



The Strategy Analysis of Empowerment for Women

Farmers Group Kedurus in Surabaya City

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ABSTRACT

In this research we will look at socio-economic conditions and ultimately analyze what strategies are appropriate and effective for women farming groups in Kedurus, Surabaya city. The aim of the research is to first explain the socio-economic conditions that exist among members of the women farmer group in Kedurus. Second, analyze and describe how empowerment strategies are appropriate to the needs, characteristics and abilities of women farmer group members in Kedurus. This research began in July and ended in August 2023. The objects of this research were 28 female farmer members in the Kedurus. This research uses a census method where all members are the object of research. This research uses SWOT analysis to describe how empowerment strategies suit the needs, characteristics and abilities of women farmer group members in Kedurus.

Keywords: Empowerment, Farmer, Woman

1. INTRODUCTION

Gender issues are the 5th goal of sustainable development (SDG's). This gender issue includes women's role in politics and economics. (Central Statistics Agency, 2013). In the economic sector, women also have a role in agriculture. In Indonesia, 23.14 million main farmers are male and 3.00 million main farmers are female. In the agricultural subsector of food crop cultivation, 78.91% is carried out by male farmers and 21.09% is carried out by female farmers (East Java Central Statistics Agency, 2018). This reflects that in Indonesia the role and participation of women in the agricultural food crop subsector is still low. The agricultural sector in Indonesia still has many gender gaps and injustices. (Farida, 2016). This happens because of the minimal participation of women in the agricultural development process. Apart from that, the empowerment programs implemented are not able to provide justice to women. (Altenbuchner et.al. 2017)

Women are potential families who have enthusiasm. However, there are still many women who are less empowered due to several factors, including low economic level, low level of knowledge and skills and lack of access to increase their knowledge and skills. These factors

encourage women to take over the family's economic responsibilities by working outside the home. (Mangowal 2017)

The role of women in participating in overcoming family economic difficulties has been pursued through statutory regulations which essentially aim to elevate women to be equal to men in certain matters (KP3A, 2018). One of the regulations governing women's empowerment is Law no. 25 of 2005 which includes: (1) programs to improve women's quality of life, (2) programs to develop and harmonize women's empowerment policies, and (3) programs to increase the role of society and institutional empowerment for gender management.

According to Mosher, one of the conditions for expediting agricultural development is the cooperation of farmer groups, so there is a need to organize farmer forums in the form of farmer groups. With farmer groups, it is hoped that farmers can meet each other and discuss together to plan activities (Hanjani et.al, 2015)

Kedurus Women Farmers Group at Kedurus Village, Karangpilang District, Surabaya City is one of the strategic activities in order to participate in development in the agricultural sector and contribute to creating conditions for an empowered community in an effort to empower the community's creative economy. Apart from having economic benefits, empowerment through the Kedurus Women Farmers Group also has social and environmental benefits and is one solution because they use empty land to make it useful.

However, the lack of knowledge regarding agricultural cultivation and processing of agricultural products is an obstacle for the group in carrying out its activities. So there is a need for assistance by community workers who are competent in their fields (Akter et al, 2018). By holding empowerment through Kedurus Women Farmers Group, it is hoped that it can help women or housewives in Kedurus Village, Karangpilang District who were previously only ordinary housewives, with access to taking part in activities in this group can help increase low family income and become a more prosperous family where primary, secondary and tertiary needs are met.

Thus, researchers will conduct research on the Kedurus Women Farmers Group, Kedurus Village, Karangpilang District, because the targets for implementing this empowerment are women or housewives who are of productive age and whose economic conditions are relatively low.

The aim of the research is, among other things, to first explain the socio-economic conditions that exist among members of the Women Farmers Group in the Kedurus. Secondly it will analyze and describe how empowerment strategies are appropriate to the needs, characteristics and abilities of members of the Women Farmers Group in the Kedurus



2. RESEARCH METHOD

The research location is in the Kedurus Women Farmers Group, Surabaya City. In this research, the location was chosen based on purposive criteria because it is one of the Women Farmers Group that still exist in the city of Surabaya. In July this research began and then ended in August 2023. The objects of this research were 28 female farmer members in the Kedurus. This research uses a census method where all members are the object of research. This research used 2 types of data, namely primary data and secondary data. The analysis that will be used in this research is Quantitative Descriptive Analysis. SWOT Analysis will analyze the strengths, weaknesses, opportunities and threats used to formulate an effective strategy for empowering Women Farmers Group by adapting gender mainstreaming and a gender perspective. (Soekanto, 2012)

3. RESULTS AND DISCUSSION

Socioeconomic Conditions

This subchapter will explain the socio-economic conditions of female farmers in the Kedurus Women Farmers Group, Surabaya City. According to Soekanto (2012), there are 6 socio-economic indicators to assess members of the Kedurus Women Farmers Group: (1) age, (2) education level, (3) family members, (4) income, (5) control over land . and (6) Production. The socio-economic conditions of female farmers in the Kedurus Women Farmers Group, Surabaya City can be explained as follows:

1. Age of Kedurus Women Farmers Group's members.

Age is the first indicator to determine the socio-economic conditions of women farmers. Table 1 shows the ages of the women farmers interviewed.

Table 1. Age of Kedurus Women Farmers Group's members

No.	Age (years old)	Total (People)	Persentase (%)
1	53-55	15	53,57
2	56-58	10	35,71
3	59-61	3	10,71

Primary Data, 2023.

Table 1 shows that the age of Kedurus Women Farmers Group members in the 53-55 year age group is 53.57%, in the 56-58 year age group it is 35.71% and in the 59-61 year age group it is 10.71%. The largest number of members of the Kedurus Women Farmers Group are aged between 53 and 55 years with a percentage of 53.57%.



2. Latest education of Kedurus Women Farmers Group's members

This education level will measure the current education level of the surveyed female farmers. Table 2 below shows the education level of the women farmers interviewed.

Table 2. Latest education of Kedurus Women Farmers Group's members

No.	Last Education	Total (People)	Persentase (%)
1	Junior high school	8	28,57
2	Senior high school	12	42,85
3	Bachelor	6	21,42
4	Master	2	7,14

Primary Data, 2023.

In Table 2 it can be explained that members of the Kedurus Women Farmers Group who have a junior high school education amount to 28.57%, members of the Kedurus Women Farmers Group with a final high school education level contribute 42 .85%, members of the Kedurus Women Farmers Group with a final education level of Bachelor's degree have a percentage of 21.42% and Members of Kedurus Women Farmers Group with a final education of a master's degree is 7.14%. The educational level of members of the Kedurus Women Farmers Group was surveyed with the highest level of education being high school with a percentage of 42.85%.

3. Number of Family Members of the Kedurus Women Farmers Group

This index shows the number of family members in the Kedurus Women Farmers Group. Table 3 will show the number of family members of the Kedurus Women Farmers Group.

Table 3. Number of Family Members of the Kedurus Women Farmers Group

No.	Number of Family (people)	Total (People)	Persentase (%)
1	1	7	25,00
2	2	13	46,42
3	3	4	14,28
4	4	4	14,28

Primary Data, 2023.

Table 3 shows the number of family members of Kedurus Women Farmers Group members with 1 person being 25%, the number of family members of Kedurus Women Farmers Group being 2 people being 46.42%, the number of family members of Kedurus Women Farmers Group 3 and 4 people are 14.28%, the number of people in one family of 4 is 6.67%. The largest number of family members is 2 people, namely 46.42%.



4. Income of Kedurus Women Farmers Group's Members

This indicator identifies the income of Kedurus Women Farmers Group's Members for one month. Table 5 shows the monthly income of Kedurus Women Farmers Group's members.

Table 4. Income of Members of the Kedurus Women Farmers Group

No.	Income (Rp)	Total (People)	Persentase (%)
1	1.000.000-2.000.000	10	35,71
2	2.100.000-4.000.000	10	35,71
3	>4.000.000	8	28,57

Primary Data, 2023.

Table 4 shows that the monthly income of Kedurus Women Farmers Group members with an amount of 1,000,000-2,000,000 has a percentage of 35.71%, then the income of Kedurus Women Farmers Group members income is IDR . 2,100,000-4,000,000 is 35.71% and the income of Kedurus Women Farmers Group members with an amount of >Rp. 4,000,000 is 28.57%. From this data, it can be seen that the highest income for members of the Kedurus Women Farmers Group is the income of Members of the Kedurus Women Farmers Group per month with the amount of 1,000,000-2,000,000 and the income of Members of the Kedurus Women Farmers Group with the amount of Rp. 2,100,000-4,000,000 has a percentage of 35.71%.

5. Land Tenure

This land tenure indicator will explain the types of land tenure consisting of private property and rent owned by female farmers. However, in the Kedurus Women Farmers Group, Kedurus Village, Karangpilang District, Surabaya City, the land used is a public facility that is used for hydroponic cultivation. So land control is not owned by individuals but belongs to the Surabaya City Government.

6. Hydroponic Production Per Season on land managed by Members of the Kedurus Women Farmers Group

This rice production indicator can determine the production capacity of hydroponic Pakchoy on land managed by Kedurus Women Farmers Group members during the January-August 2023 planting period. Table 5 will show the production of hydroponic Pakcoy on land managed by Kedurus Women Farmers Group



Table . 5 Hydroponic Pak Choy Production

No.	Hydroponic Pak Choy Production Per Planting Season (Kg)
Planting Season 1	25
Planting Season 2	22
Planting Season 3	30
Planting Season 4	28
Planting Season 5	28

Primary Data, 2023.

Table 5 shows the amount of Hydroponic Pakcoy production per growing season with a total of 25-30 kg. The amount of hydroponic pak choy production fluctuates due to unpredictable weather changes in each growing season. It is hoped that with the addition of a green house, hydroponic pak choy production will also increase.

Research Discussion

According to Arcani et.al, (2018), empowerment or community development has different strategic functions in improving the quality of human resources. The community development approach in development is important because the community is placed in the position of manager (subject) as well as beneficiary of development results. Community development is a new social development model that prioritizes weak and powerless groups.

Achieving the goal of increasing the standard of living independently and independently is a determining factor in the success of community development as a development process that is beneficial to society, especially society at the grassroots level. By implementing community development, many problems that are still hidden by residents can be revealed so that appropriate solutions can be found. People no longer need to think that the various problems they face are a shame that other people should know about.

Community development has the function of encouraging and protecting the growth and development of local economic strength, mastery of science and technology based on the strength of the people. Income is one of a person's socio-economic indicators which is greatly influenced by a person's resources and abilities. Income from agriculture is often associated with the spread of innovative elements in agriculture. Farmers with higher incomes will adopt innovations more quickly (Hermanto, 2011).

The socio-economic indicators in this discussion are age, highest level of education, number of members, income, land control and total production. Based on research results, the age of members of the Kedurus Women Farmers Group is still in the productive age group with a



percentage of 53.57. According to the Central Statistics Agency (2020), productive age is 15 years to 64 years, so members of the Kedurus Women Farmers Group are classified as productive age workers. This can show that those of productive age will be more enthusiastic about participating in empowerment activities carried out in the Kedurus Women Farmers Group

In the Socio-Economic Education indicators, Kedurus Women Farmers Group members have the highest score of 42.85% at the high school level. This shows that those of productive age and the most recent education with a high level of education are able to accept new innovations because they have an open mind and are easy to accept innovation adaptations.

In the socio-economic indicators of land tenure, this land tenure indicator will explain the type of land tenure consisting of private property and rent owned by female farmers. However, in the Kedurus Women Farmers Group, Surabaya City, the land used is a public facility that is used for hydroponic cultivation. So land control is not owned by individuals but belongs to the Surabaya City Government.

An indicator of the production of hydroponic pak choy plants, initially local residents did not have the ability to cultivate hydroponics. Finally, the Kedurus Women Farmers Group was formed in Kedurus Village. At the Kedurus Women Farmers Group, members are taught how to cultivate pak choy from planting to harvest. Until the members were able to cultivate hydroponic pak choy, they finally had increased abilities and were finally able to plant and harvest up to 5 planting periods in 2023.

SWOT Analysis of Empowerment Strategy

Table 6. Analysis of Internal Factors and External Factors

INTERNAL FACTOR ANALYSIS					
Internal Factors	Parameters	Indicators	Weight	Rating	Score
Strengths	Farmers' Age	Based on the survey, 53.57% of female farmers are of productive age	0,30	2	0,6
	Farming Experience	46.67% of female farmers have 40-45 years of farming experience	0,34	3	1,02
	Having yard land	Shared yard land	0,36	3	1,08
Total			1,00		2,70



Internal Factors	Parameters	Indicators	Weight	Rating	Score
Weakness	Farming Experience	Farming experience less than 2 years	0,36	2	0,72
	Lack of knowledge and information on other hydroponic cultivation	Because it is still a new group, there are not many empowerment activities	0,30	2	0,60
	Cultivation capital	Capital limitations	0,33	2	0,66
			1,00		1,98
	TOTAL S+W FACTOR				4,68

EXTERNAL FACTOR ANALYSIS

External Factors	Parameters	Indicators	Weight	Rating	Score
Opportunity	Availability of business capital institutions	here are people's credit banks in Wiyung District	0,31	3	0,93
	There is a market.	There is a sub-district scale market in Wiyung Village	0,37	3	1,11
	There is an Agricultural Service that will assist	There is an agricultural service that is ready to assist	0,31	3	0,93
Total			1,00		2,97



External Factors	Parameters	Indicators	Weight	Rating	Score
Threats	other hydroponic producers	There are many hydroponic producers in the city of Surabaya	0,34	2	0,68
	Buyers are not always there	because it is located in a village so it is difficult to market	0,38	2	0,76
	Hydroponic equipment that is not women friendly Agricultural	machinery that is not women friendly also makes members difficult	0,28	2	0,56
			1,00		2
	TOTAL EXTERNAL FACTOR SCORE O+T				4,97

The table above shows that the internal factor Strengths (S) has a score of 2.70 and the internal factor Weaknesses (W) has a score of 1.98. This shows that this strength factor can minimize the weaknesses as above. Furthermore, in the external factors table it can be explained that the external factors Opportunities (O) have a total score of 2.97 and the external factors Threats (T) with a score of 2.00. So that external factors, opportunities, can minimize existing threats. In explaining the factors from the table above, internal factors (S+W) have a total score of 4.67 and external factors (O+T) have a total score of 4.97. From this explanation, it can be interpreted that the external environmental conditions are greater than the external environmental conditions, so that the empowerment program that will be carried out can run well because of the support from a strong external environment.



Table 7. Empowerment Strategy for Kedurus Women Farmers Group

Internal Factor Analysis Summary (IFAS)	Strenght (S)	Weakness (W)
	Age of farmer	Education level
	Farming Experience	Lack of knowledge and information on other hydroponic cultivation
	Has a yard	limited activities for members to gather
Summary of External Factor Analysis (EFAS)		
Opportunity (O)	Strategy SO	Strategiy WO
Availability of business capital	institutions Increasing number of members of women farming groups	Skills training in carrying out hydroponic cultivation of other vegetable crops
There is a market	Utilizing yard land for cultivating vegetable crops.	Assistance to women farmers until they become independent
There is an Agriculture Service that will assist		providing access to facilitate capital
Threat (T)	Strategy ST	Strategy WT
other hydroponic producers	Cultivate other than pakchoy and water spinach	Farming school for women farmers
Buyers are not always there		
Hydroponic equipment that is not female friendly		

Source: Primary Data 2023

Empowerment Strategy Formulation



In the case of Kedurus Women Farmers Group, an empowerment strategy is needed that is appropriate to the conditions of Kedurus Women Farmers Group. In formulating a strategy for empowering women, a strategy with gender mainstreaming that is in line with the characteristics of women farmers is needed (Agriculture Ministry, 2009). An appropriate empowerment strategy is to use the Gender and Development (GAD) approach.

According to Farida (2016), GAD starts from a holistic perspective, namely looking at social, economic, political and cultural organizations to understand the subordinate position of women in society. GAD does not only pay attention to women, but pays attention to women in the social construction of gender which assigns certain roles to women and men. So training and mentoring are needed that can increase the knowledge of women farmers. Apart from that, family development and business development can be used as empowerment activities that can improve the knowledge and economy of women farming families. (Handani, et al, 2015)

The formulation of strategies for empowering women farmers at Kedurus Women Farmers Group was carried out using SWOT analysis which was based on strategic environmental factors. The results of the SWOT matrix are presented in Table 7.

Based on the results of the SWOT analysis, alternative strategies for empowering women farmers at Kedurus Women Farmers Group have been formulated as follows:

1. Form a women's farmer group
2. Utilize yard land for cultivating vegetable plants
3. Skills training in hydroponic cultivation of other vegetable plants
4. Assistance to women farmers until they become independent
5. Provide access to facilitate capital
6. Cultivate other than pak choy and water spinach
7. Agricultural school for women farmers

An explanation of the empowerment strategy from the SWOT analysis can be explained as follows:

1. Form a women's farmer group

The first strategy is to form a group of women farmers which can be initiated by the Department of Agriculture. This women farmer group is the first step that can be used as a forum for women farmers to gather and organize, so that it will be easy to coordinate subsequent activities. Apart from that, this group of women farmers can be used as a connecting bridge between stage holders and women farmers

2. Utilize yard land for cultivating vegetable plants



Yard land owned by female farmers. Skills training in hydroponic cultivation of other vegetable crops can be used as land for hydroponic cultivation of food crops. This is also in accordance with the recommendation of the Ministry of Agriculture, namely "Garden for Food Security". These women farmers can cultivate food crops in their yards, so they can reduce their family's food consumption costs.

3. Skills training in cultivating food crops

In this strategy, groups of women farmers can be given training to cultivate other food crops. From what was explained previously, female farmers with skills training in hydroponic cultivation of other vegetable crops have yard land that can be used for cultivating food crops. This training is required. To increase the knowledge and skills of female farmers, because their farming experience is rice cultivation experience.

4. Assistance to women farmers until they become independent

Empowerment strategies that can be implemented for women farmers, apart from training, must be complemented by mentoring. This training is first given as a basis for gaining knowledge and skills, then after this training activity can be continued with assistance during the implementation of food crop cultivation. With assistance, these women farmers receive guidance so that they can be independent.

5. Provide access to facilitate capital

Karangpilang District has various kinds of banks ranging from state-owned, regional and private banks. So far, state-owned banks have provided loans to women farmers. This strategy is expected to help women farmers to work together with BPRs which can be bridged by stage holders, so that it can make it easier to make loans with low interest.

6. Cultivate plants other than bok choy and water spinach

The female farmers at Kedurus Women Farmers Group are experienced in cultivating lacoy and water spinach. Since the beginning, they only cultivated pak choy and water spinach and never received any knowledge or skills.

7. Agricultural school for women farmers

The next strategy is to hold a farming school for female farmers at Kedurus Women Farmers Group. This farming school can provide additional knowledge and training for women farmers to improve their skills. It is hoped that this women's farming school will be able to become a means for female farmers to grow.

4. CONCLUSIONS

The strategy for empowering the Kedurus women's farmer group resulting from the SWOT analysis above is as follows: Form a women's farmer group, Utilize yard land for cultivating vegetable plants, Skills training in hydroponic cultivation of other vegetable plants, Assistance to women farmers until they become independent, Provide access to facilitate capital, Cultivate other than pak choy and water spinach, Agricultural school for women farmers, Various aspects need to be considered in the implication, policies for empowerment strategies for this group of women farmers, including these innovations, can be useful for members of women farmer groups, implementation mechanisms and financing empowerment activities. This empowerment program will not be successful without assistance and support from various regional and central governments stakeholders.

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