

PERCEPTION OF BARONG MULYA COFFEE FARMERS' GROUP ON INCOME LEVEL

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Abstract

The purpose of this research is to analyse Farming Communities Coffee Barong Mulya perception on income level. Characteristic of Farmers Farming Communities Coffee Barong Mulya are the education level the majority of senior high school (53,33%), land ownership as many as 100% personal property, mostly widely land farmers ranged from 2.000-5.000 m² (50 %), most of the income of farmers is around Rp 2.000.001-3.000.00 (43,3%), the access the internet farmers to seek information about coffee the majority of about 1 hour per day (80%). Most of the farmers perception about number of farmers production related to the level of their income is strongly agree (62,2%), most of the farmers perception about the quality of coffee related to the level of their income is strongly agree (74,4%), most of the farmers perception about cultivated land area related to their income is agree (93,9%), most of the farmers perception about production risk related to the level income is strongly agree (88,3%), perception farmers against labour related to the level of their income a very great extent to agree (54.4%) of , most of the farmers perception about their level of their income is strongly agree (52,2%), most of the farmers perception about marketing related to the level of income is strongly agree (37,2%).

Keywords: farming communities' perception, level income

1 INTRODUCTION

Entrepreneurship is an important concern in the economy of a nation. The progress or decline of a nation is determined by the presence of entrepreneurs. Entrepreneurship is a driving force for the economic growth of a nation. Casson et al., [1] mentions that entrepreneurship and economic growth have a very close and positive relationship where an increase in the number of entrepreneurs causes an increase in a country's economic growth. Entrepreneurship is one of the main things and as a force behind economic development. The agricultural sector is still the mainstay of government programs to improve people's welfare. Farmers as farm owners who make decisions about changes or innovations that are recommended for their farming. Furthermore, Mosher [3] reveals that farmers make decisions based on the interests of their families and in the influence of their family members on themselves, because of the family's dependence on farming products, family members may pressure farmers to make certain decisions or carry out certain techniques. This shows that the decision-making process of farmers is not carried out by their own thoughts, but there are factors that influence decisions on their farming. Decision-making factors on the performance of their farms are supported by internal and external factors. So, entrepreneurial behaviour is needed so that farmers are motivated to increase the quantity and quality of products produced from their farms [7].

Coffee is one of the trade commodities of the plantation sub-sector that has the opportunity to be developed in the context of increasing state income and increasing the income of entrepreneurs and farmers. The development of coffee in Indonesia began in the 1960s, in the form of smallholder plantations. Coffee is also one of the eight main plantation commodities which has a large area and is a very promising export commodity, where only two types of coffee are widely cultivated, namely Robusta coffee which controls the majority of coffee growing in Indonesia and Arabica coffee. As one of the important export commodities, coffee is expected to be able to provide added value to foreign exchange earnings both for the country in general and

for production centres in particular. Indonesia is one of the world's fourth largest coffee exporting countries with an 11% market share in the world [4]. Farming development through farmer groups is one way to accelerate the target. Better farming activities can be seen from the improvements in farm productivity. Perceptions of farmer groups on income levels consist of several categories, namely, Total production, coffee quality, land area, production risk, labour, income, and marketing.

Besides being exported, coffee is one of the agricultural commodities consumed by many people in Indonesia. Coffee farmers are scattered in several regions in Indonesia, one of which is in Kiarapedes District, Purwakarta Regency. Coffee plants are one of the plantation commodities that play an important role in the economy in Indonesia for the community. This role can be in the form of opening job opportunities and as a source of income for farmers.

2 METHODOLOGY

This research was conducted at the Barong Mulya Farmers Group in Pusakamulya Village, Kiarapedes District, Purwakarta Regency. Location selection is done purposively (deliberately). Based on the consideration that Pusakamulya Village, Kiarapedes Subdistrict, Purwakarta Regency is one of the centers of coffee production and has good potential in coffee farming managed by farmer groups. Research on the Barong Mulya farmer group in Pusakamulya Village, Kiarapedes District, Purwakarta Regency was carried out by quantitative research with a sample of 30 farmers. Techniques and data collection instruments using the questionnaire method (questionnaire).

3 RESULTS

Questionnaires were given to the Barong Mulya farmer group, Pusakamulya Village, Kiarapedes District, Purwakarta Regency. The characteristics of the Barong Mulya Coffee Farmers Group farmers are the education level of most of them are high school students

(53.33%), 100% of land ownership is privately owned, most of the farmers' land area is between 2,000-5,000 m² (50%), farmers' incomes are mostly around Rp. 2,000,000-3,000.00 (43.3%), farmers' internet access time to find information about coffee is mostly around 1 hour/day (80%). The age of the respondent is one of the factors that influence the activities of farmers in doing farming and can be used as an indicator of whether or not farmers are productive. Based on the results of the study, it was found that the average age of the respondent farmers was 40 years. Thus, most of these farmer respondents are of productive age. According to Rusli [5], a person's productive age ranges from 15-64 years.

Farmer education level is the number of years the respondent has undergone formal education. Based on the results of the study, it was found that the largest number of respondent farmers were at the level of High School Education (SMA) as many as 16 respondents (53.33%). The length of time being a farmer is one of the descriptions of the ability of farmers to do farming. Based on the results of the study, it was found that on average they are landowners and have been farming and have been in the membership of farmer groups for 5 years. This shows that the respondent farmers have had enough experience in farming. The area of agricultural land is one of the factors that affects the size of the amount of production and affects the income that will be obtained by farmers. Based on the results of the study, it was found that the average coffee farmer has a land area of 0.5 hectares as many as 30 people who are included in the narrow classification [6]. The use of the internet by farmers to find information about coffee is mostly around 1 hour/day (80%). This influences increasing the knowledge of farmers about coffee.

3.1 Production Quantity

The results of the questionnaire from the perception of the Barongmulya Farmer Group regarding the amount of production to the level of income are mostly in agreement (88.3%).

Table 1. Results of questionnaires from farmer respondents regarding the amount of production.

No.	Statement	DVM	D	DS	A	AVM
Production Quantity						
1.	The amount of production affects income.					30
2.	The abundance of production can meet daily needs.			2	18	10
3.	The amount of production is determined by the weather and climate so that it affects the selling price of coffee.			14	11	5
4.	The amount of production is determined by the slope of the land so that it affects profits.			3	7	20
5.	Land rush determines the amount of production so that it affects income.				13	17
6.	Land area will affect income.					30

Description: DVM: Disagree very much; D: Disagree; DS: Disagree slightly; A: Agree; AVM: Agree very much

Table. 1 shows that the respondent farmers give a very agree perception on the amount of production that can affect farmers' income. As many as 30 respondent farmers think that the amount of production and land area have a big influence. Meanwhile, as many as 14 respondent farmers do not agree that the amount of production is determined by weather and climate so that it affects the selling price of coffee.

3.2 Coffee Quality

Most of the farmers' perceptions of coffee quality related to their income level strongly agree (74.4%).

Table 2. Results of questionnaires from farmer respondents regarding coffee quality.

No	Statement	DVM	D	DS	A	AVM
1.	If the quality of the coffee I produce is good, I will get a high selling price.					30
2.	Coffee quality affects the selling price of coffee.					30
3.	The maintenance of the coffee garden determines the profit of selling coffee.					30
4.	The drying process or coffee processing determines the selling price of coffee.				7	23
5.	The process of picking or picking coffee determines the quality of coffee so that it affects the selling price of coffee.			6	14	10
6.	The existence of regular supervision and maintenance affects the quality of coffee so that income increases			6	13	11

Description: DVM: Disagree very much; D: Disagree; DS: Disagree slightly; A: Agree; AVM: Agree very much

Table.2 shows that 30 farmer respondents strongly agree with good coffee quality, the selling price of coffee is also high, and the maintenance of coffee plantations affects coffee sales. If the garden is well cared for to produce good and superior coffee products, the selling price of coffee will be high so that farmers will benefit.

3.3 Production Risk

Most of the production risk perceptions of their income level strongly agree (88.3%).

Table 3 Results of questionnaires from farmer respondents regarding production risk.

No	Statement	DVM	D	DS	A	AVM
1.	Weather conditions affect income.					30
2.	If the harvest is not good, the price of coffee will decrease.		6	5	10	9
3.	If the drying process is done correctly, the selling price is high.					30
4.	If the coffee plant is attacked by pests and diseases, it affects income.					30
5.	If you delay selling coffee, there is still price uncertainty.					30
6.	The size of the coffee area will affect the amount of coffee production expenditure.					30

Description: DVM: Disagree very much; D: Disagree; DS: Disagree slightly; A: Agree; AVM: Agree very much

Perception of production risk on their income level shows that farmer respondents strongly agree that the risks that occur during production affect the coffee product and the selling price of the coffee, thus affecting farmers' income. The risks that will be obtained by farmers are difficult to deny, one of which is land ownership. The land owned by the farmers is still considered insufficient for coffee farming [2].

3.4 Labour

Most of the farmers' perceptions of labour related to their income level strongly agree (54.4%).

Table 4. Questionnaire results of farmer respondents on labor.

No	Statement	DVM	D	DS	A	AVM
1.	Labour to facilitate crop production.			4	18	8
2.	Skilled labour will increase crop yields.					30
3.	More workers will increase income.		18	12		
4.	The performance of quality farmer labour will affect the amount of production.				16	14
5.	The workforce that I have helps me in the production process.			2	12	16
6.	Having a workforce can help me in the production process					30

Description: DVM: Disagree very much; D: Disagree; DS: Disagree slightly; A: Agree; AVM: Agree very much

Labour in a business is needed according to the ability of the employer and income. The results of the research from filling out the questionnaire by 30 farmer respondents found that as many as 16 farmer respondents (54.4%) strongly agreed that the existence of labour was useful to assist farmers in the production process. In addition, the quality of labour / farm laborers is also very much needed and expected by farmers because with good performance of farm workers it will produce good quality production and have a big impact on increasing income. The number of workers / farm laborers needs to be calculated according to the land owned by the farmer.

3.5 Income

Most of the farmers' perceptions of their income level strongly agree (52.2%).

Table 5. Questionnaire results of farmer respondents on income levels.

No	Statement	DVM	D	DS	A	AVM
1.	The income from coffee production is sufficient to meet daily needs.			4	11	5
2.	The income I get is in line with expectations.		6	9	12	3
3.	The income I earn can be used to save or invest.		12	12	6	
4.	My income is increasing every year.					30
5.	Income only comes from the harvest.				4	26
6.	The high income affects the land area					30

Description: DVM: Disagree very much; D: Disagree; DS: Disagree slightly; A: Agree; AVM: Agree very much

Farmers' perceptions of income levels show an adequate trend. This is indicated by the majority of respondents choosing the answer strongly agree (52.2%). The existence of this tendency can be a commitment or interest of the community in farming. The income generated by farmers each year has increased and the high income influences the area of land owned by farmers. However, most farmers find it difficult to invest or save, according to the results of **Table. 5** as many as 12 respondents do not agree, 12 respondents do not agree

that their income can be saved. This is because many farmers use their income to be used in daily life and the income they get is only from the harvest, there is no other income.

3.6 Marketing

Farmers' perceptions of marketing related to income levels mostly strongly agree (37.2%).

Table 6. *Questionnaire results of farmer respondents on marketing.*

No	Statement	DVM	D	DS	A	AVM
1.	The marketing that I have done so far has earned a high income	18	12			
2.	The marketing that I did was as expected	18	12			
3.	My marketing is increasing every year	19	10	1		
4.	My marketing needs to be expanded again					30
5.	Need internet marketing					30
6.	Marketing through online stores can increase revenue			6	17	7

Description: DVM: Disagree very much; D: Disagree; DS: Disagree slightly; A: Agree; AVM: Agree very much

Product marketing for farmers still tends to be less effective, this can be seen from the results of the study that as many as (37.2%) farmer respondents strongly agree that marketing can increase farmers' income. The marketing system is one of the efforts that must be deepened and studied by farmers because this is the spearhead of the results after production and others. Especially in marketing through online stores which is being done a lot in this era. A total of 30 respondents understand that they need to expand on marketing, especially marketing through the internet. Respondents realized that marketing through online stores can increase revenue compared to marketing that is being done. Therefore, the need for knowledge and innovation of farmers regarding product marketing.

4 CONCLUSIONS

Based on the results of the study, the conclusions of this study indicate that farmers' perceptions of barong Mulya coffee on the level of income, namely farmers' perceptions of the amount of production related to their income level, mostly strongly agree (62.2%), farmers' perceptions of coffee quality are related to their income level. most strongly agree (74.4%), the perception of land area on the level of income is mostly very agree (93.9%), the perception of production risk on the level of income is mostly very agree (88.3%), farmers' perception of labour in relation to their income level, most of them strongly agree (54.4%), farmers' perceptions of their income level are mostly strongly agreed (52.2%), farmers' perceptions of marketing related to their income level are mostly strongly agree (37.2%).

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