

Motivation and changes in business behavior of laying hens (Case Study in Laying Hens Association of Kedu Region)

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Abstract.

The purposes of this study was to: 1) determine the motivation of farmers in developing a business of laying hens, 2) analyze- the relationship between farmer motivation and behavior change. This research was conducted in the association of laying hens in - Kedu region which includes Purworejo Regency, Magelang Regency, Kebumen Regency, and Wonosobo Regency. Sampling was carried out randomly from a group of 25 farmers. This research was designed as a correlational descriptive study. Analysis of the data used - descriptive statistical analysis and correlational analysis using the Spearman rank test - The results showed the motivation of farmers in raising chickens laying - good category and behavior changes either -. The Spearman rank correlation test - between motivation and behavior change showed significant results.

Keywords: behavior change, laying hens, motivation

1. Introduction

The chicken eggs are an important livestock commodity in Indonesia. The integrity of animal protein is largely contributed from eggs. The availability of eggs is easier and faster than the availability of meat. Large and fast egg production can be done from commercial laying hens.

Laying hens are mostly raised by farmers as a side business. The existence of a community allows increased motivation. Laying chicken associations in the Kedu region consist of *Berkah Telur Makmur*, *Kenzo* and - *Komunitas Petelur Kebumen* (KPK), which are a laying hens association -in the region of Purworejo, Kebumen, Magelang and Wonosobo districts. This association provides guidance and motivation to its members.

Motivation comes from the Latin word *movere* which means drive or driving force [1]. The concept of motivation is an important concept in the study of individual performance [2]. Motivation is the first step in increasing work productivity which will ultimately have an impact on the achievement of livestock business goals, and the benefits will be felt by the breeders themselves. The purpose of this study was to

determine the motivation of farmers in raising laying hens and to analyze the relationship between motivation and behavior change in the association of laying hens in the Kedu region.

The purpose of this study was to determine the motivation and behavior changes of farmers to improve laying hens in the association of laying hens in the Kedu region and analyze the relationship between motivation and behavior change.

2. Materials and Methods

This research was conducted on breeders who are members of the laying hens association in the Kedu region including Blessing the Eggs *Makmur*, *Kenzo* and the *Kebumen Laying Community (KPK)*. This research was conducted for four weeks, in September-October 2019. The study population was members of the laying hens association in the Kedu region including Blessing the Eggs *Makmur*, *Kenzo* and the *Kebumen Laying Community (KPK)*. The sample in this study amounted to 25 breeders. This research is a descriptive correlational study. The independent variable is the motivation factor and the dependent variable is the change in behavior in raising laying hens. Primary data needed such as the general condition of research location, farmer characteristics, farmer identity, farmer experience, farmer activities, and other data contained in the questionnaire. The instrument used in this study was a questionnaire containing questions for respondents divided into three questions, namely: Part 1 contains questions to find out the identity of the respondent. Part 2 contains questions to find out the motivation for raising laying hens. Section 3 contains questions to find out the behavioral changes in raising laying hens. Instrument reliability refers to understanding whether an instrument can measure something that is measured consistently over time. Data analysis to answer the problem and research objectives that have been formulated. Data collection was performed using a Likert scale questionnaire to layer farmers. Data is processed and analyzed using Linear Regression with SPSS. Data were analyzed with descriptive statistics in the form of frequency, percentage, median, average score, and total average score. Relationship data between variables analyzed using tests: Spearman rank correlation [3].

3. Results and Discussion

3.1 General research location statement

Kedu is an area that includes Purworejo, Kebumen, Magelang, and Wonosobo. In the Kedu area, laying chicken farm is being started. The development of laying hens encourages the formation of laying hens associations. The formation of this association will be driven by the need for Day Old Chickens (DOC), feed, livestock facilities and infrastructure, and for discussions between farmers. There are 3 laying hens associations in the Kedu region, namely "Berkah Telur Makmur" in Purworejo Regency, "Kenzo" in Magelang and Wonosobo Districts and "Kebumen Laying Community" located in Kebumen. "Berkah Telur Makmur" - established since- 2016 with 67 members of the breeder. "Kenzo" - established since 2014 with 14 breeders. While, "Komunitas Petelur Kebumen" established in 2017 which has 30 farmer members.

3.2 Characteristic respondent

The characteristics of the respondents described in this study are age, education, occupation, livestock experience. Data on the characteristics of respondents are listed in Table 1.

Table 1: Characteristic of respondents

Parameter	Category	Scale	%
Age	<29	7	28
	30-49	11	42
	50>	7	28
Gender	Male	15	60
	Female	10	40
Education	Elementary	1	4
	Middle School	6	24
	High school	14	56
	Diploma	3	12
Occupation	Bachelor	1	4
	The main job odd jobs	8 17	32 68
length of breeding (years)	0,5	1	4
	1	8	32
	2	13	52
	3	3	12
	6	1	4
	9	1	4
ownership status	12	1	4
	one's own someone else's	21 4	84 16

Age of laying hens on average by 42 % aged 30-40 years. whereas those aged 29 years and below and 50 years and above represent 28 % each. Thus, the breeders in "Berkah telur makmur" are still very potential considering that most of the farmers are relatively young. The sex of the respondents - most of them are men, which is 60% while women account for 40%. In terms of education, - the majority of respondents were high school, amounting to 56 %. The high number of breeders with secondary school education can encourage them to improve their ability to develop in the business of raising laying hens. Most of the correspondent work in laying hens (68%) - is a side job, - - and only 32% of them run laying hens as their main occupation. Most of the experience of raising laying hens for 2 years is 52%. This shows the laying business is a new business that was initiated in the association "Berkah telur Makmur".

3.3 Motivation factors for raising laying hens.

Motivation of breeders is the power that exists in your breeders that encourages raising livestock. The motivation of farmers in "Blessing the Eggs Makmur" is very important because it relates to the motivation, distribution and motivation of supporting farmers who want to work hard to achieve optimal results. Motivated breeders always want to develop and have a strong drive to succeed and improve breeders. The motivating factor for raising laying hens is supported by the basic need to raise livestock, social motivation will motivate status and motivation. education level, farming experience, ease of marketing are significantly related to farmer's motivation [4].

Basic needs are important needs of farmers who give great meaning to the needs of farm families. Meeting the basic needs of breeders -rises because breeders are needed

from the results of business laying hens that are able to meet the primary needs, secondary needs, tertiary needs, and inventory. Average scores for meeting basic needs can be seen in Table 2.

Table 2: Average Score of Fulfilling Basic Needs of raising laying hens

Indicator	Score	Average	TCR	Category*
Meet primary needs	88	3.52	70.4	good
Meet secondary needs	87	3.48	69.6	good
Meet tertiary needs	87	3.48	69.6	good
Investment	77	3.08	61.6	average

Description: score 85-100 is very good, 66-84 is good, average is 51-65, 36-50 is not good, 0-55 is not good

Table 2 shows good motivation for farmers to develop laying hens. motivation to meet primary, secondary and tertiary needs shows good results. while the motivation for raising laying hens investment is considered sufficient. This shows that the business of raising laying hens is considered important because it can meet the needs of life to the level of tertiary needs. To increase the motivation of layer farmers so that can be used for inventory, it is necessary to increase the number of livestock. Motivation for social status- is the need of farmers to obtain social needs and the need for prestige (status). Means the compliance score for social status is in Table 3. The needs of the farmer's social status in the group indicate value on average, as well as the social status in the community which shows the average value. This shows that raising laying hens get enough social status because it has not shown very tangible results. To improve social status within groups and in community, breeders need to increase the number of laying hens -. The need for farmer appreciation in the community shows good grades. This shows that the community gave a good appreciation for the business of raising livestock despite the average social status

Table 3: Average Scores Fulfillment of the social status of raising laying hens

Indicator	Score	Average	TCR	Category
Social status in groups increases	78	3.12	62.4	Average
Social status in the community increases	76	3.04	60.8	Average
appreciation in the community	85	3.4	68.0	good

Description: score 85-100 is very good, 66-84 is good, average is 51-65, 36-50 is not good, 0-55 is not good

Business development is the ability in a person to develop, be creative and active in the business of raising laying hens. Business development is related to increasing farmer's work productivity and increasing business in laying hens. Developing a laying hens business can improve breeders' knowledge and scale of laying hens. motivation to develop a business for raising laying hens in Table 4.

Table 4: Average Score of Fulfilling Basic Needs of raising laying hens

Indicator	Score	Average	TCR	Category
Improving breeding ability	85	3.4	68	good
Increase the number of livestock	88	3.52	70.4	good
Transfer skills to others	87	3.48	69.6	good

Description : score 85-100 is very good, 66-84 is good, average is 51-65, 36-50 is not good, 0-55 is not good

The results of this study show the fact that breeders in developing a business of laying hens can be obtained properly. This is because breeding laying hens are still new in Kedu region which includes Purworejo, Magelang, Kebumen, and Wonosobo so that was not many competitors. In addition, this area is mostly located in the mountains that are not suitable for growing rice can be used for raising laying hens.

Motivation raising laying hens

According to the Indonesian dictionary, changes can be interpreted as a changing state. So we can define it that change is the transition of the previous state, the change is not only in the form of conditions but can be in the form of a change in mindset, and behavior of a society. Behavior is an individual's response or reaction to stimuli or the environment. Changes in the behavior of raising laying hens are changes after getting conditions that cause changes. This behavior change consists of basic needs, social status and a desire to develop.

Changes in behavior in raising laying hens. Behavioral changes will be made in a moment laying hens are shown in Table 5. Changes can be identified by looking at breeding businesses that focus on livestock, not sharing with other work, paying attention to livestock, improving livestock status in relationships.

Table 5: Average Score of behavior change in raising laying hens

Indicator	Score	Average	TCR	Category
focus on animal husbandry	82	3.28	65.6	average
not sharing with other jobs	84	3.36	67.2	good
attention to livestock	100	4	80	good
raising livestock status in associations	81	3.24	64.8	average

Description : score 85-100 is very good, 66-84 is good, average is 51-65, 36-50 is not good, 0-55 is not good

Changes in behavior in this study indicate that the average category focuses on animal husbandry. A good category in this research is not sharing with other work, paying attention to livestock, improving livestock status in the association of laying hens breeders. This change is because farmers understand the benefits of raising broiler chickens so they care deeply about their business.

Changes in behavior in social status are shown in Table 6. Indicators of changes in social status used by social status indicators have increased, valued by other farmers and competing for progress

Table 6: Average scores of behavioral changes in the social status of laying hens

Indicator	Score	Average	TCR	Category
Improving breeding ability	85	3.4	68	good
Increase the number of livestock	88	3.52	70.4	good
Transfer skills to others	87	3.48	69.6	good

Description : score 85-100 is very good, 66-84 is good, average is 51-65, 36-50 is not good, 0-55 is not good

Changes in social status behavior in this study indicate that the average category of social status has increased while being valued by other farmers and competing for progress shows a good category. These results address the increase in social change.

Behavioral change for the development of indicators used: motivated to be large, motivated by the increased number of laying hens, motivated knowledge transfer.

Changes in mindset motivate farmers to become more powerful showing average results. Efforts to increase the number of laying hens showed good results. The knowledge transfer effort shows a good category. This shows that the efforts of laying hens are motivated to be better in the number of farm animals and in the development of knowledge transfer to other farmers.

Table 7: The average score of change in business development behavior of raising laying hens

Indicator	Score	Average	TCR	Category
motivated to be great	81	3.24	64.8	average
motivated the number of laying hens is increasing	88	3.48	69.6	good
motivated transfer of knowledge	83	3.32	66.4	good

Description : score 85-100 is very good, 66-84 is good, average is 51-65, 36-50 is not good, 0-55 is not good

3.4 The relationship of motivational factors with the behavior of raising laying hens

Analysis of the relationship between motivation and maintenance of laying hens is processed using Spearman ranking analysis. Spearman's tolerance analysis results shows in Table 8.

Table 8: Correlation Coefficient Motivation for raising laying hens and behavioral changes

Indicator	Changing basic needs	Changes in social behavior	Changes in business behavior
basic needs	.572**	.646**	.736**
social behavior	.555**	.651**	.796**
business behavior	.457*	.801**	.784**

* = Significantly related to the significant level $\alpha = 0.05$

** = Significantly related to the significant level $\alpha = 0.01$

The results of this study indicated that basic needs -will show positive changes in basic needs, changes in social status and changes in business development. The motivation for social status determined positive change will require a basis, changes in social status and changes in business development. Motivation to develop business also shows positive changes in basic needs, changes in social status and changes in business development.

4. Conclusion

Breeders in the laying hens association in the Kedu region have high motivation and change in efforts to raise laying hens. There was a difference between positive and changes in raising laying hens.

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