

Community Empowerment Cocoa Plantation In Mojokerto District

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Date of Submission: 11-03-2019

Date of acceptance: 28-03-2019

I. INTRODUCTION

The majority of Indonesia's population are farmers with income levels that are still below the average, thus increasing the welfare of farmers, in essence is to improve the welfare of most of the people of Indonesia. The agricultural sector has an important role in supporting the success of development in Indonesia. One of the leading plantation commodities that has an important role in the economy in Indonesia, especially as a provider of employment, sources of income and foreign exchange Other than oil palm and rubber are cocoa commodities. Indonesian cocoa has qualities that are not inferior to other cocoa producing countries. If fermented properly, Indonesian cocoa can achieve the same taste as Ghana's cacao.

"The Ministry of Industry notes that there are 20 cocoa processing companies with a production capacity of 800,000 tons per year which now operate in several regions in Indonesia. Processed cocoa products produced by the processing industry include cocoa cake, cocoa butter, cocoa liquor, and cocoa powder. Besides the added value compared to only cocoa beans, the products produced are also exported products." (Ministry of Industry, 2016).

Cocoa is also a mainstay product for exports for the Indonesian government, this can be seen from the following data:

"The export value of cocoa cake products reached 155.2 million US dollars, cocoa butter 697.9 million US dollars, cocoa liquor 89.6 million US dollars, and cocoa powder 163.9 million US dollars. Until now there are still opportunities to increase foreign exchange from processing cocoa beans, especially when the productivity of cocoa plants can be improved. But on the other hand, the value of cocoa production also needs to be considered to guarantee raw material supply." (Ministry of Industry, 2016).

Cocoa in East Java Province is included in strategic plantation commodities. Based on data from the Plantation Office of East Java Province in 2017, "Cocoa Area is 58,043 ha with Production of 33,173 tons". (Plantation Office of East Java Province, 2017). The East Java Provincial Plantation Office as the related stakeholder, continues to increase cocoa consumption. One of them is through the Hulu Hilir Agro Maritim program initiated by the Governor of East Java, which works with banks to provide capital for farmers to carry out agribusiness activities from cultivation to processing of crops. In addition, the East Java Plantation Service has a cocoa development program covering 5,000 hectares annually along the southern coast of East Java.

Development of cocoa areas in East Java in the past period, some groups of farmers see the opportunity not only to be involved in the on-farm sector, but also in the off-farm sector. Farmers do not only sell cocoa in the form of ose, but sell it in the form of processed cocoa such as chocolate drinks, sweets, and chocolate bars. The transformation and development of the group from selling only the produce to selling processed chocolate products attracted the attention of the author to dig deeper into community empowerment, the role of related parties and the determinants of successful empowerment of community groups.

The problems in this study is: "How is the Community Empowerment Program for Agro-Maritime Downstream Programs Cocoa Farmers Group in Randugenengan Village, Dlanggu District, Mojokerto Regency?"

Objectives of this study is: "To describe and analyze the Community Empowerment Program of the Upstream Agro Maritim Program of the Cocoa Farmer Group in Randugenengan Village, Dlanggu District, Mojokerto Regency.

II. LITERATURE REVIEW

2.1. The Importance of Good Governance in Community Empowerment.

Governance is defined as a mechanism, practice and procedure for government and citizens to regulate resources and solve problems of public problems. In the concept of governance, the government only becomes

one of the actors and is not always a decisive actor. Governance requires a redefinition of the role of the state, and that means there is a redefinition of the role of citizens. There are greater demands on citizens, including monitoring the accountability of the government itself. (Sumarto and Hetifa, 2003). Governance is more of a series of processes of social and political interaction between the government and the community in various fields related to the interests of the community and government intervention in those interests. Good governance can work well when the actors in it synergize in carrying out their respective roles, namely Government, Community and Private Sector, Sedarmayanti (2009).

2.2. Community empowerment

Etymologically empowerment comes from the basic word "power" which means strength or ability. Starting from this understanding, empowerment can be interpreted as a process towards empowering, or a process to gain power / ability / ability, and / or the process of giving power / strength / ability from parties who have power to those who are lacking or not yet empowered. According to Arthur Dunham (1958), there are three approaches to Comdev planning, namely First, Development for Community. The originator of empowerment is a company with the status of a donor, while the community is an object. Second, Development with Community. Empowerment in this case was formulated jointly by donor companies and the community. Third, Development of Community.

Tabel 2.1. Type of Comdev Approach

	DEVELOPMENT FOR COMMUNITY	DEVELOPMENT WITH COMMUNITY	DEVELOPMENT OF COMMUNITY
<i>Inisiator</i>	Company	Companies and Community	Societies
<i>Status of Corporate</i>	Donor	Development Agent	Development Agent
<i>Status of Society</i>	Object	Object or subyect	As subject
<i>Goal</i>	Result Oriented	Oriented Development Result	Process Development
<i>Side Effect/ Impact</i>	Depends on	Dependence and Self-Help	Self Help
<i>Time Frame</i>	Short term/Specific Objectives	Medium/ Continuous term	Medium and Long Term/Sustainable

Source : Alfitri. (2011).

III. RESEARCH METHODS

This research was carried out descriptively, to describe the process of empowering the Cocoa farmer community, in Mojokerto East Java, a qualitative approach was carried out in this study to obtain data to obtain more in-depth information from the empowerment process for cocoa farmer groups, both from upstream to downstream, in the form of chocolate processing industry, so that it can be consumed directly by consumers. The focus of research is oriented towards efforts to empower self-help organizations and joint efforts of individuals in society, but usually with technical assistance from both the government and voluntary organizations, with a theoretical approach from the Comdev formula proposed by Dunham, which includes 4 steps namely

1. A plan program with a focus on the total needs of the village community (a plan program with a focus on holistic community needs).
 - a) Technical assistance (technical assistance)
 - b) integrating various specialties for the help of the community (integrating various specificities for community assistance)
 - c) A major emphasis on help and participation by the major residents of the community (a major emphasis on self help and community participation).

For complete data, in-depth interviews were used with Community Development in the area, supported by documentation and other secondary data. The analysis used the model of Miles Huberman and Saldana (2014), as shown below:

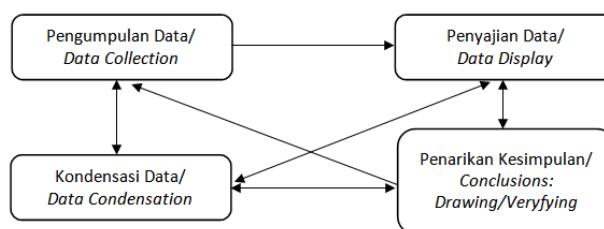


Figure 3.1. : Data Analysis Techniques
Source: Miles, Huberman dan Saldana, 2014

IV. RESEARCH RESULTS AND DISCUSSION

The activity base of the Cocoa farmer group is in the Village of Randu Genengan and spreads in various villages and sub-districts in Mojokerto Regency. For more details, see the following picture 4.1.

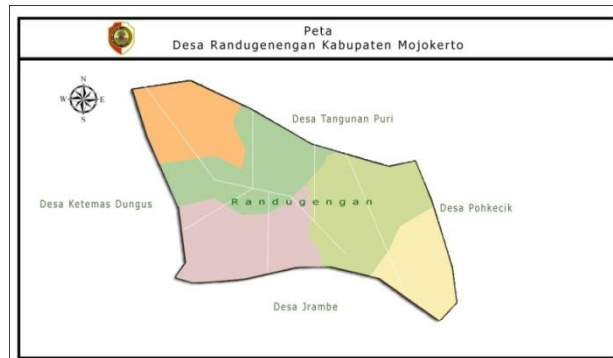


Figure 4.1 Map of Location of Randugenengan Village, Dlanggu District, Mojokerto Regency
Source processed by researchers, 2019

4.1. Profile of Mulyo Jati Tani Group

Mulyo Jati farmer group is a plantation farmer group that has concentrated cocoa cultivation since 2011 and has had Legal Entity status in 2015. Mr. Mulyono at that time served as Coordinator of Economic Institutions (NU Semi-autonomous Institutions) through NU MWC (Assembly Representative of Nahdhatul Ulama Branch ') Dlanggu Subdistrict, makes Cacao cultivation one of its superior programs. In detail the Cocoa Development by the Mulyo Farmer Group Jatis as can be seen in table 4.1.

Table 4.1. Development of Cocoa in the Mulyo Jati Farmer Group

No	Tahun Tanam	Luas (Ha)	Petani (KK)
1	2012	89,18	233
2	2013	26,71	52
3	2014-2015	60,67	83
4	2016-2017	104,7	90
	Jumlah	281,26	458

Source: Mulyo Jati farmer group data (2018).

While the development location is in 12 sub-districts, Dlanggu District is a development center and is supported by 11 other sub-districts as plasma, namely: Trowulan, Trawas, Jatrejo, Gondang, Bangsal, Pungging, Kemlagi, Jetis, Sooko, Mojosari, and Dawar. At the beginning of the establishment, the community of Randugenengan Village which was originally part of the Nadlathul Ulama PC Organization. Kab. Mojokerto formed the Mulyo Jati Farmers Group which was initiated by Mr. Mulyono and appointed as Group Chair. The following is the organizational structure of Mulyo Jati Farmers Group.

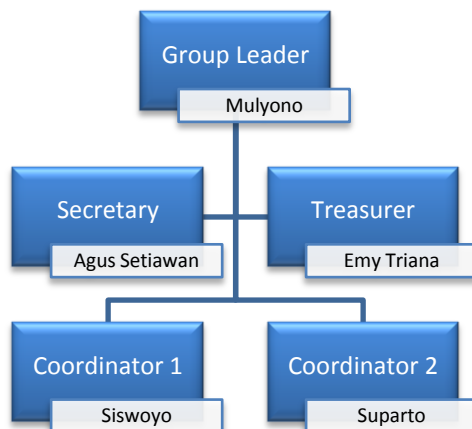


Figure 4.2.: Organizational Structure of Mulyo Jati Farmers Group

4.2. Group Downstreaming

The group's cocoa production is sold in the form of non-fermented dried beans, with an average price of Rp. 22,000.00 - Rp. 24,000.00 / kg, but if fermented, the price can reach Rp. 30,000, - because the amount is only small, fermented cocoa is considered the same as non fermented cocoa by traders, so farmers are reluctant to do fermentation. Through this program, because the target is to produce semi-finished products or finished products, and of course the price will be assessed according to fermented quality, it is hoped that farmers will be willing to do fermentation. The Mulyo Jati Farmers Group, only carried out fermentation in a limited amount of \pm 2.4 tons / year, to be distributed at the Center for Research and Development into Cocoa Powder and Butter, as raw material to be processed into chocolate drinks and foods in the Mulyo Jati Farm Group.

The increase in group cocoa production due to the addition of members and the area requires groups to develop from those who only sell their crops to a group of collectors and processors for harvesting members. The model that will be implemented in the development of upstream downstream cocoa in the Mulyo Jatiyang Kelompok Tani in the future plans to establish a farm cooperative will act as the core that carries out processing operations. With the concept of downstreaming cocoa products, Mulyo Jati farmer groups have a vision: "Becoming a Farmer Group that is capable of producing quality Cocoa / Chocolate Processed and meets the requirements of SNI Processed Chocolate quality"

Mulyo Jati farmer groups realize the vision above by taking concrete steps through the mission:

1. Ensuring the competency of employees of the Tani Mulyo Jati Group in handling the production of cocoa / chocolate processing.
2. Arranging the quality system documentation in accordance with SNI ISO 9001: 2015
3. Implementing the SNI ISO 9001: 2015 system on an ongoing basis
4. Conduct periodic internal audits
5. Ensure the production of processed chocolate produced by the industry of the Tani Mulyo Teak Group in accordance with Chocolate Processed SNI and obtain the Product Certificate for SNI Marked Chocolate Users

4.3. Community Empowerment

In this section we will describe the findings and analysis of the Research with a conceptual framework involving the pillars of governance, namely Private, Government and Society using community development theory proposed by Arthur Dunham (in Wrihatnolo and Riant, 2007), namely: A plan program with a focus on the total needs of the community, technical assistance, integrating various specialties for the help of the community, a major emphasis on help and participation by the residents of the community.

A. A plan program with a focus on the total needs of the village community

Community Development (comdev) is a continuous development process. The results of the study showed that in the Mulyo Jati farmer group there were quite mature planning stages and focused on village needs. This can be seen when the community needs an alternative commodity for additional income, new commodities emerge that can be cultivated and can meet the needs of members every month because cocoa can be harvested at any time without being directly affected by the season. The Chairperson of the Group as an agent of change can be said to empower the community, in three ways, namely: Enabling, strengthening potential (empowering) and creating independence. This was done by the group, especially the Chair of the group, in mobilizing and developing the cocoa plantation community to gradually grow cocoa in the Mojokerto Regency area. Meanwhile in the government sector, it also provides assistance as follows:

"An effective planning system that combines top down concepts with bottom up. The top down concept is needed to determine the direction of policy in accordance with the planning system and organizational goals, whereas the bottom up concept is needed to capture the aspirations and needs of the community. By using a top down approach. Development assistance for cocoa commodities, the Mojokerto region is not included in the Province's cocoa development zone, so the Provincial Government has never allocated assistance for the Mojokerto area, especially in Mulyo Jati farmer groups." (Results of interview January 10, 2019).

The government starts empowerment from the stages of planning, implementing and monitoring to evaluating activities.

B. Technical assistance.

Comdev needs technical assistance in the form of both physical and educational purposes with the aim of improving the economic, social and cultural conditions of local communities to achieve a better quality of life. From the Government sector, the East Java Provincial Plantation Office has provided guidance to the group, as stated by the Informants as follows:

"The Cocoa development program in East Java is a sustainable program, which is a development effort that covers economic, social and environmental aspects for the needs of the community today but does not sacrifice or reduce the needs of future generations. With the implementation of the cocoa expansion program

every year reaching 5,000 ha, here interaction takes place not only in terms of the economy, the systematic impact on the community is directly felt the benefits. "(Results of interview January 10, 2019).

Based on this information, the Government has made an empowerment effort called technical assistance. The assistance provided to the community is not only physical but also has HR development activities.

Community development as an example of social action in solving problems and giving great attention to changing society, namely change towards a better direction. These changes start from the level of the individual community to the social level through changes in social institutions that exist in the community.

C. Integrating Various Specialties for the Help of the Community

Comdev focuses its activities through empowering the potential of the community to meet their needs, so the principle to help the community to help them can be reality. These potentials can be integrated through various specificities of assistance for groups. According to the information from the Informant as a member of the farmer group mentioning that:

"Planting in 2012, this year has been harvested with quite good results. Assistance received in the form of cocoa seeds and fertilizers is very helpful in reducing production costs. It turned out that the assistance was followed up with training activities related to cultivation and training in handling cocoa pests. With this assistance, we feel very helpful, because we as farmers can learn new commodities and be able to add additional income apart from agricultural commodities. "(Results of interview 13 January 2019).

D. A major on-topic emphasis on help and participation by the residents of the community

Comdev emphasizes the principle of independence, meaning active participation in the form of joint action "groupaction" in solving problems and fulfilling their needs based on the potential of the community. The community development program is focused on efforts to empower local communities and partnership programs involving all stakeholders. The Banking, namely the East Java UMKM Bank as an Informant said that:

"The UMKM Bank was very enthusiastic about the program initiated by the East Java Provincial Government in early 2018 called the Agro Maritime Downstream Program. MSME banks focus on financing for Micro, Small and Medium Enterprises. Prior to the upstream downstream program, we had the Agricultural Package Credit Program (PKP) which had economic growth priorities in the agricultural and agro-industrial sectors as indicated by job creation, encouraging entrepreneurship and increasing employment. "(Interview results 11 January 2019).

Based on information from the whole informants, both farmer groups, Government and Banking, 3 pillars of Good Governance collaborate in conducting social and political interactions in order to improve people's ability to achieve goals, independence, sustainable development, and social justice. The Government as the Dagulir Working Group determined by the Governor's Decree has the authority, namely:

- a) Make and prepare a revolving fund management policy;
- b) Coordinating, monitoring and evaluating the implementation of duties of the Secretariat in each Service / Agency / Bureau; and
- c) Report on the implementation of their duties to the Governor of East Java.

Whereas banks, namely MSME Banks, have the authority including:

- a) Conduct bank checking / Debtor Information System (SID);
- b) Conduct group survey and analysis
- c) Make recommendations on the results of field surveys and assessments
- d) Issue a Credit Approval / Refusal Notification Letter (SPPK)
- e) Sign the credit agreement and its participation and disburse the credit in accordance with the Credit Approval Letter (SPPK);
- f) Conduct credit supervision and collection, rescue, credit settlement to credit recipients either alone or jointly with the Office / Agency / Bureau;
- g) Receive back deposits and loan installments from the Debtor
- h) Make a report on the progress of credit realization.

The community / group has the obligation to prepare all the requirements needed by the Bank and fulfill all obligations for loan repayment procedures. At this stage, group independence is formed and needed. How managerial managers manage cashflow between inputs and outputs can be balanced. So that the goal of empowering the upstream downstream Agro Maritime program can be achieved well.

Comdev with all its activities in development avoids the "doing for the community" work method, but adopts the work method "doing with the community". The method of doing with, stimulates the community to be active and dynamic and able to identify which needs are of a nature - real needs, felt needs and expected need with work methods that focus on the need for participatory independence in the development process. Based on

the results of the interview the formulation of the comdev element on the role of governance is presented in table 4.4 as follows.

Table 4.2. Formulation of the Comdev Element on the Role of Governance

No	Comde Theory of Arthur Dunham	Pillar of Governance		
		Society	Government	Private
1	A plan program with a focus on the total needs of the village community	plan alternative commodities for increased income	The top down and bottom up planning process for cocoa development	-
		Planning efforts to attract farmers to grow cocoa	The process of assessing groups	
2	Technical assistance	Provision of cacao seeds for the community	Allocation of assistance for seeds, medicines and fertilizers	-
		Accommodate and process crops for sale to factories	Allocation of activities to increase farmer human resources	
3	integrating various specialities for the help of the community	Directing cultured members according to GAP	Identify group readiness to explore the downstream sector	Identify group businesses
		Direct members to process fermented cocoa beans	Facility assistance and results processing tools	Assist groups in preparing Budget and Expenditure Plan
4	a major emphasis upon self-help and participation by the residents of the community	Prepare a garden for cultivation training and pest management	Agro Maritime Upstream Downstream Program Policy	Supporting the Budget and Expenditure Plan and disbursing group funds
		Managing capital loans		Monitoring and supervision of group spending

Source: processed by the author, 2019

V. CONCLUSION

The community empowerment program through the Hulu Agro Maritime Program, which involves 3 pillars of good governance in Randugenengan Village, Dlanggu District, Mojokerto Regency as follows:

- a) The government and the community play a role in all elements of the comdevity, namely holistic development, technical assistance, integration of the specificity of assistance and an emphasis on independence and community participation).
- b) The private sector (Banking) plays a role in two elements, namely the integration of the specificity of assistance and the emphasis on independence and public participation.
- c) Community Parties, the success of community empowerment of cocoa plantations in Mojokerto Regency is influenced by active community participation, trust and optimism from the group leader to develop empowerment. Community development is not only a community empowerment strategy that runs one way but allows the giver and recipient to be involved in the process which includes planning, monitoring and evaluating the implementation of activities.

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Yasinta Enggal Prayoga. " Community Empowerment Cocoa Plantation In Mojokerto District." *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*. vol. 24 no. 03, 2019, pp. 89-95.