



Journal of Arts & Humanities

Volume 07, Issue 01, 2018, 01-07

Article Received: 01-01-2018

Accepted: 13-01-2018

Available Online: 15-01-2018

ISSN: 2167-9045 (Print), 2167-9053 (Online)

DOI: <http://dx.doi.org/10.18533/journal.v7i1.1324>

The Basic Social Values which underlies Social Institutions of Farmers in the Rural Agro-Tourism Area of Central Java

Imam Santosa¹, Agus Suyanto²

ABSTRACT

This research aims to explore the basic value of social institution of farmers and find the technique of re-functionalization of social institutions of farmers. The design of this research is using a case study method based on qualitative and quantitative approach. This research is intentionally conducted in Karangreja Sub-district, Purbalingga Regency of Central Java Province. Based on the research results, The prominent basic social values in the social institutions of farmers in the Agro-tourism area tend to be still around the proximity to the production process. Three prominent basic values: (1) the basic value of perseverance in the process of production, (2) the basic value of togetherness for making decision on production, (3) the value of carefulness in sorting and grading product. Indeed the basic value of togetherness to fight for the price is high but it has not bring such a tangible results for farmers'. The authors predicted that if the socio-economic institutions are strong, they will be able to empower farmers and vice versa if the social institution is weak then the empowerment of farmers is also weak. However, it is necessary to concern that the institution which in charge of product quality, post-harvest technology and marketing has not been much strengthened, so that the welfare of farmers has not changed much. Institutional strengthening in sectors that are still weak need to get more attention from various parties so that farmers become more dynamic and more empowered.

Keywords: Agrotourism Areas, Basic Social Values, Farmers Empowerment, Social Institution.

This is an open access article under Creative Commons Attribution 4.0 License.

1. Introduction

The effort taken to empower rural communities in various areas remain incorrect, while empowerment itself has become the national development priority that needs to be intensified. Apart from all these varieties, empowerment strategies have been implemented to eradicate rural people

¹ Department of Sociology, Faculty of Social and Political Sciences, Jenderal Soedirman University, Purwokerto, Central Java. E-mail: Scokronegoro@yahoo.com

² Department of Agronomy, Agricultural Faculty, Jenderal Soedirman University, Purwokerto, Central Java. E-mail: Agus_syt@yahoo.com

from the shackles of poverty but the realization of certain goals related to increasing economic, social and environmental feasibility and independence has not been achieved optimally. Various obstacles inhibit the achievement of rural community empowerment goals, meaningful, dignified and civilized quality of life. The results of the Santosa and Iqbal (2013) studies indicate that one group of people who are sluggish in achieving the goal of empowerment are farmers living in rural agro-tourism areas.

Rural communities in the agro-tourism area are mostly living as vulnerable farmers who are trapped by the threat of poverty. This is closely related to the vulnerability of farmers in rural areas, agro-tourism areas have narrowed and even lost fertile agricultural land due to sales to investors. Conversion of agricultural land tends to be devoted to the interests of the development of various attractions. According to Santosa, et.al (2012) conversion of agricultural land which actually are the main asset of farmers as their primary livelihood patterns occurred inevitably. As an inevitable consequence on the one hand the number of landless peasants is increasing. Meanwhile, on the other hand, farmers' access to switch their job into non-agricultural jobs is still relatively low. According to the results of Santosa and Iqbal (2013), regardless of the conversion of agricultural land issue, rural agro-tourism areas need to apply the mix farming technology with their potential local resources. By adopting the mixed farming, rural agro-tourism community members are able to maintain and increase family income in real terms. However, the diffusion process of this agricultural system often faces obstacles that slowly spread to the wider community. The function of local institutions here in supporting community empowerment in rural agro-tourism is relatively weak. Therefore, the adoption process tends to focus on members of the core farmer groups. Of course this important issue need to be immediately resolved with efforts to support the attempt of community empowerment in rural agro-tourism area more evenly. Creative economic deveopment requires a symbolic mutualism among three main actors, namely: the goverment, academician and businessman (Ministry of Trade, 2015). Empowerment is not merely a retoric one but must be realized (Hikmat, 2004). It can become requirement for the development of agrotourism area. One of the important thing to do is to introduce various kind of agricultural product innovation based on agro-tourism development (Eneji,et.al 2012). However, the other expert stated that farmers won't achieve any success if they are still struggle as individual, because of their limitation of land and lack of capital (Parma, 2014). In the other hand, the social institutions didn't run well, because the lack of common interest, low participation, manage individually, not based on social capital, top down oriented and lack of cultural factors (Purwanto,2007). More over, Lekaota (2015) stated that the successful of development tourism can be achieved if the management was able to integrate between the central of agrotourism and community. Another study put forward by Ghorbani (2008) revealed that farmers prefer the first channel marketing type of the fourth marketing. Social institutions that are able to improve economic empowerment have not been acknowledged yet, this study tries to highlight the basic social and social institutions that can empower the community. Currently, the portrait of farmers and peasant institutions in Indonesia is recognized not as expected (Suradisastra, 2008). This is a part of the uniqueness of this research. The authors have predicted that if the socio-economic institutions are strong then it will be able to empower farmers and vice versa if the social institution is weak then the empowerment of farmers is also weak. Weak social institutional re-functionalization needs to be done. Therefore, this research have several goals to achieve. First, to reinvent the basic value of social institution of farmers. Second, this research also aims is to find the technique of re-functionalization of social institutions of farmers. Afterward, it can then be used as a basis for finding empowerment models through strengthening local institutions.

2. Research method

The research location is purposively determined at agro-tourism areas of Karangreja sub-district, Purbalingga Regency, Central Java Province. The research location is selected based on consideration that the majority of people (or community) have located in the agro-tourism area and the main earning for living patterns as farmers. Based on the research's results, Santoso and Suyanto (2017) figure out that the majority (> 30 percent) of farmers are classified into poor with the status as farming labors with poor earning diversification, with the income average of less than. IDR 750,000 per month.

The types of data collected consist of primary and secondary data. The data are collected through in-depth interview, observation, and secondary data analysis. The research population covers

the entire poor farmer households living around the research location. The respondent data sources are taken with a purposive technique fulfilling the criteria as farmers who first implement social institutions. The qualitative data are analyzed by utilizing simple statistical tabulation, scoring, and percentage. Data analysed with SPSS for getting trend of social institutions of farmers.

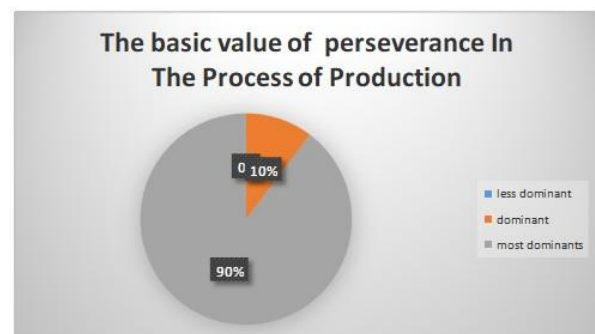
3. Result and discussion

Each farmers has always based on the social values that live in the long history of human civilization itself. Social values that live in the middle of the society is not able to be photographed and can not be touched, but so exist and affect human behavior throughout the ages. Thus, the social values upheld by the community become the starting point and guidance to determine the direction of decent and upheld life and vice versa which is not feasible. These social values reinforce the existence of social norms. This norm becomes the basis of which violates social norms and which are not. Similarly, the life of farmers in the area of Agrotourism Karangreja District and District Baturaden this. Even if there are any innovations that come from outside the social system, they still manage to maintain the values and traditions they hold steadfastly from generation to generation. To find the whole picture, it is necessary to mapped the social value of the community that is important in strengthening local institutions.

However, prior to entering the subject, it is necessary to state that the social institutions of farmers are generally not running well, according to Purwanto,et.al (2007), due to: (1) farmer groups formed kaen based on technical reasons, (2) low participation of farmers, (3) not social capital-based, (4) top down, (5) weakness of cultural aspect of society. If one of them has low participation of farmer group members, then this phenomenon causes farmers do every work individually. This makes them difficult to negotiate in marketing. Especially considering that our farmers generally have some limitations, like limited land and limited access to capital and political access. The lack of social capital also makes it difficult to gain bargaining positions in farmer institutions in marketing and also their bargaining position in determining the price of their agricultural produce in front of collectors and other trading agents. The following is presented a map of various social values that underlie various social institutions alongside the distribution of social values of data collected in two agro-tourism areas.

3.1 Map of social values as an important element of local institutional strengthening of rural communities on agro tourism area in supporting the development of marketing of processed products mix farming business

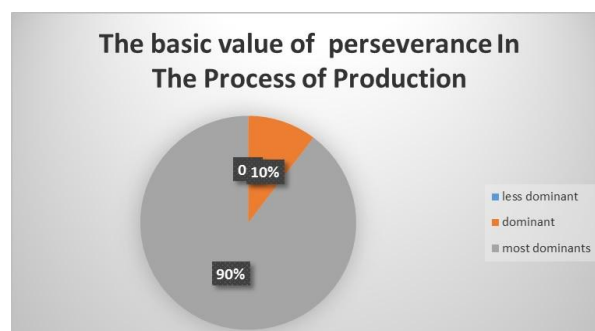
Based on Pic 1. revealed that map in detail in term of social values which strengthened social local institutions. Local farmers can make busy with production process.



Pic 1: The basic value of preserverance in the process of production

3.1.1 The basic value of perseverance in the process of production activities so that production social institution become the most dominant one

Their daily activities of perseverance have realted their journey in keeping harmony with nature. They believe that the preserved nature will earnestly produce life for them in the form of livelihood. Figure 1 shows whether farmer farmers pursue the production process, the transparency of social institutions that process production is quite prominent and very dominant. This is the fruit of community perseverance in the production process. Besode from the social basis of perseverance, the following Figure 2 deals with another.



Pic 2: The basic value of togetherness for making decision of commodity

3.1.2 The basic value of togetherness for making decision of commodity

Farmers in Karangreja as well as some in Baturaden view the value of togetherness as important, but some consider it not a value that is not so important that it does not include the dominant social values. 28% of farmers consider dominant (normal) and 7% look non-dominant. But in general togetherness is still considered important, although not the only dominant value.

3.1.3 The basic value of togetherness for making decision on product price

However, the peasants' struggle for increasing price found a long and winding road and has not produced optimal results, they have actually agreed that selling to a trustworthy collector is an agreement, though not a unanimous deal. Agreement continues to dikoma to find a way out in order to achieve prosperity for farmers and their families. The same fate is the impression they want to utter.

This collectivity value is owned by most farmers who are targeted. Although they have not been able to fight for the price they have agreed upon, they have made an agreement on it. The majority of farmers (83%) who have interviewed authors claim that the value of collectivity is very dominant in their daily lives.

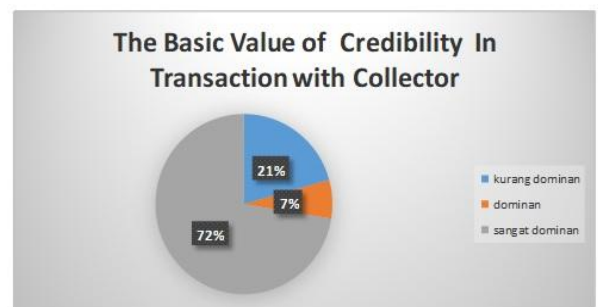


Pic 3: Distribution of the basic value for making decision on product price

3.1.4 The basic value of credibility in transaction with collector

In the Eastern tradition, trust is something that must be nurtured. In business transactions conducted between farmers and collectors sometimes collectors do not immediately pay them. Only after the second transaction, the first new transaction will be paid. Of course this gives a hard feelings for farmers, because of the urgency of various needs. The majority of them dominant (72%) still trust the collectors.

Nevertheless, it does not diminish their trust. Their trust is still proven to be strong enough (medium) to the collectors who have ever delayed payments for so many times. Social harmony is still awake. Even many outside parties who want a change from the relationship patron client relationship, but not or have not managed to shift the emotional connection between them.



Pic 4: Distribution of The Basic Value of Farmer Trustworthy in Transaction with Collector

3.1.5 Tolerance value of product payment

As what have been described in ad. 1.4., farmers' have a high level of tolerance for the collector. Based on data, it can be seen that majority of farmers' (76%) are having a high level of tolerance.

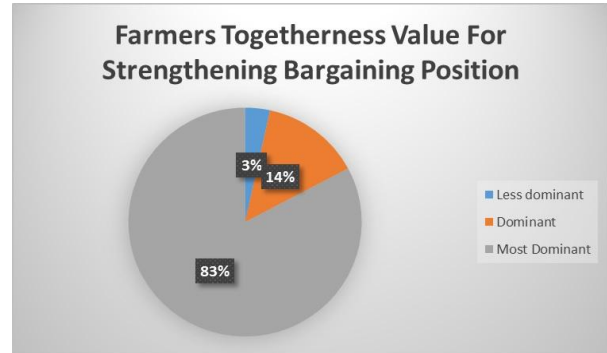
There should be appeared such question about why the farmers' are having a high level of tolerance. Actually, they already know that the collectors' could suffer losses if the accelerated pay is not yet clear. The clarity of behavior outside the market in the arena becomes the starting point for the collectors to pay to the farmers. Of course this also takes time. In this context the farmer loses because the farmer has to wait for two things: (1) the payment of the collector, (2) the collector also waits for the wholesaler.



Pic 5: Distribution of Farmers' Tolerance Value regarding Collectors' Payment Limit

3.1.6 Farmers' togetherness values in strengthening the bargaining position

The desire to live a prosperous life belongs to everyone including in this is a farmer. This desire, of course, needs to be cultivated, both individually and socially through the unity of farmers in strengthening the bargaining position of the collectors. This goal can only be achieved through the unity of farmers in each event to strengthen the bargaining position, but until now the bargaining position of farmers institutionally against the collectors is still weak. This fact is revealed in Figure 6.



Pic 6: Distribution of farmers' togetherness value in strengthening the bargaining position

3.1.7 Collectivity value of product marketing

Perhaps this value is not owned by farmers in the United States who tend to be liberal and individualist, but happened to the Farmers in Karangreja and Baturaden who tends to have a value that is upheld. It is the value of collectivity in product marketing. Figure 7 illustrates the value of collectivity in farmer-owned marketing.

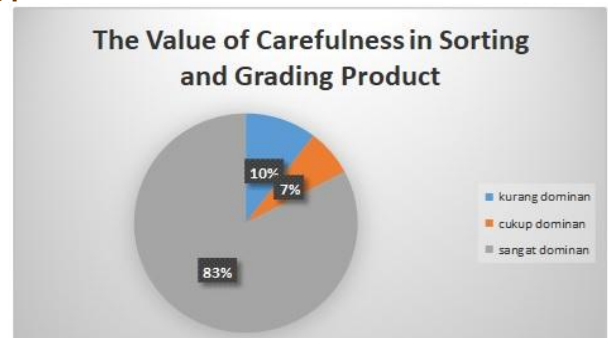
The majority of farmers have a value of collectivity in product marketing, despite this actually not fully benefiting farmers. Why is this done? Here is the resume of the answers given by farmers: *mboten sisah mikir* (not need to think much), quick process, abbreviate the process, *sedulur tani juga wonten langgananipun* (every farmer already have their own customer and they have social cohesion as a "family").



Pic 7: Distribution of collectivity value in product marketing

3.1.8 The value of carefulness in sorting and grading product

Most of the farmers' are very concerned about prudence. Revealed in Figure 8, 83% of farmers studied were highly classified in this regard. The rest are only 10% who answered less dominant and only 7% are quite dominant. That way it is needed to improve the quality of products from farmers. For more details can be seen in more detail in figure 8.



Pic 8: Distribution of the value of carefulness in sorting and grading product

3.1.9 Collecticity Value in Development of Product Sales System

One of the social values that received less attention in the strengthening of product marketing in two agro-tourism areas is the application of collectivity value in the development of agricultural commodity product sales system. This is revealed in Figure 9, the majority of farmers express less dominant. Of course this becomes an obstacle and becomes a homework for agent of development.



Pic 9: Distribution of collecticity value in development of product sales system

3.1.10 Value of togetherness in gaining added value from products

Another important social value is the Value of Togetherness in gaining the added value of the product. Of course in the era of creative economy it

becomes very important but it has not totally appear in two tourist areas in both locations. This is revealed in Figure 10.

3.2 Portrait of local institutional refunctionalization technique of rural community of agro area in supporting development of marketing of processed products of mix farming business

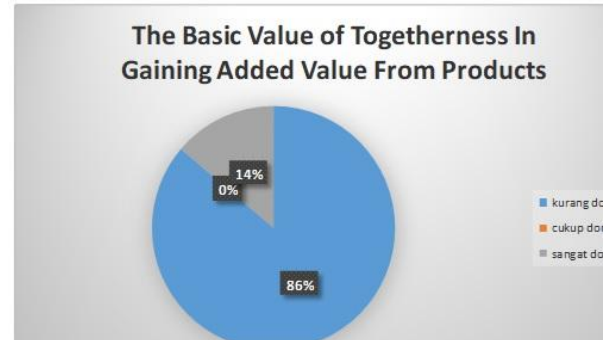
The understanding to discuss this problem begins by describing it at the community level and at the individual level and later explained by referring to questions directly related to the institution of the theme of discussion. It should be mentioned that the method used in this research is the mix method, that is quantitative and qualitative research. However, due to limited time then to get a quick conclusion, it used quantitative test and of course equipped with the results of in-depth interview. One of them uses simple SPSS analysis by looking at mean rank.

The results showed that farmers are still struggling on the institutional function of agricultural production, institutional agro, agro-tourism traders, farmer institutions tenants / tenants and institutional Family Welfare Program (Village level). This finding is similar to Geertz's (1980) research on agricultural involution which state that market has always been a busy place but the profits are stuck in the place. This is revealed from the mean rank in Table 1 which shows that the vital institutional sectors that concern the institutions that can raise the welfare of farmers are not getting a significant place. This can be illustrated by looking these social institution like the institutional processing of crops, the marketing of processed products, the development of post-harvest technology. They are still occupy a mean rank that has not been large and lack of power in strengthening farmer institutions. Some studies aimed at developing knowledge and providing pragmatic solutions by integrating global policy and local interests. One example that local people do by utilizing the development of rest areas and climbing places with home stay to withdraw rent and other facilities. Of course this can only be done by owners who have sufficient capital and infrastructure. This accessibility issue supports the achievement of agro-tourism development.

Tabel 1: Hasil Uji mean rank

Jenis kelembagaan	Mean Rank
SaranaProduksi	11.50
ProduksiUT	8.43
PascaPanen	6.91
PengolahanHasil	7.64
PemasaranProdukOlahan	7.62
Agrowisata	10.97
SimpanPinjam	8.41
UsahaPerkebunan	8.02
PedagangAgrowisata	10.03
PetaniPenggarapPenyewa	9.62
PKKDesa	9.12
ArisanDesa	6.72
PemudaDesaProduktif	7.14
Jimpitan	6.33
PetaniHutan	7.22
PetaniPenggunaAir	10.31

Source : Primary data 2017 (analyzed with SPSS)



Pic 10: Distribution of value of togetherness in gaining added value from products

4. Conclusion

The basic social values that stand out in the social institutions of farmers in the Agro-tourism area tend to be still around the proximity to the production process. Three basic values stand out: (1) the basic value of perseverance in the process of production (90% most dominant), (2) the basic value of togetherness for making decision on production, (3) the value of carefulness in sorting and grading product. Indeed the basic value of togetherness to fight for the price is high but it has not bring such a tangible results for farmers'.

As for the prominent social instances of agricultural facilities, agro-tourism, Family Welfare Program (PKK) and water regulation institution. However, it is necessary to concern that the institution which in charge of product quality, post harvest technology and marketing has not been much strengthened, so that the welfare of farmers has not changed much. Institutional strengthening in sectors that are still weak and need to get more attention from various parties so that farmers become more dynamic and more empowered. The socio-economic institutions, some are strong and some are weak then it will be able to empower if the weak social institutional can be refunctionalized.

5. Acknowledgements

Authors are very grateful to Directorate of Research and Social Service, Ministry of Research and Technology and Higher Education for necessary fund provided. Without this, The research can't be implemented. Appreciation goes to Dinda Dewi Aisyah who help me for translating this manuscript.

References

- Eneji, Mathias Agri, Song Weiping, Oko Sylvannus Ushie. (2012). Benefit of Agricultural Technology Innovation Capacity to Peasant Farmers in Rural Poor Areas: The Case of DBN Group, China. *International Journal of Development and Sustainability*. 1 (2): 145-170
- Geertz, Clifford. 1980. *Involusi Pertanian*. Bhratara Karya Aksara, Jakarta.
- Ghorbani, M. 2008. The Efficiency of Saffron's Marketing Channel in Iran. *World Applied Sciences Journal* 4(4): 523-527
- Hikmat, Harry. 2004. *Strategi Pemberdayaan Masyarakat*. Humaniora Utama Press. Bandung.
- Lekaota, L. (2015). The Importance of Rural Communities Participation in the Management of Tourism Management: A Case Study From Lesotho World. *Hosp. Tour. Themes* 7 : 453-462
- Ministry of Trade (2015). *Kebijakan Pengembangan Ekonomi Kreatif dalam Mendukung Perdagangan di Indonesia*. Jakarta.
- Parma, P.G. 2014. Pengembangan Model Penguatan Lembaga Pertanian Sebagai Prime Mover Pembangunan Kawasan DPP Destinasi Wisata Kintamani. Bali. *Jurnal Ilmu Sosial dan Humaniora* 3 (1) 380-393
- Purwanto, Mat Syukur dan Puji Santoso (2007). Penguatan Kelembagaan Kelompok Tani dalam mendukung Pembangunan Pertanian di Jawa Timur. BPTP Malang. Jawa Timur.
- Rogers, Everett M (1995). *Diffusion of Innovations*. The Free Press. London.
- Santosa, I and Agus Suyanto. 2017. The Benefit of Mix Farming Agribusiness to Strengthen Food Sustainability of The Farmer Household at Agrotourism Areas. *Journal of Art and Humanities*, 6 (10): 24-31
- Santosa, I dan Rawuh Edi Priyono. (2012). Dissemination of Empowerment of Villagers Through Agro-tourism Management). Published by Mimbar Journal, Social and Development Journal. Bandung Islamic University. Bandung.. 28 (2) : 181-190
- Santosa, I and Achmad Iqbal. (2013). A Model of Empowerment of Villagers Through Mix Farming Productive Business Management by Utilizing Eco-techno Entrepreneur at Agro-tourism areas. Stage I National Strategic Research Result Report). Higher Education-Research and Community Service Institution of Jenderal Soedirman University. Purwokerto. 5-18
- Suradisastra, K, 2008. Strategi Pemberdayaan Kelembagaan Petani. *Forum Penelitian Agro Ekonomi*. Bogor. 26 (2) : 82-91