

FARMERS' PERCEPTION OF THE COOPERATION SYSTEM WITH PT INDOFOOD IN POTATO FARMING IN SERANG VILLAGE, KARANGREJA, PURBALINGGA REGENCY

PERSEPSI PETANI TERHADAP SISTEM KERJASAMA DENGAN PT INDOFOOD PADA USAHATANI KENTANG DI DESA SERANG, KARANGREJA KABUPATEN PURBALINGGA

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ABSTRACT

Perception is a person's perspective on what they see, feel, and hear. This research aims to analyze farmers' perceptions of the cooperation system with PT Indofood in potato farming, which are still negative and which are already positive. This research was carried out in Serang Village, Karangreja District, Purbalingga Regency, from March 2024 to April 2024 using a purposive sampling technique with 32 respondents selected based on the criteria of potato farmers who had collaborated for two years and planted potatoes at the beginning of the potato planting season. The method used in this research is qualitative data, which is quantified using data analysis techniques using Likert's Summated Ratings method. The research results show that potato farmers' perceptions of the cooperation system with PT Indofood are in the good category, which is formed by perceptions of good seed availability and perceptions of good market guarantees.

Keywords: Cooperation System, Perception of Potato Farmers, PT Indofood

ABSTRAK

Persepsi merupakan cara pandang seseorang terhadap apa yang dilihat, dirasakan, dan didengarnya. Penelitian ini bertujuan untuk menganalisis persepsi petani terhadap sistem kerjasama dengan PT Indofood pada usahatani kentang yang masih negatif dan yang sudah positif. Penelitian ini dilaksanakan di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga pada bulan Maret 2024 sampai bulan April 2024 dengan teknik *purposive sampling* dengan jumlah 32 responden yang dipilih berdasarkan kriteria petani kentang yang sudah bekerjasama selama dua tahun dan menanam kentang pada musim awal waktu tanam kentang. Metode yang digunakan dalam penelitian ini adalah data kualitatif yang di kuantitatifkan dengan teknik analisis data menggunakan metode *Likert's Summated Ratings*. Hasil penelitian menunjukkan bahwa persepsi petani kentang terhadap sistem kerjasama dengan PT Indofood masuk dalam kategori baik yang dibentuk oleh persepsi ketersediaan bibit baik dan persepsi jaminan pasar baik.

Kata kunci: Persepsi Petani Kentang, PT Indofood, Sistem Kerjasama

INTRODUCTION

Indonesia is known as an agricultural country because most of its Indonesia's abundant natural resources and agricultural land offer significant opportunities for developing horticultural commodities. Indonesia's tropical climate, high rainfall, and diverse, fertile soils create conditions conducive to optimal horticultural crop growth, enabling Indonesia to become a significant contributor to Gross Domestic Product (GDP).

The agricultural sector is a significant contributor to Indonesia's Gross Domestic Product (GDP), contributing approximately 13.28% of national GDP in 2021 (Central Statistics Agency, 2021). The agricultural sector can be a supporting factor for the development of other sectors, thus playing a crucial role in national economic development (Widyawati, 2017).

Horticultural crops, such as ornamental plants, fruit trees, and vegetables, are among the most widely cultivated agricultural crops in Indonesia. Potatoes are a well-known horticultural crop in Indonesia. Potatoes are used as an alternative food ingredient to meet the community's food and nutritional needs. Potatoes can

be processed into various safe food substitutes (Cahyadi et al., 2020).

The characteristic of potato plants, which can only be grown at altitudes of around 1,000-2,500 meters above sea level (Ulum et al. 2020), makes Karangreja District, particularly Serang Village, highly potential for potato cultivation. Located in the highlands around the foot of Mount Slamet, with an altitude of 650-1,500 meters above sea level and relatively high rainfall, the natural conditions are ideal for growing highland horticultural crops, especially potatoes. This makes Karangreja District, particularly Serang Village, one of the potato production centers in Purbalingga Regency (BPS 2021).

Serang Village itself produced 61,550 quintals of potatoes in 2021, increasing to 81,200 quintals in 2022 (Central Statistics Agency, 2022). This is because Serang Village farmers are increasingly interested in growing potatoes, but many are still hampered by limited capital, particularly for purchasing seeds. Therefore, these challenges have led farmers to seek out partners with whom they can collaborate, both in providing seeds and ensuring marketing. One such partner or company is PT Indofood.

The collaboration between potato farmers and PT Indofood is crucial for potato farmers in Serang Village, as PT Indofood provides potato seeds. This facilitates the farmers' access to seed for each planting season. This collaboration has a positive impact and benefits both parties. PT Indofood not only provides seeds but also purchases potato products from farmers, ensuring marketing.

Based on the background above, it is necessary to conduct research on farmers' perceptions of the cooperation system with PT Indofood in potato farming in Serang Village, Karangreja District, Purbalingga Regency.

METHODS

The method used in this study is qualitative data quantified, or the quantitative method. Quantitative is a method that integrates qualitative and quantitative methods. In this study, qualitative data consists of respondents' answers provided by the researcher, such as strongly agree, agree, neutral, disagree, and strongly disagree. These will be converted by the researcher into quantitative data (Sari, 2021). This research was conducted in Serang Village, Karangreja District, Purbalingga Regency, Central Java Province.

RESULT AND DISCUSSION

1. Farmers' Perceptions of the Cooperation System with PT Indofood

Based on an analysis of farmers' perceptions of the cooperation system with PT Indofood for potato farming in Serang Village, these perceptions are formed through an integration of two aspects: seed availability and market assurance. The seed availability aspect is formed from 12 items, including statements regarding seed capacity, seed price, seed diseases, seed collection location, seed distribution time, ease of seed purchase, seed growth, seed care, productivity, seed procurement, own production compared to other farmers, and income. The market assurance aspect is formed from eight items, including minimizing losses, sales transportation costs, profits, reducing sales costs, selling price of potatoes to PT Indofood, potato purchase price, and sales management.

The following are the results of the field research analysis based on the aspects used to analyze farmers' perceptions of the cooperation system with PT Indofood for potato farming in Serang Village. The results of the analysis of potato farmers' perceptions of the cooperation system with PT Indofood

for overall perception or total perception based on the assessment of 32 potato farmer respondents who have entered the sample criteria are in a good position, with a score of 3.67, and are in the median or middle position. This perception is obtained from the aspects of seed availability and market guarantee. The aspects of seed

availability and market guarantee are aspects provided by PT Indofood to potato farmers in Serang Village who are willing to cooperate. Therefore, the results of this good perception analysis can be proven by the presence of a continuous line image in Figure 1 below.

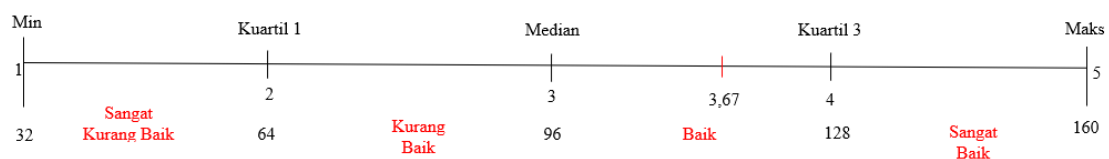


Figure 1. The whole Perception

2. Aspects Shaping Farmers' Perceptions of the Cooperation System with PT Indofood

The aspects shaping potato farmers' perceptions of the cooperation system with PT Indofood are composed of two aspects: seed availability and marketing assurance. The following are the results of the analysis of these two aspects.

A. Seed Availability Aspect

The analysis of farmers' perceptions of the cooperation system with PT Indofood for potato farming in Serang Village, Karangreja District, Purbalingga Regency, for the seed aspect, showed that the perception was good with a score of 3.27, which is in the median. The results of this seed aspect perception were obtained from 12 statements, which were categorized into

two perceptions: positive perceptions of seed availability (9 items) and negative perceptions of seed availability (3 items). The following are the results of the analysis of positive perceptions of seed availability and negative perceptions of seed availability:

1) Positive Perception of Seed Availability

Regarding the positive perception of seed availability, farmers perceived seed capacity as good, with a score of 3.75, which is in the median. This is because potato farmers felt that the potato seed assistance from PT Indofood was limited to only two rolls of land, resulting in new potato farmers being satisfied with the perceived capacity or quantity of seeds received. In the author's opinion, if the availability of

seeds matched farmers' wishes, the perception of seed capacity would be very good, as potato farmers were very satisfied with the seed capacity provided by PT Indofood.

Farmers' perceptions regarding the seed collection location were very good, with a score of 4.23, falling within the third quartile. This is because potato farmers were very satisfied with the seed collection location, which was very close, only a few meters from their homes, and sometimes the seed was delivered by the head of their farmer group.

Farmers' perceptions regarding the timing of seed distribution were good, with a score of 3.46, falling within the median. This is because potato farmers were not very satisfied with the timing of seed distribution, as sometimes the seed delivery from PT Indofood did not match the scheduled date. Based on the author's observations, farmers had already prepared their land and were ready to plant potatoes. Due to delays in the arrival of seeds from PT Indofood, farmers delayed planting, resulting in a delay in the long-awaited harvest.

Farmers' perceptions regarding the ease of purchasing seeds were good, with a score of 3.93, falling within the

median. This was due to the collaboration with PT Indofood, where farmers were not very satisfied with the Atlantic variety provided. According to farmers, the Atlantic variety was already good, and they wanted to try an even better variety.

Farmers' perceptions regarding seedling growth were good, with a score of 3.79, falling within the median. This is because the growth process of PT Indofood potatoes is similar to that of local potato varieties. If the Atlantic variety had a superior growth period, the perception of seedling growth would be higher or very good. Therefore, farmers were not very satisfied with the perception of seedling growth.

Farmers' perceptions regarding seedling productivity were good, with a score of 3.71, falling within the median. This is because potato farmers are not yet fully satisfied with the final potato harvest, which differs by only a few kilograms in weight compared to local potatoes. Therefore, farmers hope for potato seeds from PT Indofood, which have a higher yield. This will improve their perception of PT Indofood's potato productivity.

Farmers' perceptions regarding seed procurement are very good, with a

score of 4.28, falling within the third quartile. This is because potato farmers are very satisfied with the seed procurement from PT Indofood, which sometimes hinders them from purchasing expensive seed.

Farmers' perceptions regarding production yields are good, with a score of 3.96, falling within the median. This is because potato farmers are not yet fully satisfied with their own potato yields compared to those of other farmers.

Farmers' perceptions regarding production income are good, with a score of 3.87, falling within the median. This is because potato farmers are not yet fully satisfied with the income from their potato yields. Therefore, potato farmers' perceptions regarding income are still good, not very good.

2) Negative Perception of Seed Availability

The negative perception of seed availability aspects is: Farmers' perceptions regarding seed prices were ranked as unfavorable with a score of 2.78, falling within the first quartile. This was due to potato farmers'

dissatisfaction with the seed prices provided by PT Indofood. According to potato farmers who collaborate with PT Indofood, the seed prices are still too high. Therefore, perceptions regarding seed prices remain negative, and farmers hope that seed prices can be lowered, which could eventually improve their perception of seed prices to good or very good.

Farmers' perceptions regarding seed diseases were ranked as unfavorable with a score of 2.89, falling within the first quartile. This was due to potato farmers' dissatisfaction with the potato seeds provided by PT Indofood. The potato seeds provided were prone to disease too often if not sprayed with a potato plant disease treatment.

Farmers' perceptions regarding seed care were also ranked as unfavorable, with a score of 2.51, falling within the first quartile. This was due to potato farmers' dissatisfaction with the seed care provided. According to potato farmers, the Atlantic potato variety from PT Indofood requires more care than local potato varieties

This can be proven by the presence of a continuous line image in Figure 2 below.

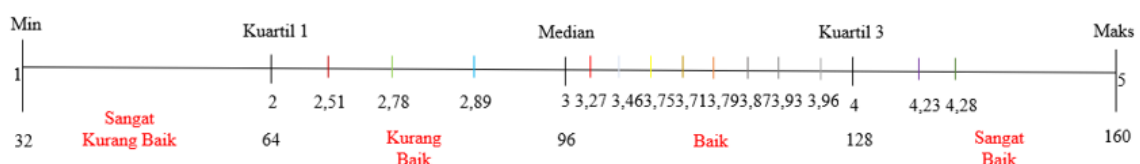


Figure 2. Perception of seed availability

So in the aspect of seed availability, there are 9 (nine) positive perceptions of potato farmers such as in the aspect of seed capacity, seed collection location, seed distribution time, easy seed purchase, seed growth, production capacity or harvest yield, seed procurement, own production results compared to other farmers, and income from the availability of the seeds and 3 (three) negative perceptions of potato farmers in the aspect of seed price, seed disease and seed care.

B. Marketing Assurance Aspect

The analysis of farmers' perceptions of the cooperation system with PT Indofood for potato farming in Serang Village, Karangreja District, Purbalingga Regency, found that farmers' perceptions of market assurance were good, with a score of 3.23, falling within the median. The results of this market assurance perception were obtained from seven items, categorized into two categories: positive market assurance perceptions (6 items) and negative market assurance perceptions (1 item). The following are the results of the analysis of positive and negative market assurance perceptions:

1. Positive Marketing Assurance Perception

Regarding the positive market assurance perception, farmers' perceptions regarding the statement "minimizing losses" were good, with a score of 3.93, falling within the median. This is because new potato farmers are satisfied with the market assurance that minimizes losses. According to farmers, if the price of seeds were lower, their perception of market assurance, minimizing losses, could be categorized as high or very good.

Farmers' perceptions regarding sales transportation costs were very good, with a score of 4.25, falling within the third quartile. This is because potato farmers are very satisfied with the market guarantee provided for their potatoes, which are directly transported by PT Indofood, eliminating the cost of transporting their potatoes to markets or to collectors.

Farmers' perceptions regarding profits were good, with a score of 3.71, falling within the median. This is because potato farmers are only satisfied with the profits they receive, considering the relatively high price of seeds.

Farmers' perceptions regarding the reduction in sales costs were very good, with a score of 4.09, falling within the third quartile. This is because potato

farmers are very satisfied with the way their potatoes are collected, which reduces sales costs. Farmers' perceptions of potato prices during the harvest season were very good, with a score of 4.10, falling within the third quartile. This is because potato farmers are very satisfied with the guaranteed price of potatoes during the harvest season, and they don't need to worry about their produce not selling because they have a guaranteed market from PT Indofood.

Farmers' perceptions regarding sales were also good, with a score of 3.90, falling within the median. This is because potato farmers are satisfied with the guaranteed market from PT Indofood, which addresses sales difficulties.

2. Negative Perception of Marketing Guarantee

Regarding the negative perception of market guarantee,

farmers' perceptions regarding selling prices were poor, with a score of 2.53, falling within the first quartile. This is because potato farmers are dissatisfied with the selling price set by PT Indofood. According to farmers, the selling price for potatoes does not match the high price of seeds, leading them to perceive the selling price as low or inadequate.

So, in the aspect of market guarantee perception, there are 6 (six) positive perceptions of potato farmers in the aspect of minimizing losses, sales transportation costs, profits, sales cost suppression, potato purchase prices from PT Indofood during the harvest season, and difficult potato sales and 1 (one) negative perception of potato farmers in the aspect of selling prices from the existence of the market guarantee. This can be proven by the presence of a continuous line image in Figure 3 below.

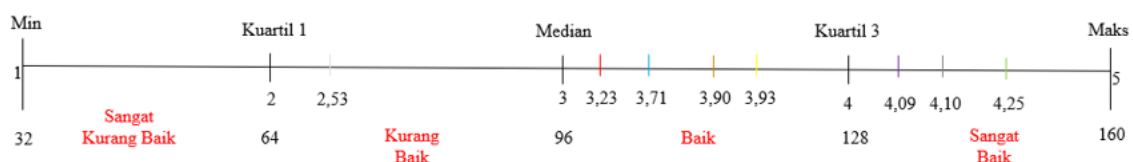


Figure 3. Perception of marketing guarantee

CONCLUSION

Potato farmers' perceptions of the collaboration system with PT Indofood were categorized as good, as evidenced by the perception of good

seed availability and good marketing assurance. The perception of good seed availability was categorized as good, formed by 12 items: seed capacity, seed price, seed diseases, seed collection

location, seed distribution time, easy variety purchase, seed growth, seed care, production capacity, seed procurement, potato yield, and income. Regarding seed availability, there were nine positive perceptions from potato farmers: capacity, location, time, seed purchase, seed growth, production capacity, seed procurement, yield, and income from seed availability. Three negative perceptions were categorized as negative, formed by 8 items: minimizing losses, sales transportation costs, profits, reducing sales costs, purchasing potato products from PT Indofood, selling prices, and overcoming difficult sales challenges. In this market guarantee aspect statement, there are 6 (six) positive perceptions of potato farmers in the aspect of minimizing losses, sales transportation costs, profits, reducing sales costs, potato prices during the harvest season, and difficult sales, and 1 (one) negative perception of potato farmers in the aspect of selling prices due to the existence of this market guarantee.

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