGO without any active participation from the community. Regarding the first paragraph above that NGO also empowers poor people to gain control of their lives, and they work with and strengthen local institutions, this can be inferred that NGO role is also making weak community to be empowered, widening their choices so that they can gain more benefit while and after the empowerment conducted. Also by strengthening the local institutions here means strengthening any local institutions involved in the empowerment over the poor society or can be called as networking between the empowering actor, poor society and the institutions.

Referring to the chapter one in this undergraduate thesis, Empowerment is the ability of individuals to gain control socially, politically, economically and psychologically through (1) access to information, knowledge and skills; (2)

decision making; and (3) individual self-efficacy, community participation, and perceived control. (Rappaport, 1987 ; Zimmerman MA, 1988)

This undergraduate thesis also saw empowerment as one of the vital concepts in order for the Bangka Belitung pepper farmers to be empowered when facing the export pepper challenges. Therefore BP3L exists as one of the actors and also as an NGO who conducts the empowerment as stated above; (1) to provide the access to information, (2) knowledge and skills which are needed by pepper farmers in Bangka Belitung, (3) participation in decision making in order for them to know how actually the mechanism of export is conducted.

Individual efficacy here means that individual points of pepper farmers can be advanced through specific methods and utilization. Community participation here means there will be other communities which are still in accordance to BP3L that support what BP3L is doing in order to prepare the pepper farmers towards the international pepper export challenges. Meanwhile the perceived control means BP3L as the actor who has the roles and strategies conducts the pepper management in order to make the empowerment can be implemented well.

The second hypothesis of this undergraduate thesis is by using empowerment concept, BP3L conducting the empowerment through networking to other parties such as Central and Local Government of Indonesia and Bangka Belitung, International Pepper Community, and exporters for the pepper farmers in form of pepper training, pepper socialization and pepper development. The networking is

also through integration into global market such as fulfilling international standards within International Geographical Indications.

B. BP3L and Pepper Farmer Empowerment

BP3L as already mentioned before is the abbreviation of *Badan Pengembangan Pengelolaan dan Pemasaran Lada* or Pepper Development Management and Marketing Agency, it is an NGO which specializes itself as an NGO who focuses upon the developing, managing, and marketing of pepper especially the Muntok White Pepper and acts as the owner of Patent of Geographical Indications.

As already mentioned in the second chapter of this undergraduate thesis, Muntok White Pepper is one of the commodities which is being counted within the export product of Indonesia. This commodity also becomes the culture, tradition and trademark of Bangka Belitung Society besides tin mining and it has been acknowledged since long time ago. The significant importance of this commodity cannot be separated from the pepper farmers in Bangka Belitung, especially after the acknowledgement of this commodity through Geographical Indication from Ministry of Law and Human Rights of Indonesia due to its special characteristics owned.

Therefore, it needs further and special treatment to revitalize this commodity and to continue the existence of this product also to continue the economical benefit within the export for those who are involved with the development, management and marketing of Muntok White Pepper, starting from lower course

to higher course, especially the pepper farmers who are the producers of this commodity in Bangka Belitung.

The effort of government in order to repair the management and marketing of white pepper in Bangka Belitung, can be seen in 2009 based on decision order of Bangka Belitung governor, established an agency which especially managing the white pepper in Bangka Belitung named BP3L. Since its establishment, BP3L had struggled for the Muntok White Pepper by gaining the geographical indications certificate (GIC) (Pranoto, 2011). This can be inferred that BP3L had the authority in order to conduct the empowerment which was also implied in the development, management and marketing of Muntok White Pepper, starting from the lower course which was the pepper farmer until the complexity process of export within this commodity.

Detailed authority given to BP3L is through the Government Decision Number 37 Year 2009 especially in the empowerment section of main task and function of BP3L, which are; in chapter IV section two stating about the task of BP3L Advisory Council which is to accept the input from society about pepper plantation. Meanwhile, in section three, the task of BP3L consultant is conducting network in strategic sectors such as development of upper course production and export. Meanwhile in section eight, the task of plantation management division is mentoring towards the whole farmer group and distribution of fertilizer to whole farmer groups (Gubernur Provinsi Kepulauan Bangka Belitung, 2009).

Referring to BP3L's vision which is to become the independent agency which is trusted as the manager, developer and pepper marketing specific to Geographical Indication in the International market level then BP3L's missions are to become local government partner in making workfield, to become information centre and pepper technological innovation reference, to join partnership with stakeholders within the effort to empowering pepper society, and improving the income of pepper society (BP3L, 2014).

From those written vision and missions above, it can be inferred that BP3L cannot stand alone in revitalizing the Muntok White Pepper and therefore needs participation not only from stakeholders but also from the pepper farmers. Empowerment of Pepper farmer is a must in order to develop and produce Muntok White Pepper that is inline with the geographical indications regulations and market demand.

Before further explanation regarding the empowerment conducted by BP3L toward pepper farmers, the scope of activity conducted by BP3L is needed to be understood first, because this scope of activity will underline how BP3L will conducting the empowerment towards the Bangka Belitung Muntok White Pepper Farmer.

Scope of activity conducted by BP3L are BP3L limiting themselves in the effort to increase the productivity and the quality of Muntok White Pepper in the Province of Bangka Belitung Archipelago based on geographical indications, working with coordination, participation, and partnership principles with whole

stakeholders, phases of pre-production, production, processing and marketing towards ISO 9000, 14000 (food safety and quality System) and also supply chain management.

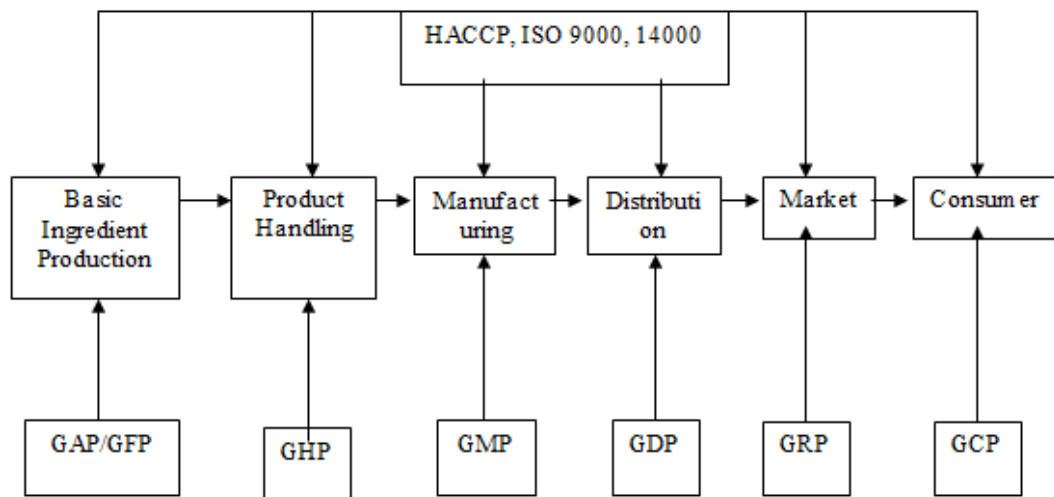
Those activities are inline with the visions and missions of BP3L and therefore the empowerment conducted by BP3L is underlined within the scope of activity of BP3L. Before explaining deeper and also towards the pepper farmer empowerment, understanding first what is within the ISO 9000 and 14000 is needed.

HACCP (Hazard Analysis Critical Control Point) is focused on the elimination of food-related health hazards, meanwhile ISO 9000 consists of a series of quality systems that focus on documenting all quality assurance and improvement processes in a company and ISO 14000 is dealing with environmental management which focuses on the awareness and prevention of environmental problems, actions to be taken in the event of a potential problem and on documenting an organization's environmental management system (EMS) and procedures (Sparling, Lee, & Howard, 2001).

By the definition in the previous paragraph, ISO 9000 and 14000 were already mentioned in the paragraph above as the phases where pre-production, production, processing and marketing are regulated, including the food safety and quality system, Hazard Analysis Critical Control Point which means also the regulations which are contained within regulation in the Muntok White Pepper aspect.

The points which can be shown in the graph below are Hazard Analysis Critical Control Point (HACCP), ISO 9000 (Quality Management Systems/QMS), ISO 14000 (environmental management systems/EMS), GAP/GFP (Good Agriculture/Farming Practices), GHP (Good Handling Practices), GMP (Good Manufacturing Practices), GDP (Good Distribution Practices), GRP (Good Retailing Practices), GCP (Good Catering Practices) (BP3L, 2016).

Figure 1.3 Food Safety and Quality System



Source: BP3L 2016

As can be seen from the chart above, HACCP, ISO 9000 and ISO 14000 consists of some variables which are GAP/GFP (Good Agriculture/Farming Practices which means the usage of best seed coming from the Agriculture Research and Development Agency with the certification of seed agency, implementation of eco friendly pepper technology into the organic pepper such as the usage of living pole standing which tend to eco-friendly and not destroying

the forest, organic fertilizer and bio pesticide which is free from residue of chemical substances and also managed by chosen group of farmer (BP3L, 2016).

GHP (Good Handling Practices) means that the pepper seed is ripe in the tree, hygienic white pepper making process, mechanical separation between seed and stalk/leaves, the submersion is done in the special submersion basin, not in the river, drying in the closed box, peeling and separating between pepper and wastes mechanically and also grading mechanically (BP3L, 2016).

GMP (Good Manufacturing Practices) which means the manufacturing of white pepper and the diversion product such as pepper powder, candy, pepper coffee, oil, chips and taffy professionally, quality testing gradually, international packing standard system, and also the cleanliness of equipment/environment or employees (BP3L, 2016).

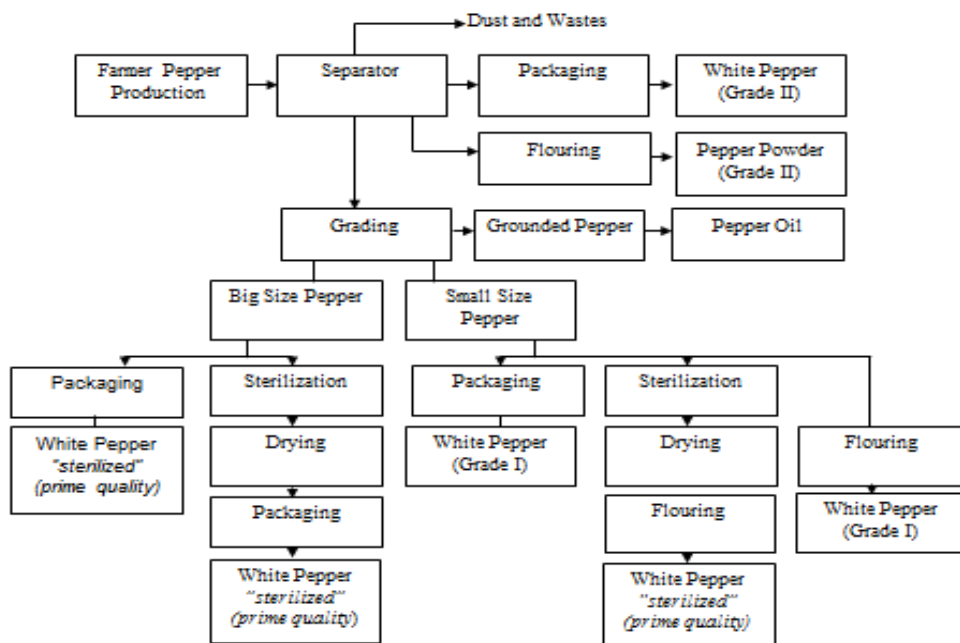
GDP (Good Distribution Practices) and GRP (Good Retailing Practices) containing the partnership selections, fair trade to supply chain management, distribution network based on provision from AELI, integrated quality control and potential market development, which was stated in the third chapter (BP3L, 2016).

GCP (Good Catering Practices) means the traceability, food product safety and consumer service information which can be inferred as the satisfaction of consumers as the references (BP3L, 2016).

Those practices are important in order to fulfill the world demand and also the food safety which is considered as one of the important circumstances that is being counted by the consumers in export practices.

Therefore, what BP3L did in order to empower the pepper farmers, should also be inline with what has been written within the geographical indication of Muntok White Pepper and also the ISO 14000, ISO 9000 and HACCP. This is the diagram which shows the development and also manufacturing of White Pepper Product (BP3L, 2016).

Figure 1.4 The Development and Manufacturing of White Pepper Product

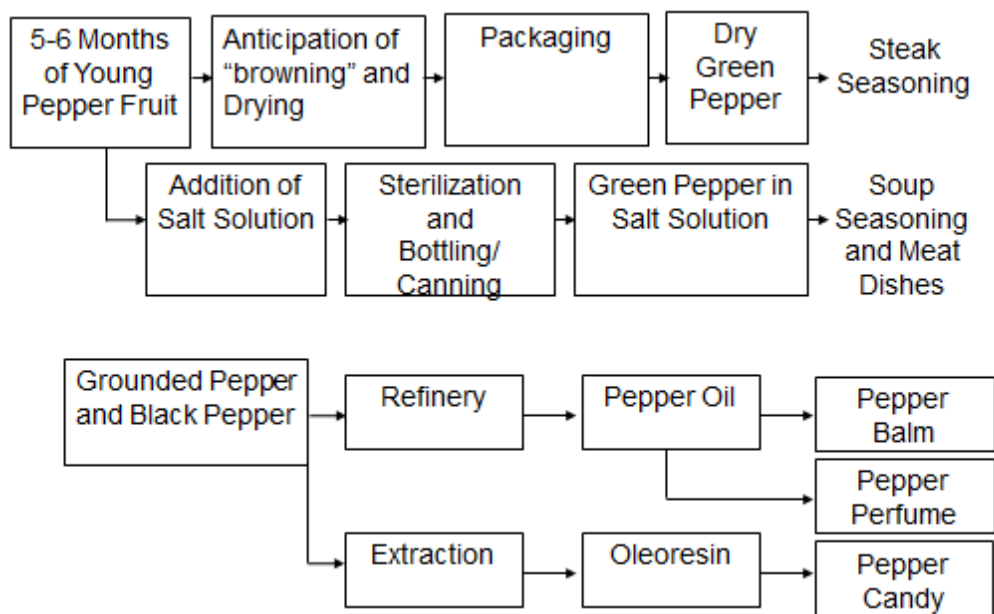


Source: BP3L 2016

The diagram above shows that there are some circumstances in order to produce specific product or what the consumers demand; the pepper seed or pepper powder, oil and many more. This can be called also as the market potential which is diverse from one consumer to other.

Another diversification of pepper manufactured product is shown in the graph below (BP3L, 2016). Different utilization and also processing of pepper fruit and kind of pepper could lead into different and diverse products of pepper such as steak seasoning, soup seasoning and meat dish, pepper balm, pepper candy, oleoresin, pepper oil and so on. Those diversified kinds of products from pepper fruits could lead into what so called as market potential of pepper products.

Figure 1.5 Diversification of Pepper Manufactured Product



Source: BP3L 2016

Therefore, in order to keep up with the pepper export challenges as mentioned before such as ISO 9000, ISO 14000, HACCP, it is needed to empower the lower course within the Muntok White Pepper constellations in the Province of Bangka Belitung Archipelago which is the pepper farmers and also as well by networking and integration into global market.

1. BP3L and Networking Activities : Empowering Pepper Farmer

Empowering pepper farmers by BP3L can be done by using the networking activities. Networking activities by common term can be understood as the way to relate each stakeholder which involved within the revitalization of Muntok White Pepper especially for the pepper farmer towards the pepper export challenges.

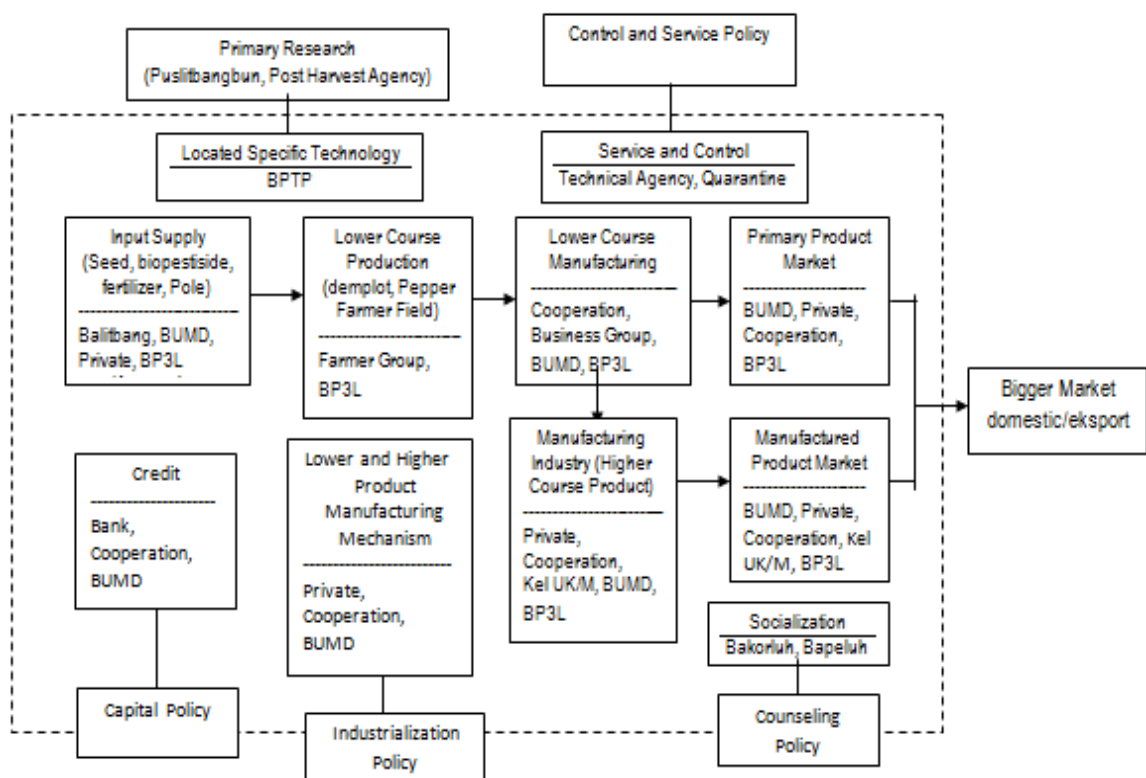
The networking activities is involving stakeholders such as Centre of Research and Plantation Development (Puslitbangbun), Institute for Agricultural Technology (BPTP), BB Litbang Pasca Panen/ Balai Besar Penelitian dan Pengembangan Pascapanen Pertanian or Research Center for Postharvest Development and Agriculture, Technical Agency (Dinas Teknis), Quarantine (Balai Karantina), Research and Development Agency (Balitbang), Regional Owned Enterprises (BUMD), Private (Swasta), BP3L, Business Group (Kelompok Usaha), Cooperative (Koperasi), Bank, Extension Coordinating Board (Bakorluh), Implementing Agency Counseling/socialization (Bapeluh), and Small and Medium Enterprises (UK/M) (BP3L, 2016).

Networking activities conducted by BP3L cannot be done by BP3L itself and needs good cooperation and synergy among the stakeholders in order to fulfill the regulations and demand written in the implementation of quality system and food safety HACCP, ISO 9000 and 14000.

The implementation of quality system and food safety HACCP, ISO 9000 and 14000 has the downstreams which are Good Agriculture/Farming

Practices (GAP/GFP), Good Handling Practices (GHP), Good Manufacturing Practices (GMP), Good Distribution Practices (GDP), Good Retailing Practices (GRP), and Good Catering Practices (GCP). The networking with the stakeholders can be shown in the graph below.

Figure 1.6 Line of Cooperation in Pepper Development



Source: BP3L 2016

Primary research means that the research that conducted within the process of plantation until harvesting which will result in the good pepper seed and harvesting result which has coordination with the located specific technology. Input Supply means those who will provide the seed, bio pesticide, fertilizer and pole standing and then affect the lower course production which consists of demonstration plot (Demplot), and pepper farmer group, then affect the

lower course manufacturing which means the manufacturing of the lower course production result brought into the manufacturing industry which means better grade pepper product until then brought into the primary product market and manufactured product market and then into the hands of buyer which is in the domestic and export market.

Credit here can be inferred that the finance that is needed in the management, development and also mechanism of Muntok White Pepper which will result upon the capital policy, to control the usage of capital within the Muntok White Pepper constellations.

The control and service policy are under the technical agency and quarantine in order to make sure the controlling of Muntok White Pepper until in the hands of the buyer is safe.

Lower and higher product manufacturing mechanism which results upon the industrialization policy means that the mechanism/ the process of manufacturing the lower and higher course product is regulated into specific policy or standard of industrialization based on the geographical indications, HACCP, ISO 9000 and 14000.

However, empowerment cannot be apart with the socialization from the lower and higher course towards the pepper farmer and involved stakeholders, which will result upon the counseling/socialization policy.

BP3L has some measurements which had been achieved such as organizational consolidation, building network with stakeholders, MoU

(Memorandum of Understanding) with Provincial Agriculture Agency in the development of eco-friendly demonstration plot (DemPlot), investor seeking and preparation of demonstration plot area/ sample plantation, implementing main function which is the sample pepper plantation area which implementing Good Agricultural practices (GAP) and Standard Operation Procedures (SOP) such as :

1. Certified Seed Varieties
2. Pepper pole standing using *Gliricidia* (*Gliricidia maculata*) Trees as part of greening
3. The usage of organic fertilizer
4. Soaking tub and pepper hygienic drying space

Also ensure the foreign buyers that the production of Muntok White Pepper had fulfilled the standard based on the GI regulations (BP3L, 2016). It can be inferred that BP3L, in doing the empowerment towards the pepper farmer is referring to the Geographical Indications and also one of the HACCP, ISO 9000 and 14000 which regards to the eco-friendly pepper plantation including the organic fertilizer, life pepper pole standing and hygienic drying space.

Empowerment conducted by BP3L towards the Bangka Belitung pepper farmer to revitalize the Muntok White Pepper means also considering how as what already stated above the mechanism and also the standards implemented within the Geographical Indication and also the international market demand

because those reconsideration could impacting upon the pepper farmers itself and also the revitalization of Muntok White Pepper.

There are some actors which cover or represent the existence of Pepper Farmer of Bangka Belitung such as APLI (Asosisasi Petani Lada Indonesia) or in English is Association of Indonesia Pepper Farmer and also KTNA (Kontak Tani Nelayan Andalan) or in English is Top Contact of Farmer and Fishermen.

In empowering the pepper farmer, BP3L is also making relations and cooperation with the KTNA and APLI. As stated by the chief of KTNA in Bangka Belitung that

“BP3L is having synergy with KTNA and also working together to understand how the pepper plantation in BP3L should be and also BP3L giving information regarding to whom the pepper will be sold” (Kasno, 2017).

From the statement above, it can be inferred that there is a synergy between BP3L and KTNA in revitalization of Muntok White Pepper. The chief of KTNA also adding that

“The existence in BP3L is needed, because due to BP3L, the pepper farmer understand about the pepper specific, how good a seed should be and what kind of pepper demanded by the foreigners and when we need the Pepper Seed, we refer to BP3L because the seed had been chosen and the standard had already guaranteed than to buy the seed to the other pepper farmer which the quality of the seed cannot be guaranteed and BP3L is more open to KTNA regarding to the price in the world market, somehow BP3L done socialization & training toward how to plant pepper well, the distribution of selling and sometime the subsidy of pepper seed and KTNA also being invited if it is involving the pepper farmer in Bangka Belitung” (Kasno, 2017).

In the statement above, means BP3L existence is needed by KTNA within the constellation of Muntok White Pepper in Bangka Belitung, including the dynamic of the pepper itself.

It can be seen also regarding with APLI and BP3L that they are in mutual relations. Stated by the chief of APLI that

“APLI & AELI are the association under BP3L which can be called as the synergy from farmer and exporters, becoming one because in development in the society should exist the synergy from stakeholders especially farmer and market through AELI, by having the market guarantee so it will know where to sold and also because APLI is more concerned upon the production matter which means how to enhance the quality and quantity of Muntok White Pepper nationally” (Gunawan, 2017).

It can be inferred from the statement above that APLI and BP3L are those who have the responsibility in Muntok White Pepper constellations and involving each other.

Chief of APLI also adding that

“Empowerment by BP3L is quiet significant for example that eco-friendly technological socialization is supported by BP3L especially AELI which considered as the concern of AELI toward the future of pepper farmer through financing although it is not obligatory for AELI, and if the socialization and transferring the eco-friendly pepper plantation technology done then the society’s plantation area will be wider, more production, and mutually relation between pepper farmer and AELI” (Gunawan, 2017).

BP3L in conducting empowerment as already stated by two pepper farmers based association above which were APLI & KTNA is considered

important and quite influencing such as the socialization, pepper plantation eco-friendly technological dissemination, information regarding the prices in the world market so that they are not deceived by the local buyer and also the training to plant pepper based on Geographical Indications standard and also in HACCP, ISO 9000 & 14000, providing subsidy of qualified pepper seed to make pepper farmer easily conducting their planting.

Another empowerment conducted by BP3L is by having 209 farmer groups which is farmer group member of BP3L across Bangka Belitung, which conducting cultivation, seed manufacturing and powder manufacturing, although mostly is around cultivation and seed manufacturing based on the Geographical Indication regulations and BP3L direction (BP3L, 2009). The list of the pepper farmer groups will be attached in the attachment section.

Empowerment by BP3L can be seen also in the training given by BP3L towards several pepper farmers in West Bangka District as the serious dedication in ensuring the trust of international pepper market towards Muntok White Pepper quality, collaborating with Directorate General Agriculture Ministry of Agriculture of Republic Indonesia and Agency of Supervisor Quality for Plantation Medicine and Traditional Medicine because those institutions are concerned towards with the development of pepper plantation in Bangka Belitung, starting from plantation, control, until post-harvest production in order to protect the quality and pepper production in West Bangka and also for the welfare of pepper farmer in the region mentioned (Putrananta, 2016).

BP3L also introduces the eco-friendly technology to pepper farmer as the step to increase the pepper production in the region, including the usage of life pole standing and organic fertilizer (Harahap, 2014). Many farmers had already come to the sample plantation area of BP3L in Cambai to gain knowledge and learn directly and practice pepper planting, which change the culture from old plantation which used the dead pole standing to life pole standing which is cheaper, three times durable than dead pole standing which hard to find, eco-friendly and fulfilling the regulations of Geographical Indication (Harahap, 2014).

BP3L also provides 150 tons of organic fertilizer to fulfill the need of pepper farmer in the region because one of the main problems of pepper farmers is the availability of fertilizer that influences the increasing price of organic fertilizer and non organic fertilizer in the market. The organic fertilizer provided by BP3L is highly demanded by pepper farmer due to the increase of farmer intention in developing the pepper plantation while also increases the price of pepper in the international, national and local market. BP3L also stated that organic fertilizer is eco—friendly, cheaper and produces more pepper fruits. One tree could produce 1 Kg by using organic fertilizer than chemical fertilizer which can only produce 0.5 Kg and also does not destroy the land fertility because the land will be more fertile and the tree will resistant to the pest and disease (Parni, 2012).

BP3L also distributes 500 thousands qualified pepper seed in 2015 in order to increase the pepper farmer intention to plant the export commodity,

the seed come from the seeding result in the sample plantation area in Cambai, subsidized and had been labeled with geographical indications certificate with the price only 7000 Rupiahs while in the market it was 12000 Rupiahs (Artiana, 2015). This can be understood as the actions taken by BP3L in order to make it cheap and easy for pepper farmers in planting Muntok White Pepper as well as revitalizes Muntok White Pepper.

Some practices conducted by BP3L in order to empower pepper farmers in Bangka Belitung and by join partnership with stakeholders are

Table 1.1 BP3L Networking Activities

| No | Actors Involved | Result | Year |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 1 | BP3L & Agriculture, Plantation and Farms Agency of Province of Bangka Belitung Archipelago | Operational Cooperation Agreement NO : 520/210/BPPP/2010 / NO : 01/SEK/MoU/2010 & 520/211/BPPP/2010 / NO : 02/SEK/MoU/2010 about the development of demonstration area and demonstration plot of pepper plantation, fertilizer availability and top quality of certified pepper seed | 2010 |
| 2 | BP3L & AELI, AMLAPI/Asosiasi Masyarakat Lada Putih Indonesia (Association of White Pepper Society of Indonesia) and Agriculture Quarantine Agency Class II of Pangkalpinang | Quality guarantee and product originality which also witnessed by Ministry Of Agriculture of Republic of Indonesia Dr. H. Suswono, MMA and Governor of Bangka Belitung Archipelago in 2010. | 2010 |
| 3 | BPTP (Balai Pengkajian Teknologi Pertanian) or | Socialization Patent of Muntok White Pepper or Bangka Pepper which had been | 2012 |

| | | | |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| | Agriculture Technological Research Agency of Bangka Belitung Province and BP3L | accepted by Bangka Belitung. Society socialization had been done to the field enforcer and pepper farmer in order to re-energize the production of pepper in Bangka Belitung. | |
| 4 | BP3L & Pepper Farmer in West Bangka | Intensification of eco-friendly pepper development, providing the sample plantation area in Kundi Village, Simpang Teritip Sub District | 2012 |
| 5 | BP3L & AELI | MoU NO: 029/BP3L/IV/2012 / NO: 055/AELI/PKP/IV/2012 About financial aid concern in participation for conducting protection of quality and originality of Bangka Belitung (Muntok White Pepper) based on Geographical Indication (GI) | 2012 |
| 6 | BP3L & Universitas Bangka Belitung | Cooperation Charter NO: 2058/UN50/TU/2014 / NO: 028/BP3L/X/2014 Regarding the mutual cooperation in education, research, development, experiment, dissemination and utilization of research and development result in science and technology | 2014 |
| 7 | Major of West Bangka, Directorate General Agriculture Ministry of Agriculture of Republic Indonesia, West Bangka DPRD, Chief of BP3L, Chief of Provincial Agriculture Agency | Sworn of West Bangka pepper farmer to revitalize the Muntok White Pepper Glory, conducted by 1600 Pepper | 2014 |
| 8 | Governor of Bangka Belitung & BP3L | BP3L to focus in fulfilling pepper seed needs, developing | 2014 |

| | | | |
|----|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| | | the sample of plantation area in Belitung Island | |
| 9 | PT. Timah Tbk & BP3L | PT. Timah Tbk providing drying space & pepper soaking tub for pepper farmer in sample plantation of BP3L | 2014 |
| 10 | Pepper export corporations & BP3L | Financial aid for BP3L for the sustainability of Muntok White Pepper as well as to maintain their business of Pepper | 2014 |
| 11 | Kanwilcumham & haki & BP3L | MoU NO : W7.PP.01.10-3227 / 024/BP3L/VIII/2015 About the cultivation and development of eco-friendly pepper for the productive activities of prisoners | 2015 |
| 12 | Kemenkumham (Ministry of Law and Human Rights) of Republic of Indonesia & BP3L | Promotion & education material for the recidivists and also information to all local governance in Indonesia about pepper pioneered by BP3L which good in reputation in national & international due to the ownership of Geographical Indication | 2015 |
| 13 | BP3L & IPC or International Pepper Community | Financial aid from IPC in the form of Green House to provide many pepper seeds | Reference in 2016 |

Source: Mentioned Below Paragraph

From the data showed in the table above, it can be seen that the empowerment conducted by BP3L for pepper farmers as well as the revitalization of Muntok White Pepper is conducted comprehensively with the participation and also the support from stakeholders involve such as AELI, AMLAPI, Local & Central Government, as well as educational

institution such as Universitas Bangka Belitung and even the IPC or International Pepper Community.

Those are considered influential enough within the constellations of Muntok White Pepper in Bangka Belitung, national and even international. It can be inferred also that the stakeholders involved are also inline with what written within the Geographical Indications of Muntok White Pepper, which reconsiders to speed up the production in quality and quantity, fulfills the regulations written in HACCP, ISO 9000 & 14000 for example the Eco-friendly management of Muntok White Pepper.

Educational sector is also included as an important sector because dissemination of information regarding Muntok White Pepper constellations will be broadly spread through research as references, policy behavior among the stakeholders involvement for the educational analysis and so on. The MoU attachments will be included in the attachment page.

Some detailed information regarding the table above are the signed of Memorandum of Understanding among BP3L, AELI, AMLAPI/Asosiasi Masyarakat Lada Putih Indonesia (Association of White Pepper Society of Indonesia) and Agriculture Quarantine Agency Class II of Pangkalpinang which contains quality guarantee and product originality which is also witnessed by Ministry Of Agriculture of Republic of Indonesia Dr. H. Suswono, MMA and Governor of Bangka Belitung Archipelago in 2010 (IPC, 2011).

Patent socialization of Muntok White Pepper or Bangka Pepper which had been accepted by Bangka Belitung Society by BPTP (Balai Pengkajian Teknologi Pertanian) or Agriculture Technological Research Agency of Bangka Belitung Province and BP3L and the Socialization had been done to the field enforcer and pepper farmers in order to re-energize the production of pepper in Bangka Belitung (Edwardi, 2012).

The intensification of eco-friendly pepper development by BP3L is done in order to fulfill the international market demands of eco-friendly product and in doing so, BP3L continues to increase the farmer understanding to change from dead pole standing to life pole standing, since the life pole standing is economically cheaper, dead pole standing is around Rp. 20.000 Rupiahs with 15 cm of diameter and can be used only 2 until 3 years, but if farmer using life pole standing such as Gamal Tree is relatively cheaper and seed which are ready to plant only Rp. 5.000 Rupiahs and is also more eco-friendly because dead pole standing should cut down hundreds of trees in each hectare. Life pole standing was given continuously to the farmer in West Bangka and also providing sample plantation area in Kundi Village, Simpang Teritip Sub District (OTDANEWS, 2012).

The sworn of 1600 West Bangka pepper farmers to revitalize Muntok White Pepper Glory was attended by Major of West Bangka, Directorate General Agriculture Ministry of Agriculture of Republic Indonesia, West Bangka DPRD, Chief of BP3L, Chief of Provincial Agriculture Agency and others. The 1600 West Bangka pepper farmers consist of 1400 as candidate

receiver of pepper intensification program, 150 candidates to receive pepper plantation pest control activity and 50 candidate as the participant of SLPHT which had been held by the Agriculture, Plantation and Farms Agency of West Bangka (Mulyadi, 2014). Governor of Bangka Belitung urged BP3L to stay focused in the fulfilling the pepper seed needs, developed the sample plantation area in Belitung Islands (Mulyadi, 2014). PT Timah Tbk has already been helping BP3L in providing the drying space and Pepper Soaking tub for the Pepper Farmer (Mulyadi, 2014). Pepper Export Corporations also had helped BP3L in providing financial aid for seeding and development, because they were aware that their businesses depend on the pepper production itself (Mulyadi, 2014).

Kemenkumham (Ministry of Law and Human Rights) collaborated with BP3L in making the video of pepper seeding process in the plantation area around 6 hectares of BP3L in Cambai Village, Central Bangka. The video was used as promotion and education material also enhanced skills for 50 recidivists which will get remission from Tua Tunu Jail in Pangkal Pinang, and also stated by the member of Kemenkumham, the video was purposed to spread educational information towards all local governance in Indonesia about the pepper pioneered by BP3L, and also stated that Bangka Pepper reputation was good in national and international level due to the ownership of Geographical Indication (koranbabel, 2015). This can be inferred also that provides new work field as pepper farmers for those recidivists as well as information for the wider society at least in Bangka Belitung level first.

BP3L also has green houses from the financial aid of International Pepper Community, in order to provide pepper seeds (TAMADUN, 2016). This can be inferred also that the green house is also one of the important aspects to increase the productivity, quality and quantity of Muntok White Pepper beside the fertilizer and also the seeding in the previous paragraph above.

Meanwhile, the mutualism relation of BP3L with stakeholders involved in Muntok White Pepper constellations can be delivered into the following table (Gunawan, 2016):

Table 1.2 Mutual Relations among Stakeholders & Actors Involved with BP3L

| No | Actors & Interactions | Benefit |
|----|-------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Bureau of Economic Province of Bangka Belitung Archipelago & BP3L | <ul style="list-style-type: none"> • Information related to the level of pepper cultivation implementation • Price development information • The obstacles in the pepper development and also the solution |
| 2 | Bappeda (Regional Planning Agency) & BP3L | <ul style="list-style-type: none"> • Getting the information regarding the pepper plantation area • Development of production data • Pepper implementation program and pepper development activity plan in Bangka Belitung |
| 3 | Agriculture Agency & BP3L | <ul style="list-style-type: none"> • The level of technology understood by society • Bangka Belitung production data • Understand the development of Pest and Disease in pepper plant |

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| | | <ul style="list-style-type: none"> • Information of pepper development planning |
| 4 | BKPM/Badan Koordinasi Penanaman Modal (Modal Investment Coordination Agency) & BP3L | <ul style="list-style-type: none"> • Getting information about investment potential in pepper sector • Pepper market potential information as the basis to create planning |
| 5 | Disperindag (Dinas Perindustrian dan Perdagangan) or Industry and Trade Agency & BP3L | <ul style="list-style-type: none"> • Information regarding the amount of pepper export from BP3L • Information regarding the quality in Technical Implementation Unit and Balai Sertifikasi Pengujian Mutu or Quality Test Certification Agency |
| 6 | Karantina (Quarantine) & BP3L | <ul style="list-style-type: none"> • Control function towards the amount of exported pepper • Understanding the contained diseases and foreign thing |
| 7 | APLI & BP3L | <ul style="list-style-type: none"> • As the partner in developing pepper • Partner in implementing cultivation technology • Together protects the quality in farmer level |
| 8 | AELI & BP3L | <ul style="list-style-type: none"> • Getting the certificate and guarantee of the product originality • Information regarding the world market prices • To get the GI label from BP3L as International Quality Guarantee |
| 9 | Customs & BP3L | <ul style="list-style-type: none"> • As the control that the exported |

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| | | product will be known in the export destination, amount of exported volume and pepper quality |
| 10 | Kanwilikumham & haki or Regional Bureau of Law Human Rights and Intellectual Property Rights of Central or Regional & BP3L | <p>For BP3L :</p> <ul style="list-style-type: none"> • As the agency which protects in legally Muntok white Pepper product <p>For Kanwilikumham & haki:</p> <ul style="list-style-type: none"> • As the agency which controls the pepper quality • As the educational and training partner for the prisoners |
| 11 | IPC & BP3L | <p>For BP3L :</p> <ul style="list-style-type: none"> • Stating the information regarding the global market towards the pepper production in other states such as Vietnam, Malaysia, India, Sri Lanka, Brazil and China • Also as partner to build the market strategy <p>For IPC :</p> <ul style="list-style-type: none"> • Getting information about the development of cultivation technology which is inline with GI SOP • Getting the information of local product potential • Knowing the obstacles in the development of pepper in local level |

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| 12 | BI (Bank of Indonesia) & BP3L | <p>For BP3L :</p> <ul style="list-style-type: none"> • Getting the credit information/ loan in agriculture sector • Knowing the compatibility level in pepper development economical reference <p>For BI :</p> <ul style="list-style-type: none"> • understanding the pepper development production cost and number of pepper farmers in Bangka Belitung |
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Source: Gunawan 2016

From the table above, it can be inferred that the networking conducted by BP3L with several stakeholders involved within the constellations of Muntok White Pepper is not only beneficial for the progress of pepper farmers but also beneficial for those who are involved with BP3L which also can influence pepper productions until export occurred.

It can be inferred also that stakeholders involved such as local and central government can benefit from the networking with BP3L such as learning how to plan well for Muntok White Pepper agriculture sector evenly in the region of Bangka Belitung.

Other benefit is managing resources which mean understanding the obstacles in the lower course such as in the farmer level like APLI and the upper course in some agencies involved within Muntok White Pepper plantation, the technology which is already understood by the pepper farmers

which influences the production and the quality and quantity of Muntok White Pepper itself.

Since BP3L is implementing the HACCP, ISO 9000 & 14000 and Muntok White Pepper standards such as Geographical Indications, the plantation in Bangka Belitung should also be based on the regional or even international regulations since the demand from each region and also the management are different in the world, as well as the information comes from IPC.

The information comes from IPC can be inferred regarding the dynamic of importers, pepper producers in the world will also affecting how the strategy should be done to maintain the balance of export as well as profitable for the lower sector such as the pepper farmer until the higher sector which is the region self which in this case is Bangka Belitung and Indonesia as a state.

Finance is also one of the important sectors in the constellations of Muntok White Pepper, therefore credit information is important for the development & sustainability of the pepper farmers to plant their pepper plant based on the modal needed.

2. BP3L and Integration into Global Market

Integration into global market is one of the empowerments conducted by BP3L. It is called as one of empowerment besides networking because empowerment by BP3L is conducted not only in the sphere of local sector but also as the responsibility gained by BP3L due to the ownership of GI or Geographical Indication of Muntok White Pepper. It means also because the

commodity is well known by the world as one of the top agriculture commodities in the international society in the export sector.

Integration into Global Market also can be inferred by meeting the regulations and demand of the customers from abroad which have different standard for each country. The standard taken from IPC (International Pepper Community) information is in European Union such as England, Germany, Holland, and France demands the FAQ (Fare Average Quality) pepper quality, America demands the ASTA (American Standard Trade Association) quality, Japan for Handpicked quality, Korea, Australia and India demand the Blackberries quality (Taufik, 2017).

BP3L in integrating into global market BP3L also includes the socialization of Muntok White Pepper Geographical Indications certificate to the International Market to provide the guarantee of commodity's safety and quality, it is done because of the decrease of pepper farmer plantation production. The decrease of pepper farmer plantation production can be inferred due to other region or pepper producer states using Bangka Belitung Pepper brand to sell their pepper commodity in international market. The decrease is also because of problems in the local level (ANTARANEWS, 2012).

IPC and BP3L relation is considered quite important because of price information development in each week and coordination about the problem of pepper system development strategy and also for IPC, BP3L is considered

having the ability of socializing, cultivation of eco-friendly pepper and having wide relation with stakeholders involved with pepper development horizontally with Disperindag (Dinas Perindustrian dan Perdagangan or Trade and Industrial Agency, AELI and APLI, vertically with Ditjetbun (Direktorat jenderal Perkebunan) or Directorate General of Agriculture, Ministry of Agriculture, Ministry of Law and Human Rights, Ministry of Trade (Taufik, 2017).