



Effectiveness of Community Program Implementation For Food Business Development Among Rice Producer

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ABSTRACT

The People's Food Business Development Activity (CFBD) is one of the government's efforts to maintain price stability at the level of farmers, producers and consumers. This study aims to describe the implementation of the Gapoktan Mutual cooperation Community Food Business Development (CFBD) program in Pertapan Maduretno Village, Taman District, Sidoarjo Regency. The Association of Farmers Groups (GAPOKTAN) is a collection of various groups of farmers who come together and work together to increase economies of scale and business efficiency. This research is descriptive in nature with two quantitative and qualitative approaches (mixed method) wherein this research is shown quantitatively and qualitatively (sequentially/sequentially) the most important quantitative with a deductive direction, after completion is pursued with qualitative. Based on the results of calculating the efficiency of managing CFBD funds which have been carried out for 3 years, from 2018 to the present, the CFBD program in Mutual cooperation Gapoktan, Maduretno Pertapan village has an average efficiency level of 73%.

Keywords: Business, CFBD, Food, Gapoktan, Rice

1. INTRODUCTION

The Community Food Business Development Initiative (CFBD) is one of the government's efforts to maintain price stability at the level of farmers, producers and consumers. This activity allows Gapoktan and Tani Indonesia shop to act as a distribution agent in a more efficient distribution chain, thereby reducing price differences between producers and consumers.

Evaluation of the effectiveness of a program must be carried out to determine the extent of the impact and benefits. Because efficiency is a picture of success in achieving predetermined or predetermined goals. With this evaluation of effectiveness, you may want to consider continuing with the program. Pertapan Maduretno Village, located in Sidoarjo district, Taman District, is one of the villages designated by the Sidoarjo district government to participate in the Food Business Development Program. The CFBD campaign has one goal: the Gapoktan Gotong Rotong in the village of Pertapan Maduretno. Pertapan Maduretno Village is one of the villages chosen by the Sidoarjo district government through the Sidoarjo district Food and Agriculture Service. Even considered competent and meet the requirements of the Community Food Business Development Program planned by the Ministry through the Ministry of Food and Agriculture 2020.





The effectiveness of the program must be evaluated to determine the extent of the program's impact and benefits. Because efficiency is an image of success in achieving certain goals. In evaluating this effectiveness, we may consider program continuation. (Ansori et al., 2016)

Pertapan Maduretno Village in Sidoarjo Regency, Jalan Taman, is one of the villages appointed by the Sidoarjo Regency government to take part in the Community Food Enterprise Development Program (CFBD). The CFBD movement has one target, Gapoktan Gotong Rotong in the village of Pertapan Maduretno. Maduretno Pertapan Village is one of the villages chosen by the Sidoarjo Regency Government through the Sidoarjo Regency Food and Agriculture Service because it is considered capable and meets the Ministry's requirements through the Community Food Enterprise Development Program (CFBD) planned by the Ministry of Food and Agriculture in 2020. (Security Agency Food, 2020)

The Community Food Business Development Program (CFBD) requirements are that Gapoktan already has a stand-alone rice mill unit, preferably a dryer, and can provide warehouses to store food and other supporting assets. Apart from being a village for Gapoktan designation in the Community Food Business Development (CFBD) program, Pertapan Maduretno Village is also a village with large rice fields in Taman Regency. Rice yields were quite good, amounting to 1066.8 t/ha in 2018. Meanwhile, the planting area for 1 year was 152.4 hectares in 2020, so it could produce around 1,097.28 tons/hectare of harvested dry grain. at (CFBD) in Pertapan Maduretno Village, Taman District, Sidoarjo Regency. The five previous studies above discussed the effectiveness of the PUAP program, Assistance for POKLAKSAR, the PDPM program. The novelty of this research is to examine the level of effectiveness of the Community Food Business Development (CFBD) program in Pertapan Maduretno Village, Taman District, Sidoarjo Regency.

Table 1. Prior Research List Matrix

No	Title	Method	Result	Relevance	
				Equality	Difference
1.	Effectiveness of Pump Program in Kube in Kusamba Village (Gusti Ayu Putu Wirathi, Surya Dewi Rustariyuni, Luh Putu Aswitari, year 2018)	Descriptive research method	the level of effectiveness of empowering fishing communities is classified as successful, the constraints faced by fishing communities from the existence of the PUMP program include: the difficulty of disbursing aid funds because KUBE must be a legal entity, the lack of monitoring from relevant	Both researched the effectiveness of the CFBD program	This study discusses community empowerment and research locations.





			officers to monitor or socialize the program and the difficulty of getting new members to join the KUBE, the PUMP program through KUBE can increase fishermen's household income and can increase fishermen's job opportunities		
2.	The Effectiveness of the Government Assistance Program for Processing and Marketing Groups (POKLAHSAR) of Fishery Products in Bondalem Village (Gede Suriadi, Lulup Endah Tripalupi, I Nyoman Sujana, 2019.)	Qualitative Research Methods, literature, data collection and in-depth interviews. After that the data obtained were collected, described and analyzed with qualitative analysis.	The results of the research show, (1) the effectiveness of the government assistance program at Poklahsar in terms of the context dimension is 87.36% with the category quite effective, (2) the effectiveness of the government assistance program at Poklahsar from the input dimension is 86.7% with the category quite effective, (3) the effectiveness of the government assistance program at Poklahsar from the process dimension is 87.2% with the category of quite effective, (4) the effectiveness of the government assistance program at Poklahsar from the product dimension is 91.86% with the effective category. Of the four dimensions used, the overall result is 88.09%, which is quite effective.	Both discussed the effectiveness of the program	This journal is more focused on the implementation of government policies regarding processing groups while in this study regarding rice milling.
3.	The Effectiveness of the Regional Community Empowerment Program (PDPM), Study on Poverty Alleviation in the Mambo	Qualitative research method by distributing questionnaires	The results obtained in this study revealed that poverty alleviation through the Regional Community Empowerment Program (PDPM) was not successful (effective) in increasing the income of residents who owned joint ventures in Mambo Village, North	They both research the effectiveness of a program implemented in Indonesia and they both focus on pro-poor government	Perbedaan terletak pada jenis program yang dibahas. Dalam penelitian ini program yang dibahas adalah Program Daerah





	Village, North Palu District, Palu City (Jans Wilianto Nasila, 2014)		Palu District, Palu City..	policies	Pemberdayaan Masyarakat (PDPM)
4.	Farmers Response to the Community Food Business Development Program (CFBD) in Trisono Village, Babadan District, Ponorogo Regency. (Firdasari Nuradila, 2016)	Qualitative descriptive research method. Research data collection techniques are by interview, observation, documentation and documents.	The results of his research, that there are obstacles in its operational activities. Farmers' responses to the Community Food Business Development Program (CFBD) can be influenced by internal factors of farmers (education level of rice farmers, age of rice farmers, number of farmer members, area of land cultivated by rice farming and status of arable land) and external factors of farmers (frequency of attending counseling, place of marketing and price of grain).	Discuss the CFBD program	This study describes the response of farmers to the CFBD program

RESEARCH FRAMEWORK

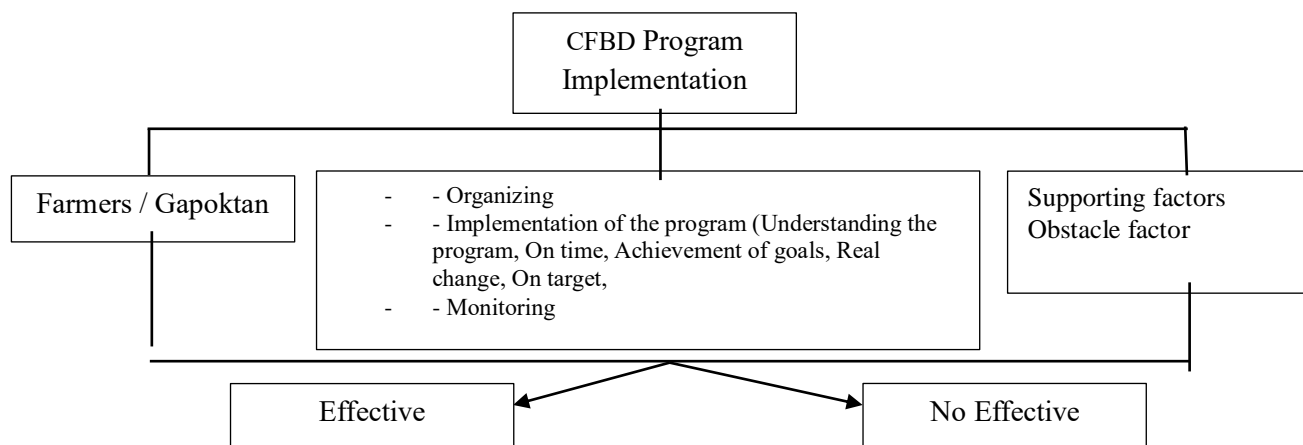


Figure 1. Thinking Framework Chart

2. RESEARCH METHODS

Descriptive study with quantitative and qualitative methods. The main objective of this study is the trend of quantitative and deductive and after completion of qualitative research.





This research was done on purpose. That is, it depends on the characteristics of the sample/respondents and the relevance of certain criteria set or expected by the authors in relation to the survey objectives.

For this survey sample, the authors used a relatively random sample to select respondents. This survey is representative. The sampling method is relatively random. Respondents were selected based on the size of the subgroup or group represented.

Determination of the number of respondents per farmer group With a total population of 165 farmers, a sample of 30%, a sample of 49 respondents was obtained by calculation. With a total population of 165 farmers, 30% of the sample was taken, the total sample was obtained:

$$\text{Sum (ni)} = \frac{n_k \times n}{N}$$

$$\text{Number of samples} = 30 \times 165 = 49 \text{ farmers } 100$$

The data used as material for compiling and discussing the data collection techniques needed in this study consisted of using various methods, namely questionnaire interview techniques, observation techniques, documentation techniques, literary techniques.

The data analysis method used is the use of quantitative and qualitative descriptive approaches. Analysis model according to Sarwono. J. J. (2013), Sequential Explanatory Mixed Methods. The steps in conducting the research are as follows: 1) In the first stage, the researcher conducts quantitative research by distributing questionnaires to respondents. 2) Collect data collected from the results of questionnaires for quantitative data analysis (multiple linear regression analysis, classical hypothesis test, F-test, t-test, correlation coefficient). 3) From the first stage, the results obtained can respond to the formulation of existing questions and forms the basis for the second stage of the research. 4) In the second stage, the researcher conducts qualitative research to demonstrate, deepen and support the quantitative data obtained in the first step. 5) Selects the reporting researcher based on criteria and compiles a list of questions to be asked at that time 6) Collect interview data and conduct qualitative data analysis. 7) From the second stage, produce research results to answer the presentation of existing questions and collaborate with the results of the first stage research, use quantitative research results to generalize qualitative research results.

In the analysis of program effectiveness, it is a comparison between the achievements and the stated objectives, so that it can be used as a benchmark for program success (Subagyo, 2000).





3. RESULTS AND DISCUSSION

The effectiveness of the plan can be expressed in the extent to which the objectives have been achieved, indicating the extent to which the objectives of the plan have been set. From the several definitions of efficacy above, it can be understood that effectiveness is a benchmark that compares the process carried out with the goals and objectives achieved. A plan is said to be effective if the efforts or actions taken produce the desired results. Efficiency is used as a yardstick to compare plans and processes implemented with the results obtained.

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Table 2. Classification of feces criteria

Criteria	Percentage
90 % - 100	Very effective
80 % - 89 %	Effective
70 % - 79 % Very effective	Very effective
60 % - 69 % Less effective	Less effective
Less Than 60% Effective	60% Effective

When analyzing the effectiveness of the CFBD program in Pertapan Maduretno village, the target income is to be obtained in 5 years, an average of Rp. 250,000,000 (flexible). The program's initial fund was Rp. 160,000,000 while in the development of funds obtained in 2019 realized revenue of Rp. 168 200,000 The efficiency index is 67% with less effective criteria, in 2020 Rp. 175,900,000 Efficiency index with criteria of 70% Effective enough and in 2021 Rp. 183,450,000 with the criteria of 73% Effective enough:

Based on the results of this study, it turns out that the effectiveness of the CFBD program itself has a grant from the government of Rp. 160,000,000 (Sehundred and sixty million rupees) with usage details as follows: One. The minimum support fund is Idr. 100,000,000 for the purchase of ready-to-eat groceries (in the form of cereals) from Gapoktan members, partners or other farmers for supply/distribution to Indonesian Farmers Shops (TTI) for distribution to consumers. The use of the aid funds is intended to ensure that rice supplies from Tani Indonesia stores remain available for sale to consumers.

Gapoktan's aim to purchase supplies for Gapoktan farmers and member farmers indicates that Gapoktan member farmers were involved (participated) during the implementation phase of the program to help Gapoktan produce rice for distribution to Indonesian farm shops. The resulting target is 250,000,000 rp for 5 years (the amount is flexible based on the Gapoktan agreement).





b. The operating fund amounts to Rs 60,000,000 and these funds are used for transportation, classification, packaging and other operational costs. The funds are well managed by Gapoktan to manage rice production which is distributed to Toko Tani Indonesia.

If Gapoktan only offers 2 (two) Indonesian farmers' shops (TTI), then one (one) Indonesian agricultural shop (ITT) offers up to 60%. If Gapoktan supplies more than one Indonesian farmer's shop, one Indonesian farmer's shop is supplied with up to 40%.

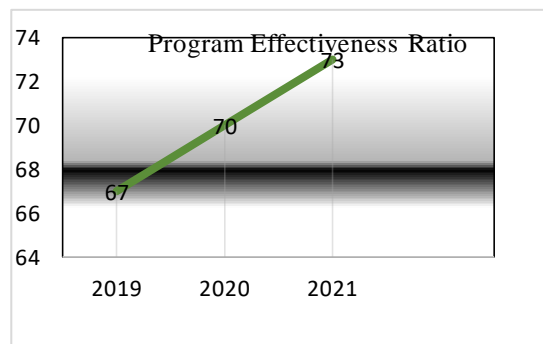


Figure 2. Program Effectiveness Ratio CFBD

From the figure above, you can see that the percentage effectiveness of the CFBD has fluctuated over the last three years. In 2019 (1 year from 2018) the least effective criterion is 67%. In 2020, that rose to 70% and changed the bar very effectively. Also in the 2021 period (until the implementation of research activities) the percentage of efficiency is the same and the benchmark of 73% is very valid.

A business or activity can be said to be effective if the company or activity achieves its goals. If these goals are organizational goals, then the process for achieving these goals is the successful implementation of programs or activities in accordance with the authority, duties and functions of the organization.

In the context of a policy or program implemented by a government, the policy or program is effective if the policy or program is able to achieve the goals that have been set previously. In fact, based on the analysis of research data conducted, the management of the CFBD program funds which started so far in 2018 has been quite effective.

The CFBD program in Pertapan Maduretno village, which has been running since 2018, is going well. With good agricultural potential, the five-year target is expected to be achieved soon.

However, in the management and CFBD there were several inhibiting factors that were found, including: the limited ability of Gapoktan's own human resources management in the IT field. Another obstacle is competition for the quality of rice in the market and the economic level which affects people's purchasing power. With regard to the supporting factors for the functioning



of the CFBD program, namely the agricultural potential in Pertapan Maduretno village in particular and Sidoarjo district in general which meet the needs of cereals for the CFBD program. The CFBD program, which has been in operation for 3 years, should be able to stigmatize the dynamics of farmer empowerment activities in developing their agriculture in the industrial era.IV.

4. CONCLUSIONS

Based on the results of calculating the efficiency of CFBD fund management which has been carried out for 3 years, from 2018 to the present, the CFBD program at Gapoktan Gotong Royong, Maduretno Pertapan Village has a fairly effective average efficiency level, which is 73%. According to the results of the research conducted, it appears that there is a percentage change of 67% compared to the first year, from 70% to 73%. For example, every year the percentage of the effectiveness of the CFBD program in the village of Pertapan Maduretno increases.

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Based on the results of the research, the authors propose suggestions that must be contributed to stakeholders:

1. In this study it can be noted that the level of efficiency and the percentage change in the efficiency ratio has increased from the first year to today, hopefully it will be a reference when adopting policies aimed at increasing company capital in the agricultural sector.
2. In future research, it is hoped that more analytical tools will be used and a research period of more than three years will be carried out so that more data will be obtained, with the hope that it will provide even better analysis results regarding the effectiveness of the community empowerment program in this study , that is, the rice communit

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