



The Small Farmers Empowerment Model

Authors

Eko Murdiyanto¹, RB Soemanto², Mahendra Wijaya³, Sarah Rum Handayani Pinta⁴

Department of Development Extension / Community Empowerment

Postgraduate (S3) Sebelas Maret University Jl. Ir Sutami 36A Kentingan Surakarta

*E-mail: ekomur_upnyk@yahoo.com

ABSTRACT

This research is to design a model of empowerment of small farmers in Salam-Trumpon. Research using quantitative methods. Method of the data collection was by observation, interviews, and Focus Group Discussion (FGD). The data collected were tested their validity with triangular sources and methods. The analysis techniques using Miles and Huberman models. The results showed that empowerment using farmers group as a change agent is more suitable to be applied for small farmers. This is due to the social and emotional closeness between the small farmer and the farmer groups.

Keywords: *small farmers, empowerment, social and emotional closeness*

INTRODUCTION

Small farmers or subsistence mostly have limited resources and depend entirely or partially to the subsistence production. Small farmers generally in the countryside and most of whom live under the poverty line. The poverty endured by farmers is a consequence of the involution of farming, low levels of productivity that causes a low income. Many small farmers cannot fulfil their daily needs, especially if the crop fails due to pests or natural disasters. To be able to survive in that situation, many farmers then perform other activities, such as selling things in a small amount, working as freelance workers, or other works. For the many farmers in Indonesia those works is common as a small farmer.

The existence of small farmers, began to get noticed since the recognition of UNITED NATIONS with the FAO Director General's speech at The World Food Day on 16 October 2012 in the topic of Small-scale farmers as a key to feeding the World. In addition the UNITED NATIONS also currently compiles a UN Declaration on the rights of farmers in the human rights of peasant and other people work in rural areas in the second session of the working group which took place from 2 to 6 February 2000 in Geneva.

This declaration cannot be separated from the fact that small farmers have a great role in the provision of agricultural production. Research by [18], estimates half of the world's population relies on subsistence farming and about 40 percent of farmland tilled by small farmers. Then Research by [11], that a small number of farming around 130 million providing life directly to billions of people. It shows the importance role of small farmers in the development of the world. Similarly with the small farmers in Indonesia whose number has increased from year to year. Therefore, small farmers must get protection and empowerment in order to maintain and improve their farming business.

Some farmers empowerment efforts carried out by many institution, both government and private institution, without including the farmer groups as the principals of empowerment ([4], [6]). [12]. [15], and [17]). It's just that the empowerment conducted in the slower development and in a more narrow scope. In addition when there is not followed by a mentorship, then it will have no effect on the sustainability of the empowerment.

The study of business starts from the empowerment undertaken by farmers group of Duri Kencana toward the small farmers' members. This empowerment needs to be done so that small farmers can increase skills in farming and were able to improve the well-being and to improve the ability and groups' independence sustainability.

METHODOLOGY

The participant of this research were small scale farmers whose grouped in Snake fruit pondoh Duri Kencana, Salam-Trumpon, Merdikorejo village, Tempel distric, Sleman Regency. This research was conducted from October 2013 - March 2015. This research used descriptive qualitative approach on case studies [2]. The subjects in this study were the administrators and the members of the farmers group. The methods of the data collection were observation, interviews, and Focus Group Discussion (FGD). The data collected were tested their validity with triangular sources and methods. The analysis techniques using Miles and Huberman models. Empowerment model by using a modified approach utilizing model evaluation of Kaufman and Thomas [8], which consists of inputs, processes, outputs and outcomes.

RESULTS AND DISCUSSION

The empowerment model made by farmer groups of Duri Kencana towards small scale farmers members can be analyzed by using a modified approach utilizing model evaluation of Kaufman and Thomas [8]. This approach consists of input, process, output, product, and outcomes. Nevertheless, because the empowerment activities is done, then the empowerment product is difficult to track down. However, the output result would be related with the reached product, thus the small-scale farmer empowerment system that will be examined only covers the 4 elements, i.e. inputs, process, outputs and outcomes.

The examined inputs include the concept of empowerment, empowerment management (leadership style), the scope targets were farmers and stakeholder support. Farmers group develops their farmer members' power with the approach of local wisdom and has employed a variety of stakeholders. The process examined is the empowerment activities which include the role of local wisdom, the farmers' mentality as entrepreneurs, the capacity building, and the granting of resources. This approach is done because farmers in Salam-Trumpon still bound in tradition due to the people live around Mount Merapi who lives within tradition and their belief. The examined output is the results that were achieved from the empowerment activities include the emotional strengthening, economic strengthening, reinforcement of institutional strengthening, and institutional character. The examined outcomes was the impact of the empowerment of technical improvements in farming business, improvement of farming technique and improvement of farmers' life and communities.

Empowerment of small-scale farmers by farmers group of Duri Kencana is done with the partnership of the fund utilization concept of Corporate Social Responsibility (CSR) of PT Telekomunikasi Indonesia Community Development Sub Area of Yogyakarta. The aim of the partnership is to enhance the ability and independency of small farmers in order to survive and develop themselves in achieving goals. This attempt is performed through the group approach because the partners doing business in private but in one association named Duri Kencana. On the other hand, PT Telkom has technical limitations in the empowerment mainly for that which is not related to communication. Therefore in order to achieve the goals needs to cooperate with the other stakeholders. In this case some of the stakeholders are Assessment Institutes for Agricultural Technology of Yogyakarta (BPTP Yogyakarta), Snake fruit Association Sleman, Department of Agriculture and Forestry (Dipertahut), Department of Industry, Trade and Cooperation Service (Disperindagkop), Department of Culture and Tourism (Disbudpar).

The empowerment succeeds of the small farmers was supported by the Duri Kencana Farmer group. This farmer group build the awareness of the small scale farmers to do the entrepreneurship through the concept

of the local wisdom that owned by the farmers in Salam-Trumpon. The local wisdom of Mount Merapi society is interpreted in the appointment of the board of farmer group which rely on the traditionally leadership but having the empowerment vision and the willingness to fight. The leader of Duri Kencana farmer group is H. Musrin, he has the strong leadership and the most capable person, has an initiative to innovate. He is the first person planted *snake fruit pondoh* in this village. Beside that the local wisdom is also implemented in the fund management and the CSR program done by the group in order to *hamemayu hayuning bawono*, means always fighting for the welfare, happiness and the prosperity in life. The everlasting of the universe emerge from the people's awareness of the environment degradation, thus in every policy should consider on the environment function in order to support the harmony of the living, God and the surrounding environment. This case be able to be done if the farmer group always develop the available potential so that can be able to be a professional expert, having the competence and commitment toward the improvement of snake fruit pondoh so that can be able to give the Prima Service. It is a service that is beyond the customer expectation and becoming the good model to the surrounding. Thus the Duri Kencana farmer group always take care of the dignity of the society.

Through the local wisdom, the farmer group can be able to develop the capacity building to their small scale farmer members. This brings good benefit to each farmer and also for the farmer group. For the farmer brings more skill and for the farmer business keep the continuity of the farmer group. This case was also found research [13] that the empowerment can be achieved through the strengthen of social environment in this case is the farmer business.

Developing the capacity building to the farmers was done with the training of the implementation of Good Agricultural Practice (GAP) and Good Handling Practices (GHP) that is collaborating with BPTP Yogyakarta and Dipertahut Sleman Regency. The implementation of those practices, is hoped that the snake fruit pondoh able to fulfil the quality and be able to be received by the customer and be able to compete in the global market. The achievement that received by the snake fruit pondoh farmer is the Prima-3 Certificate in 15 December of 2007 from Agricultural Department as a safe product without using any chemical substance and having less pesticide level from the threshold policy.

In addition the farmers group helps small farmers members in terms of marketing. This type of marketing that is done as follow:

- a) Snake fruit Carukan, mix the original undamaged marketed through snake fruit pondoh seller which are forwarded to the wholesalers
- b) For the same kind of Snake fruit (based on size, shape, and relatively same age) marketed through the Snake fruit Association to be exported.

To cope with the falling price of snake fruit because the production at a time of bountiful harvest, farmers group in collaboration with the Disperindagkop doing the processing of snake fruit pondoh into various preparations like snake fruit crackers, bakpia (a cake) snake fruit, snake fruit candied, geplak (a cake mixes with coconut) snake fruit, and coffe snake fruit, so the snake fruit prices are relatively secure. Simultaneously, that processed product other than marketed directly is also marketed during the trip program into Salam –Trumpon Village . Farmer's groups in collaboration with Disbudpar Sleman Regency, create a program of trip to Salam-Trumpon Village as eco tourism of snake fruit pondoh. Nowadays snake fruit is beingable to improve their economic life; the people are able to save their money and be able to improve their environmental hygiene.

The resulted output from the empowerment of small farmers are, *firstly*, strengthening the emotional, with harmonious alignment with God, nature and man, so in farming farmers keeping snake fruit pondoh relationship all three are aligned and in harmony in order to be sustainable. It relates to the social and emotional closeness between small farmers with farmers groups. *Secondly*, strengthening the economy, that is marked by the increase of the farming ability. Farmers are independently do the business without

depending on other parties, especially in the capital, skills and marketing as well as the processing of results. **Thirdly**, character strengthening, it was shown by the harmonious cooperation between members of the Group of farmers, so that each member has the spirit of mutual compassion, foster care and exercise. And the **fourth**, the institutional strengthening, it is shown with the harmonious cooperation with other institutions for the sustainability of farming snake fruit pondoh.

The outcomes resulting from the empowerment of small farmers by farmers group are [14]:

- a) Technical farming (better farming), is that farmers be willing and able to change his farming business ways better.
- b) The improvement of farming (better business), is that farmers want to seek more profitable, willing and able to steer clear of the moneylender and do the right marketing techniques.
- c) Improvements to the welfare of farmers and society (better living), farmers can live better with being able to do the saving, and after the harvest, they could save the money, they work together to improve the Environmental Hygiene, and be able to look for alternatives in terms of business for living, e.g. setting up another home industry with includes the family in order to use their spare time while the waiting for the next harvest period.

In the form of a table of outcomes resulted from the empowerment of small farmers by farmers group Duri Kencana can be seen in table 1.

Table 1. Changes Aspect of Small Farmers' Power Before And After The Empowerment Program by Farmer Groups of Duri Kencana

No	Power aspect	Before	After
	Better Farming	Apply the traditional way of cultivation: Local snake fruit seed Plants per clump 10-15 No scaling of growing seeds Enough watering Midrid trimming Not doing artificial pollination, by natural pollination only	Applying a SPO/GAP: land preparation, preparation of seeds (snake fruit pondoh with cuttings), planting, thinning of saplings, the stitching, Fertilizing, Watering, Pruning and boughs, control OPT, Pollination, fruit Thinning, Harvest Timing, The harvest Applies SPO/GHP: the selection of the bunches of fruit, collection, Sorting, Grading, Labelling, Packing
	Better Business	The marketing chain: Snake fruit carukan (mixed): farmer – seller – wholesalers/ supermarkets only sell in the form of snake fruit fruit	The marketing chain: a chain of marketing: Snake fruit carukan (mixed): farmer – seller – wholesalers/ supermarkets Snake fruit options (choice): Farmer – farmer groups – associations – to be exported Do other processing snake fruit products (crispy snake fruit, bakpia snake fruit, candied snake fruit, geplak snake fruit, coffe snake fruit)
	Better Living	House made of bamboo Road village made of soil and stone Building of worship are simple The family education are high school level, family members rarely go to College	House made of Wall Village street has been harden by conblock Worship building being renovated The level of education is college

Source: Primer data analytic

Model empowerment of small farmers carried out by farmer groups can be a simplified Duri Kencana in Figure 1.

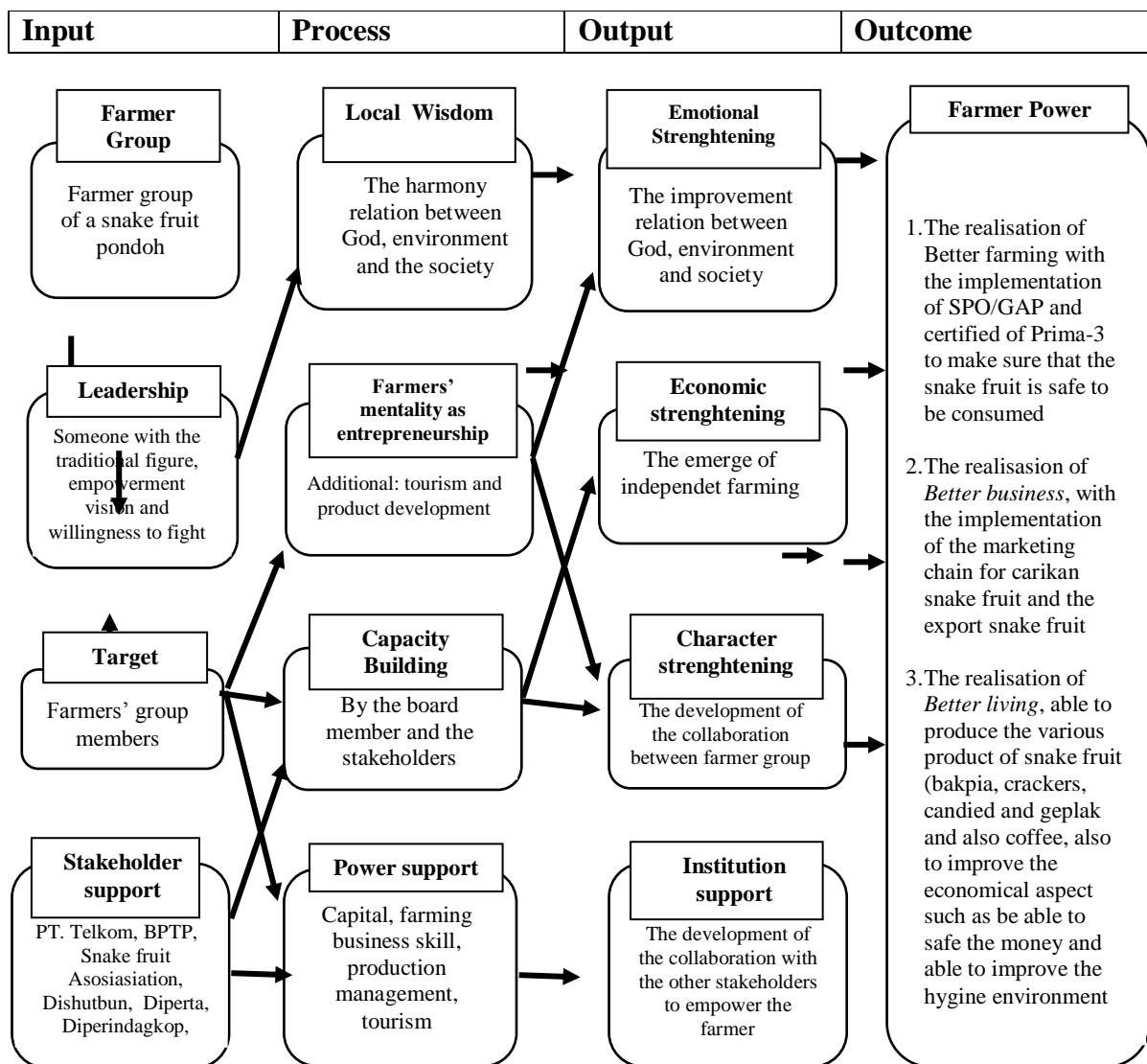


Figure 1. The Empowering Model of Small Farmer By The Duri Kencana Farmer Group

Empowering small farmers group carried out by Duri Kencana has several advantages, among others, *first*, a group of farmers to apply the right strategy in the implementation of the leadership style by choosing the people who have the traditional figure, the vision of empowerment and willingly fight was able to encourage participation by the members of the Group of farmers to work managing the land and the capital with a high responsibility [3]. Under the leadership of this style of farming snake fruit pondoh achieve significantly Prime-3 certificate as snake fruit safe consumption because without the use of chemicals substance and has the level of pesticide residues below the threshold. In addition to the style is the collaboration with others in developing snake fruit as products that can support the development of the village of snake fruit pondoh-based tourism. *Second*, farmers group takes the matter of empowerment in accordance with the conditions of the community, namely to train the people through the character strengthening, community development efforts through the strengthening of economic, community development through the strengthening of institutional and community development through emotional reinforcement of institutional [5]. *Third*, empowerment through utilization of CSR was able to resolve the problem of capital required in farming snake fruit pondoh, so farming can be sustainable.

Besides the excellent advantages of a model empowerment of small farmers by farmers group Duri Kencana has several weaknesses, among others; **First**, the application of leadership styles will greatly depend on the availability of people who have this type of style, so it is feared if the type of this leader isn't there then the participation of members of the Group of farmers will experience a changing, in other words the sustainability participation members likely still depend on its leader. Hence the need for a change of leadership from traditional styles into a participatory style, that makes the members of the Working Group as a group of farmers ([6] and [7]). **Second**, utilization of CSR Fund as capital of farming shows that farmer groups using the method of doing for the community that can turn off the creativity that can culminate in the dependency ([9], [10] and [16]). We recommend using doing with the community, for example by forming a cooperative group of farmers or Farmer-owned enterprise, because the local policy is appropriate to keep the rights to the resources [1].

CONCLUSION

1. Empowerment by using a group of farmers as an agent of change is more suitable to be applied for small farmers. It relates to the social and emotional closeness between small farmers with farmers groups, thus the process of empowerment can run smoothly and sustainable
2. This model gives the empowerment of small farmers better farming technical (better farming), improvement of farming (better business), and improvements to the lives of farmers and society (better living).

ACKNOWLEDGEMENT

The Authors thank to the Postgraduate Program (S3) Sebelas Maret University Surakarta and Duri Kencana Farmer Group Salam–Trumpon, Sleman.

REFERENCES

1. Catacutan C Delia, Caroline Duque-Pinon. 2009. *The Policy Environment of Vegetable-Agroforestry System in the Philippines: Are there incentives for smallholders?* International Journal of Ecology and Development Volume 14, Number 3 (F09).
2. Denzin, K Norman dan Yvonna S. Lincoln. 2005. *The Sage Handbook of Qualitative Research*. Third Edition. Sage Publications (CA). University of Illinois.
3. Dessler, Garry. 2007. *Manajemen Sumber Daya Manusia* (Edisi Bahasa Indonesia). Jakarta.
4. Fredrix, Marjon. 2014. *Farmer Field Schools And Farmer Empowerment*. International Conference - Emerging Horizons of Agricultural Extension for Sustainable Rural Development, February 27-28, 2014
5. Hasibuan, Chrysanti. 2010. *Bertumbuh Bersama Dalam Kemitraan: Kasus Unilever Dan Petani Kedelai Hitam Di Indonesia*. Indonesia Global Compact Network Volume 1 – 2010.
6. Hersey, P & Blanchard, K.B. 1993. *Management of organization behavior utilizing human resources* (8th. ed.). Englewood Cliffs. NJ: Prentice-Hall.
7. House, J Robert. 1971. *A Path Goal Theory of Leader Effectiveness*. *Administrative Science Quarterly*, Vol. 16, No. 3 (Sep., 1971), pp. 321-339
8. Kaufman, Roger & Thomas, Susan. 1980. *Evaluation without fear*. New York: New Viewpoints, a division of Franklin Watts
9. Kenny, Susan. 1994. *Developing communities for the future: community development in Australia*. Australia. Nelson
10. Mardikanto, Totok. 2010. *Model-model Pemberdayaan Masyarakat*. Surakarta Sebelas maret University press.

11. McNamara , Robert S. 1973. *Address to the Board of Governors*. Working Paper. Presidential speech. Washington, DC: World Bank.
12. Peter A.C. 2000. *From Passive Observer To Pest Management Expert: Science Education And Farmers*. Working Paper FAO Corporate Document Repository Curriculum development for plant pest management in Asia Pacific
13. Sadono, D., Sumardjo, S., Gani, D., & Amanah, S. 2014. *Farmer Empowerment in The Management of Rice Farming in Two Districts in West Java*. Journal Of Rural Indonesia, Volume 2 Number 1.
14. Setiana, L. 2005. *Teknik Penyuluhan dan Pemberdayaan Masyarakat*. Penerbit Ghalia Indonesia. Bogor.
15. Suartha I Dewa Gede, Made Suma Wedastra, Ida Bagus Eka Artika 2014. *Model Empowerment of Rural Poor Farmer Women through Agribusiness Base Entrepreneurship Development in the Regency of West Lombok*. International Journal of Geology, Agriculture and Environmental Sciences Volume – 2 Issue – 5
16. Tampobulon, M. 2006. *Pendidikan Pola Pemberdayaan Masyarakat Dan Pemberdayaan Partisipasi Masyarakat Dalam Pembangunan Sesuai Tuntutan Otonomi Daerah*. Fakultas Ilmu Pendidikan. Universitas Negeri Medan. Sumatera Utara.
17. Watemin dan Sulistyani Budiningsih. 2015. *Farmer Empowerment Through Capital Reinforcement Of Farmers Institution At Agropolitan Area Of Belik Sub District, Pematang Regency*. Agriekonomika Vol 4, No 1 April 2015
18. Wharton, Clifton R., Jr. 1969. *Subsistence Agriculture and Economic Development*. Chicago: Aldine.