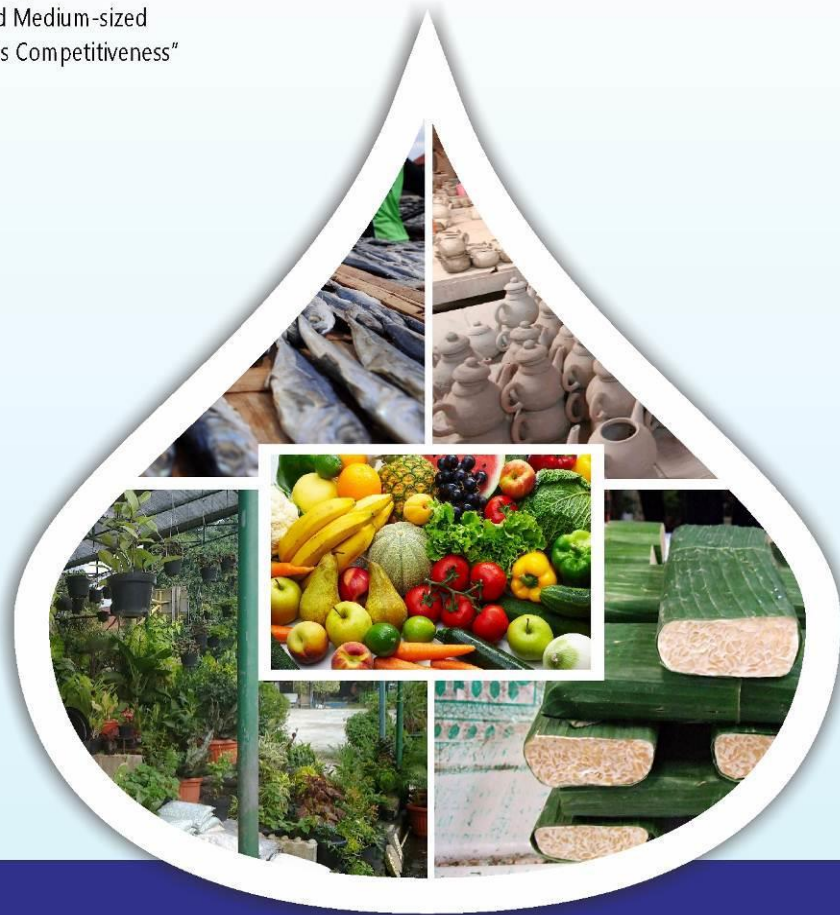




2016

"Small and Medium-sized  
Enterprises Competitiveness"

ISBN 978-602-7577-70-1



# PROCEEDING

## INTERNATIONAL CONFERENCE

Agribusiness Development for Human Welfare



**UMY**

Universitas  
Muhammadiyah  
Yogyakarta

Unggul  Islami

Trusmi No. 1, No. 142, Sleman, Yogyakarta 55584

Organized by:

Department of Agribusiness, Faculty of Agriculture  
Universitas Muhammadiyah Yogyakarta

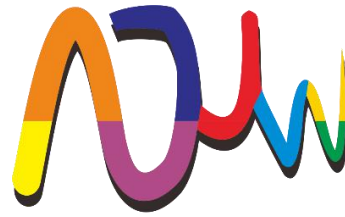
Supported by:



# PROCEEDING INTERNATIONAL CONFERENCE

AGRIBUSINESS  
DEVELOPMENT FOR  
HUMAN WELFARE

*“Small and Medium-sized  
Enterprises Competitiveness”*



Agribusiness Development  
for Human Welfare

ISBN 978-602-7577-70-1



---

## EDITOR TEAM

Siti Yusi Rusimah  
Achmad Fachruddin  
Rohandi Aziz  
Dara Rosalia

## ADDRESS

Agribusiness Department  
Agriculture Faculty  
Universitas Muhammadiyah Yogyakarta

Jl. Lingkar Selatan, Tamantirto, Kasihan, Bantul, Yogyakarta, 55183  
Phone. 0274-387656 (ext. 201) Fax. 0274-387646  
e-mail: adhw2016@umy.ac.id

## **EDITOR FOREWORD**

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

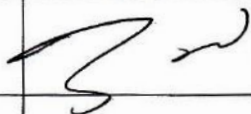
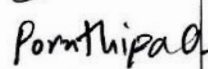

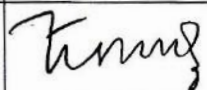
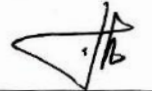
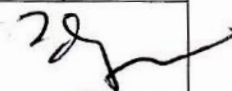
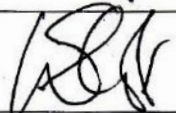
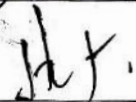
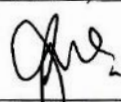

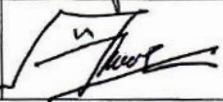
May 30, 2016

**Editor**

## LIST OF REVIEWERS

1. Prof. Dr. Mad Nasir Shamsudin (Universiti Putra Malaysia)
2. Prof. Dr. Zaenal Abidin Mohamed (Universiti Putra Malaysia)
3. Dr. Ismail Abd. Latif (Universiti Putra Malaysia)
4. Dr. Juwaidah Sharifudin (Universiti Putra Malaysia)
5. Assist. Prof. Dr. Amin Mahir Abdullah (Universiti Putra Malaysia)
6. Assist. Prof. Dr. Nitty Hirawaty K. (Universiti Putra Malaysia)
7. Assist. Prof. Dr. Parthana Parthanadee (Kasetsart University)
8. Assist. Prof. Dr. Pornthipa Ongkunaruk (Kasetsart University)
9. Dr. Jumpol Vorasayan (Kasetsart University)
10. Prof. Dr. Ir. Masyhuri (Universitas Gadjah Mada)
11. Prof. Dr. Ir. Irham, M.Sc. (Universitas Gadjah Mada)
12. Dr. Jamhari, SP. MP. (Universitas Gadjah Mada)
13. Dr. Jangkung HM, SP.M.Ec. (Universitas Gadjah Mada)
14. Subejo, SP, M.Sc., Ph.D. (Universitas Gadjah Mada)
15. Dr. Ir. Rini Dwiastuti, M.S. (Universitas Brawijaya)
16. Ir. Edi Dwi Cahyono, M.Sc., Ph.D. (Universitas Brawijaya)
17. Wisynu Ari Gutama, S.P., M.MA. (Universitas Brawijaya)
18. Hery Toiba, S.P., M.P., Ph.D. (Universitas Brawijaya)
19. Yuniar Khasanah, M.Sc. (Lembaga Ilmu Pengetahuan Indonesia)
20. Lusty Istiqamah, M.Biotech (Lembaga Ilmu Pengetahuan Indonesia)
21. Ir. M. Kismuntono (Lembaga Ilmu Pengetahuan Indonesia)
22. Dr. Ir. Sriyadi, MP. (Universitas Muhammadiyah Yogyakarta)
23. Dr. Ir. Widodo, MP. (Universitas Muhammadiyah Yogyakarta)
24. Dr. Ir. Indardi, M.Sc. (Universitas Muhammadiyah Yogyakarta)
25. Dr. Ir. Triwara BS, MP. (Universitas Muhammadiyah Yogyakarta)
26. Dr. Aris Slamet Widodo, SP. MSc. (Universitas Muhammadiyah Yogyakarta)

### ATTENDED REVIEWER

NO	NAME	INSTITUTION	SIGNATURE
1	Prof. Dr. Zaenal Abidin Mohamed	UPM	
2	Assistant. Prof. Dr. Pornthipa Ongkunaruk	Kasetsart University	
3	Prof. Dr. Ir. Irham, M.Sc	UGM	
4	Dr. Jangkung HM, SP. M.Ec	UGM	
5	Dr. Ir. Lestari Rahayu Waluyati, MP	UGM	
6	Ir.Edy Dwi Cahyono, M.Sc., PhD	UNIBRAW	
7	Wisnyu Ari Gutama, S.P, M.MA	UNIBRAW	
8	Hery Toiba, S.P.,M.P.,Ph.D	UNIBRAW	
9	Yuniar Khasanah, M.Sc	LIPI	
10	Lusty Istiqamah, M.Biotech	LIPI	
11	Ir. M. Kismuntono	LIPI	

## PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.  
Dear Honorable Governor of Yogyakarta Special Province  
Dear respectable Prof. Dr. Zainal Abidin Mohamed  
Dear respectable Asist. Prof. Pornthipa Ongkunaruk  
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.  
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

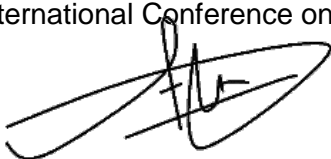
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman  
International Conference on ADHW 2016



Dr. Aris Slamet Widodo, SP., MSc.



## **WORDS OF WELCOME**

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department  
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.



**Gubernur**

**Daerah Istimewa Yogyakarta**

**Sambutan**

**KONFERENSI INTERNASIONAL**

**“*AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE*”**

**Yogyakarta, 14 Mei 2016**

---

Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “*Agribusiness Development For Human Welfare*”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “*Agribusiness Development For Human Welfare*” ini.

**Hadirin dan Saudara-saudara sekalian yang Saya hormati,**

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah



telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

**Hadirin dan Saudara-saudara sekalian,**

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

**Hadirin dan Saudara-saudara sekalian yang Saya hormati,**

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016  
GUBERNUR  
DAERAH ISTIMEWA YOGYAKARTA



**HAMENGKU BUWONO X**

## TABLE OF CONTENTS

EDITOR FOREWORD .....	i
LIST OF REVIEWERS .....	ii
PREFACE .....	iv
WORDS OF WELCOME .....	v
WELCOME FROM GOVERNOR OF YOGYAKARTA .....	vi
TABLE OF CONTENTS .....	ix
RICE SELF-SUFFICIENCY IN INDONESIA: AN ANALYSIS ON BUDGET ALLOCATION AND THE ACHIEVEMENT .....	1
<i>Sri Nuryanti</i>	
MODELING OF COOPERATION TO IMPROVE RURAL ECONOMIC IN LANGKAT... ..	8
<i>Muhammad Buchari Sibuea</i>	
GRANARY GROUP PERFORMANCE IMPACT TO THE PRICE AND FOOD SELF- SUFFICIENCY ON THE FARM HOUSEHOLDS .....	20
<i>Sri Mardiyati, Jamhari, Jangkung Handoyo Mulyo Dwidjono Hadi Darwanto</i>	
ANALYSIS OF AGRIBUSINESS SYSTEM AND COMPETITIVENESS OF GROUPER FISH IN INDONESIA.....	28
<i>Grace Maharani Putri, Venty F. Nurunisa</i>	
ANALYSIS OF COMPETITIVENESS ASEAN RICE TRADE IN THE ERA OF ASEAN ECONOMIC COMMUNITY.....	36
<i>Mohammad Natsir, Sri Mardiyati</i>	
PARTICIPATORY EXTENSION AND FARMERS ATTITUDE CHANGE (CASE PASSION FRUIT FARMERS IN THE VILLAGE BATU BELERANG SINJAI DISTRICT) .....	42
<i>Muh. Arifin Fattah and Amruddin</i>	
THE RELATIONSHIP BETWEEN EMPOWERMENT OF FARMER GROUP ASSOCIATION (GAPOKTAN) AND MANGO FARM INCOME .....	47
<i>Achmad Faqih, Nurul Atikah Fauzi Siti Aisyah</i>	
EFFECTIVENESS OF TRAINING MODEL ON CRAFTSMEN CALLIGRAPHY GOAT LEATHER IN AN ATTEMPT TO STRENGTHEN THE COMPETITIVENESS IN SUKOHARJO, INDONESIA .....	57
<i>Shanti Emawati, Endang Siti Rahayu, Sutrisno Hadi Purnomo, Ayu Intan Sari</i>	
EFFORTS TO IMPROVE COMPETITIVENESS OF WOMEN FARMERS GROUP "MELATI" IN SENDANGSARI VILLAGE, PENGASIH DISTRICT, KULON PROGO REGENCY .....	62
<i>Siti Hamidah, Indah Widowati</i>	
INSTITUTIONAL CHANGE AND ITS EFFECT TO PERFORMANCE OF WATER USAGE ASSOCIATION IN IRRIGATION WATER MANAGERMENTS .....	68
<i>Mohammad Rondhi, Yasuhiro Mori, Takumi Kondo</i>	
FOOD PROCESSING INDUSTRY EMPOWERMENT EFFECTIVENESS IN BANGUNTAPAN SUB-DISTRICT, BANTUL, YOGYAKARTA SPECIAL REGION .....	76
<i>Sapto Husodo, Amie Sulastiyah, Galuh H.E. Akoso</i>	
URBAN DWELLER PERCEPTION TOWARDS URBAN AGRICULTURE.....	85
<i>Ida Naziera Ngahdiman, Rika Terano, Zainal Abidin Mohamed</i>	

EFFECTIVENESS OF WELFARE DEVELOPMENT SCHEME ON QUALITY OF LIFE TO RURAL POOR COMMUNITY IN MALAYSIA.....	93
<i>Mohd Nizam Abdul Aziz, Fazlin Ali, Zainal Abidin Mohamed and Hanina Halimatusaadiyah Hamsan</i>	
ASSOCIATION BETWEEN SOCIO-DEMOGRAPHIC CHARACTERISTICS WITH PINEAPPLE FARMER'S KNOWLEDGE, SKILLS AND PRACTICES IN MALAYSIA.	106
<i>Melissa Alina Yusoff, Norsida Man, Nollila Mohd Naw, Khadijat Jaji</i>	
MARKET STRUCTURE AND ANALYSIS OF SEA FISH MARKETING AT DISTRICT OF JEMBER.....	112
<i>Syamsul Hadi, Edy Sutiarto, dan Henik Prayuginingsih</i>	
MARKET STRUCTURE, EFFECTIVENESS, AND EFFICIENCY OF THE RUBBER RAW MATERIALS MARKETING IN MUSI RAWAS DISTRICT .....	121
<i>May Shiska Puspitasari</i>	
ANALYSIS OF BEEF SUPPLY CHAIN MANAGEMENT AT AGRIBUSINESS BASED SLAUGHTERHOUSE IN UPTD OF ANIMAL SLAUGHTERHOUSE OF PALU .....	129
<i>Muh Zulfadhli Prasetyo, Yulianti Kalaba, Lien Damayanti, dan Erny</i>	
ANALYSIS OF INFLUENCE OF MARKETING MIX AGAINST PURCHASE DECISION OF GROWING UP MILK ON THREE SOCIO-ECONOMIC CLASS IN MALANG .....	139
<i>Sunardi, Jabal Tarik Ibrahim, Anas Tain</i>	
TRANSACTION COST ANALYSIS ON CARDAMOM MARKETING IN PADASARI VILLAGE, CIMALAKA DISTRICT, SUMEDANG REGENCY .....	152
<i>Ermalinda Zebua, Juarini, and Nanik Dara Senjawati</i>	
RICE SEEDS MARKET STRUCTURE IN EAST JAVA .....	161
<i>Rini Dwiastuti, Riyanti Isaskar, Nur Baladina, Tri Wahyu Nugroho</i>	
NUTMEG'S ( <i>MYRISTICA FRAGGAN HAITT</i> ) ANALYZE MARKETING MARGIN AND EFFICIENCY OF TANJUNG SANI VILLAGE TANJUNG RAYA SUBDISTRICT AGAM DISTRICT .....	177
<i>Devi Analia, Faidil Tanjung, Syofyan Fairuzi dan Ramita Sari Pimura</i>	
THE EFFICIENCY OF SUPPLY CHAIN EMPING MELINJO IN BANTUL REGENCY YOGYAKARTA .....	183
<i>Eni Istiyanti, Diah Rina Kamardiani</i>	
VALUE CHAIN OF PINEAPPLE IN MALAYSIA.....	191
<i>Norsida Man, Nollila Mohd Naw, Khadijat Jaji, Melissa Alina Yusoff</i>	
DYNAMIC SYSTEM OF INDONESIAN HALAL MEAT INDUSTRY: SUSTAINABLE SUPPLY CHAIN MANAGEMENT PERSPECTIVE .....	206
<i>Akhmad Mahbubi, Pita Merdeka</i>	
ANALYSIS OF THE PROFITABILITY OF DAIRY FARMERS BASED ON THE SCALE OF LIVESTOCK OWNERSHIP IN DISTRICT SEMARANG .....	216
<i>Mukson, S.I.Santoso, H.I.Nisa, H. Setiyawan and M. Handayani</i>	
DEVELOPMENT STRATEGY OF LEADING COMMODITY THROUGH COMMUNITY-BASED ENTERPRISE IN INDONESIA-MALAYSIA BORDER AREA.....	223
<i>Jangkung Handoyo Mulyo, Irham, Hani Perwitasari, Fatkhayah Rohmah</i>	
BUSINESS DEVELOPMENT STRATEGY SOYBEAN SAUCE PRODUCTION IN CAP BAWANG SOY SAUCE COMPANY AT NGAWI REGENCY .....	230
<i>Feti Munika Sakti, Mohamad Harisudin, Raden Rara Aulia Qonita</i>	
FOREIGN LABOR RECRUITMENT IN OIL PALM PLANTATION IN MALAYSIA .....	241
<i>Marlia Musa, Amin Mahir Abdullah, Mohd Mansor Ismail</i>	

MICRO ENTREPRENEURS' INTENTION TO BECOME MEMBER OF MICROCREDIT SCHEME WITH EDUCATIONAL TRAINING AND MOTIVATIONAL PROGRAM.....	250
<i>Rika Terano, Zainalabidin Mohamed and Fatin Najihah Mohd Tammili</i>	
FARMING INCOME ANALYSIS OF DRY LAND IN THE GUNUNGKIDUL DISTRICT .....	257
<i>Aris Slamet Widodo, Retno Wulandari</i>	
ANALYSIS OF FACTOR THAT INFLUENCE THE DEMAND FOR ORGANIC VEGETABLES IN MEDAN .....	264
<i>Sasmita Siregar, Hadriman Khair, Yudha Andriansyah Putra</i>	
RICE CONSUMER BEHAVIOR IN THE MUSI RAWAS DISTRICT .....	272
<i>Zaini Amin</i>	
ANALYSIS OF CONSUMER PERCEPTIONS AGAINST LOCAL AND IMPORT FRUITS IN MEDAN.....	280
<i>Hadriman Khair</i>	
CONSUMERS' INTENTION TO PURCHASE GENETICALLY- MODIFIED SOYBEAN PRODUCTS IN MALAYSIA.....	288
<i>Welson Chin Vui Son, Kelly Wong Kai Seng, and Juwaidah Sharifuddin</i>	
CONSUMER PREFERENCE TOWARDS ORGANIC VEGETABLES AT SUPER INDO SULTAN AGUNG YOGYAKARTA.....	299
<i>Nisa Murty Andari, Widodo, Sriyadi</i>	
STRENGTHENING THE ECONOMIC OF FOREST FRINGES COMMUNITY THROUGH MODEL FOR ENHANCING LOCAL CATTLE COMPETITIVENESS .....	306
<i>Teguh Hari Santosa, Toni Herlambang, Nurul Qomariah, dan Oktarina</i>	
FACTORS AFFECTING THE PRODUCTION AND BENEFIT ON THE PLANTING SYSTEM OF JAJAR LEGOWO AND TEGEL IN THE DISTRICT MUSI RAWAS .....	317
<i>Nila Suryati</i>	
PLANTING DISTANCE AND DOSE OF ORGANIC MANURE ON THE SOIL CHEMICAL PROPERTIES AND YIELD OF LOWLAND RICE .....	324
<i>Abdul Azis and Damasus Riyanto</i>	
TECHNOLOGY ADOPTION OF HIGH QUALITY GREENBEANS SEED BY FARMERS' HOUSEHOLD IN CENTRAL JAVA.....	334
<i>Wiludjeng Roessali, Wahyu Dyah Prastiwi, Tutik Dalmyatun</i>	
PRODUCTION EFFICIENCY OF IRRIGATION LOWLAND ORGANIC PADDY FARMING SYSTEM AT BAROKAH FARMER'S GROUP IN SEMARANG REGION.	340
<i>Titik Ekowati, Edy Prasetyo, and Bambang Trisetoyo Eddy</i>	
THE FARMER'S KNOWLEDGE AND ATTITUDES FOR ENVIRONMENTAL FRIENDLY OF SHALLOT CULTIVATION IN BALI .....	346
<i>Nyoman Ngurah Arya, I Ketut Mahaputra, Suharyanto, Jemmy Rinaldi</i>	
THE ANALYSIS OF A VERTICALLY INTEGRATED ORGANIC RICE COMPANY: A CASE STUDY IN THAILAND .....	354
<i>Yaniga Prasertwattanukul and Pornthipa Ongkunaruk</i>	
EFFECTIVENESS AND GROUP COMMUNICATION NETWORK.....	361
<i>Indardi</i>	
THE INSTITUTIONAL ROLE IN DISSEMINATING SITE-SPECIFIC AGRICULTURAL INNOVATION IN ACEH .....	368
<i>Abdul Azis, Basri AB and Sugeng Widodo</i>	

INCREASE RICE PRODUCTIVITY THROUGH MODELS OF CROPPING SYSTEMS AND THE USE OF HYBRID VARIETIES .....	379
<i>Suharno, Rika Nalinda</i>	
THE FARMER'S PERCEPTION TO THE USING OF TECHNOLOGY AFTER PADDY'S HARVEST IN SOUTH SULAWESI .....	386
<i>Irmayani, Hariyono, Nur Rahmah Safarina Hamzah</i>	
VALUATION IRRIGATION OF RICE FARMING AT UPSTREAM AND DOWNSTREAM AREAS IN SPECIAL REGION OF YOGYAKARTA .....	392
<i>Habibullah, Triyono, Aris Slamet Widodo</i>	
RICE FARMER'S PERCEPTION AND ITS EFFECT TOWARD INTENTION TO ADOPT ORGANIC FARMING .....	399
<i>Ashari, Juwaidah Sharifuddin, Zainal Abidin Mohammed, Rika Terano</i>	
FACTORS INFLUENCING THE ATTITUDES OF VEGETABLE FARMERS TOWARD THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN PENINSULAR MALAYSIA.....	411
<i>Nor Haslina Nor Rizan, Amin Mahir Abdullah, Norsida Man, and Nolila Mohd Nawi</i>	



## **PARTICIPATORY EXTENSION AND FARMERS ATTITUDE CHANGE (CASE PASSION FRUIT FARMERS IN THE VILLAGE BATU BELERANG SINJAI DISTRICT)**

Muh. Arifin Fattah and Amruddin\*

Agribusiness Faculty of Agriculture, University of Muhammadiyah Makassar

\*corresponding author: amruddinae@yahoo.com

### **ABSTRACT**

This study aims to analyze the application of participatory extension to change attitudes passion fruit farmers in the village Batu Bulerang Borong Sinjai district, South Sulawesi Province. Research using *purposive sampling* method with a sample of 30 respondents drawn from a population of 143 passion fruit farmers in the village Batu Belerang. Analysis of the data used qualitative descriptive analysis. The results showed that the application of participatory extension to a change in attitude on the farmers, namely, farmers are more active, independent, and skilled in farming passion fruit. Farmers more quickly receive the material provided by the instructor. Their participatory extension increasingly motivated farmers to develop farming.

**Keywords: participatory extension, attitude change**

### **INTRODUCTION**

Agricultural development based on the order or local autonomy paradigm is a form of agriculture that would not be dropped or face a highly competitive global issues. Public participation is a prerequisite, and also became a target of the construction work.

Build the economy of the farmers need government interference, therefore the presence of participatory extension is expected to bring a positive impact in changing the attitude of farmers so that farmers can cultivate his farm properly and independently. Agricultural extension activities that are participatory approach should be an option. Research Riyaningtyas (2010) on the implementation of outreach to explain the effects that occur with the implementation of agricultural extension in District Ngombol, Purworejo namely the changes in knowledge, attitudes and skills of farmers, increased production and farm income as well as the improvement of the organization for the Village and Family Welfare Guidance (PKK).

Empowerment generated by many farmers because farmers learning gained from the course of his life, not merely the result of the acceleration of empowerment by the project, because the purpose is

achieved in the project activities and how to achieve it is still dominated by the interests not the interests of the local project. Not influential ability of extension, the dynamism of the group, and the program approach either directly or indirectly, is caused by the process of counseling is still weak, because farmers' participation in the process of counseling is still a participation instrumental, where the new participation is used as a tool to achieve the objectives of the program (Iswardayati, 2009). Another study, Fauziah (2015), also explains the capacity of cocoa farmers is the knowledge, skills and attitudes assisted farmers is higher than farmers' non-supported, as well as the extension method of participatory increase the capacity of assisted farmers as indicated by the production of fruit is healthier and income assisted farmers higher.

In the village Batu Belerang agricultural extension activities using participatory methods has been started since 2003. In previous years, especially the New Order era, the extension methods used in the village are still using conventional methods announced by the government The existence of participatory extension methods are also expected to have positive impact on the sociological

purposes (knowledge, attitudes, skills) and economic objectives (increased revenue and profits of farming). Moreover, the general livelihood in the village of Batu Belereng Borong Sinjai district were farmers (72.32%), entrepreneurs (7.09%), traders and migrant workers (3.6%) as well as casual laborers (3.25%).

## METHOD

### Points and Data Collection Technique

This research was conducted in the village Batu Belereng Borong Sinjai district. The choice of location was determined by considerations of this study because this place is where the cultivation of passion fruit. This study used multiple data collection techniques, observation, interviews and documentation.

### Mechanical Sampling

The study population was 143 farmers. Sampling using purposive sampling method means that every member selected intentionally. The number of samples taken is 20% of the total population, thus the sample size was 30 respondents farmers.

### Data Analysis Technique

Analysis of the data used is descriptive qualitative analysis. Rate leads stance on the title or category. Scores used 3, 2 and 1 which are criteria 1.00 to 1.67 (low), 1.68 to 2.34 (medium) and 2.35 to 3.00 (high).

## RESULTS AND DISCUSSION

### Farmer Identity

The level of education is one of the factors or terms of an assessment of the progress of a region or village. For more details about the education level of respondent farmers in the village of Batu Belereng Borong Sinjai district in the following table.

Table 1. Level of Education Farmers in the Village of Batu Belereng Borong Sinjai District

No	Level of Education	Total (person)	Percentage (%)
1	No School Complete	3	10,00
2	primary school	20	66,67
3	Graduated from junior high school	5	16.67
4	Graduated from high school	2	6.66
<b>Total</b>		30	100

Source: Primary data after being processed, 2015

According to table shows that the majority of respondent farmers still have a low education level that only finished elementary school as many as 20 people with a total percentage (66.67%). Education level residents in the village of Batu Belereng Borong Sinjai district is predominantly primary level with the number of 924 people (58.15%) and the smallest level of education is a bachelor with a total of 50 people (3.14%). According to statistics in 2011, 75% of the level of education of farmers Indonesia did not finish and complete primary school, 24% finished junior high school and high school, and only 1% passing PT. This illustrates that the level of education of farmers in Indonesia is still low.

Farming experience can demonstrate the success of farmers in managing their farming. Experience is knowledge of experienced farmers within an unspecified time. Experience is the basic capital in accepting innovation to improve productivity manage passion fruit farmers.

Table 2. Experience in the Farming Village of Batu Belereng Borong Sinjai District

No	Farming Experience (Year)	Amount (person)	Percentage (%)
1	7 – 9	3	10,00
2	10 – 12	7	23,34
3	13 – 15	4	13,34
4	16 – 18	6	20,00
5	19 – 21	7	23,34
6	22 – 24	3	10,00
<b>Total</b>		30	100

Source: Primary data after being processed, 2015

Judging from the above results show that most respondents Farmers have farming experience is the timeframe of 10-12 years and 19 -21 years old with a percentage of 23.34%. Passion fruit farming experience enjoyable and rewarding positive impact to continue farming it.

**Attitude Toward Passion Fruit Farmers Participatory Extension**

Some of the factors that influence the formation of attitudes that experience, the culture of others that are considered important, the media, educational institutions or agencies, including the presence of agricultural extension.

Table 3. Distribution of Farmers Respondents Attitudes Toward Participatory Extension of Batu Belerang Borong Sinjai District

No	Type Question	Score	Category
1	The application submitted in accordance with the experience of agricultural extension	2,77	High
2	The training provided is satisfactory agricultural extension	2,70	High
3	The existence of very helpful extension farmers' problems	2,70	High
4	Agricultural extension visits counseling	2,63	High
5	The level of development of farmers' knowledge after getting counseling	2,80	High
<b>Average value</b>		2,72	High

Source: Primary data after being processed, 2015

Application submitted in accordance with the experience of agricultural extension. Experience the passion fruit farmers in the village of Batu Belerang Borong Sinjai district, farmers can apply

what the extension agent for the experience can be seen from the length of a passion fruit growers to pursue agricultural extension activities, the longer the passion fruit farmers do farming, the greater experience possessed. With considerable experience will develop an attitude of farmers to respond by applying the techniques presented in the farming passion fruit extension.

The training of agricultural provided is satisfactory agricultural extension agricultural extension also provide training to the farmers of passion is training the cultivation of passion fruit, where farmer groups are taught to train farmers passionfruit in providing seeds of passion through the selection of seeds and propagating plants by using polybag, as well as how a good harvest using a tool that is sickle or a knife, then train with passion fruit processing practices, spacing the plants in order to optimize the growth of crops, farm machinery more efficiently use energy and time, impartial fertilization can increase the chances of vines namely NPK fertilizer by as much as 25-100 grams per plant, depending on its age.

The existence of very helpful extension farmers' problems, in the presence of agricultural extension workers to help farmers to overcome the problems that often farmers passionfruit face is the problem of the dominant happened is the attack of pests and diseases, according to a number of farmer respondents who encountered that fruit fly pest (leaf-eating), rotting roots and diseases brown spot that often attack of vines, so the passion fruit plant is currently only average-average able to live a year after planting. Therefore, with the presence of extension agents could seek new breakthroughs to control pests and diseases that attack plants passionfruit, by giving instructions on how to control pests and diseases, the way of organizing the plant canopy that is not too tightly with pruning regularly, removing the plants attacked and then burned, so farmers become formerly know that they do not know how to control these pests.

Agricultural extension visits counseling extension agents typically conduct a review immediately after counseling, in order to know the results and look at the change in attitude of farmers passionfruit on agricultural extension in presenting and practice what has been delivered by the extension of the learning in the cultivation of passion fruit, with the training provided extension to farmers of passion can increase farmers' income because farmers are already responding to the programs delivered educator and also start training which began the election to the post-harvest seed.

The level of development of farmers' knowledge after getting counseling to change where farmers passionfruit who previously did not pay attention to how the cultivation of passion fruit well, now farmers passionfruit already beginning to learn it by paying attention to the selection of seeds before planting, as well as pay attention to plant spacing, this is because farmers have begins to respond to what is conveyed educator on how the cultivation of passion fruit well.

Changes in attitude of farmers towards a participatory extension activities is very clear, which obtained the results of five types of questions the average - average scores obtained 2.72 or higher category, the change of attitude on farmers, namely, farmers are more active, independent, and skilled in farming passion fruit.

Based on the concept of participatory oriented extension to farmers' needs as well as provide space for farmers to actively participate in planning, implementing, and evaluating education programs, it is expected that farmer's attitude changed for the better and move forward.

## CONCLUSION

The results of the study concluded that the extension of participatory to change the attitude of farmers with high category, in the village of Stone Sulfur has been a change in attitudes to the farmers, namely, farmers are more active,

independent, and skilled in farming of passion as well as with the extension of participatory, farmers increasingly motivated to develop farming.

## REFERENCES

- Arikunto, S. 2013. *Management Research*. Publisher Rineka Reserved. Jakarta.
- Anwar, S. 1995. *Human Attitude, Theory and Measurement*. Student Library. Yogyakarta.
- Fauziah, Kartika. 2015. *Effectiveness of Participatory Extension Method to Increase Cocoa Farmer capacity*. Thesis. Hasanuddin University. Makassar.
- Iswardayati. 2009. *Farmers Empowerment in Participatory Extension DAFEP pattern (Decentralized Agricultural and Forestry Extension Project)*. March Eleven University, Surakarta.
- Padmowihardjo, S. 2000. *Methods and Techniques of Agricultural Extension*. the Open University. Jakarta.
- Slamet, Y, 2000. *Participation Community Development Perspective*. Eleven March University Press. Surakarta.
- Soetomo. 2006. *Strategy - Community Development Strategy*. Reader students. Yogyakarta.

**DISCUSSION FROM PARALLEL SESSION**

<b>PAPER TITLE</b>	Participatory Extension and Farmers Attitude Change (Case Passion Fruit Farmers in The Village Batu Belerang Sinjai District)
<b>AUTHOR</b>	Muh. Arifin Fattah and Amruddin
<b>DISCUSSION</b>	
<b>QUESTION</b>	
<b>ANSWER</b>	
<b>SUGGESTION</b>	<ul style="list-style-type: none"> <li>- Behavior changes illustration should include the frame. Time frame based analysis before and after counseling needs to be compared. Baseline data before counseling also need to be included (Should include the time frame before counseling and contrasted with after counseling)</li> <li>- Please include the base data before counseling</li> <li>- The effect of farmers participation in counseling on their advancement of farming activities in general need to be analyzed</li> <li>- Should analyzed the behavior/ attitude</li> </ul>





Agribusiness Development  
for Human Welfare

# 2016

"Small and Medium-sized  
Enterprises Competitiveness"



#### SECRETARIAT OFFICE

F3 Ground Floor, Agribusiness Department,  
Universitas Muhammadiyah Yogyakarta  
Jalan Lingkar Selatan Tamantirto,  
Bantul. D.I.Yogyakarta 55183  
Phone +62274 387656 (Ext 201)  
Fax +62274 387646

ISBN 978-602-7577-70-1



9 786027 577701