
**4th International Graduate Students Conference on
Indonesia**

**The Graduate School
Gadjah Mada University**

**Consensus as the Basis for Organizing a Community
(A Study of Auction Market as the Power of Farmer in Panjatan Coastal
Area, Kulon Progo Regency)**



Presented by:

Eksa Rusdiyana

dataeksa@yahoo.com

+6285642141372

COMMUNICATION AND INSTRUCTION ON DEVELOPMENT

THE GRADUATE SCHOOL

GADJAH MADA UNIVERSITY

2012

Consensus as the Basis for Organizing a Community

(A Study of Auction Market as the Power of Farmer in Panjatan Coastal Area, Kulon Progo Regency)

Eksa Rusdiyana, S.P.

Student of the Graduate School of Communication and Instruction on
Development
Gadjah Mada University

ABSTRACT

Agriculture is one sector of life that is already synonymous with poverty. Even agriculture is a sector that is perceived to be difficult to regenerate its successors due to the lack of young manpower who are interested in it. This perception does not seem to apply in the agricultural sandy land in Garongan Village, Panjatan Sub-district, Kulon Progo. Agricultural sandy land in Panjatan Sub-district began to develop in the early 1980s and has been able to attract young people to get involved into the world of agriculture. Even young people who have migrated to cities finally return to their village and have chosen to become farmers. In the midst of a phenomenon of more difficult in finding the young people who are interested in working in the agricultural sector, this is in contrary with the condition in general. This study aims to analyze the existence of the auction market in Garongan Village as a form of consensus that becomes the source of power for sandy land farmers in keeping the selling price of agricultural commodities, especially chili. The data is obtained by exploring in-depth interview with the informants, in addition to some field observation. The result of the study shows that the existence of the auction market is the result of consensus of community development that has turned to be a means of power of sandy land farmer to the price gaming of middlemen. Auction market has become a form of local wisdom of farmers in Garongan Village that has increased their bargaining position viz-a-viz the traders.

Keywords: *Auction market, consensus, sand land farmer*

INTRODUCTION

The agricultural sector is at an alarming intersection, one needs to be understood deeper is the regeneration of farmer who will do the work of farming. Preliminary picture of the young successor for the agriculture in the village seem not good enough. In the context of economic and social change in the village as described in some literatures, many village youth as productive age group which is expected to continue working in farming started to take off their identity as ‘farmer’ or ‘villager’, as a way to avoid the prospect of agricultural that is considered gloomy and stupid (Bryceson, 2000).

This condition cannot be separated from the fact that agricultural sector is the largest sector to contribute the poor in this country. The picture is becoming clear with the weak position of farmers as the vanguard sectors of food providers that actually often experience the disadvantageous price gaming. According to data from National Agricultural Instruction and Human Resources Development (2011) in Hariadi (2011) in Indonesia in 2010 there were 279.523 farmer groups and 30.636 farmer groups combined. According to the quantity of data it is very sad when a lot of farmers do not have a strong bargaining position.

Profile of a group of sand land farmer in Panjatan Village, Kulon Progo regency, Yogyakarta, who has local wisdom of “Auction Market”, is a result of community development that demonstrate the power of farmer to condition the middlemen or buyers of their tropical products. Regulation by consensus which has been formed together make auction market managed by community that was born through long social engineering process now can be self organized.

LITERATURE REVIEW

To analyze problem as described in the introduction, the theory will be used in literature review among others is the concept of sustainable agriculture and consensus.

Sustainable Agriculture

According to Huntington cit wikipedia.com (2003) about the notion of civilization itself namely high culture and a group of human and broad level from human identity in which can distinguish human and other species. The notion implied that result of human culture (for example, agriculture) should have reflected on more polite actions, intelligent, and moral so human could be distinguished from other species. Such as, not undertake exploitation of nature that could harm future generations. So in this case, agricultural civilization should be expressed in a form (physical) and behavior, in which it can be expressed in the concept of sustainable agriculture.

To achieve a sustainable agriculture it is needed a process or stages. According to Rolling (1994), the steps in achieving sustainable agriculture are as follows: (a) Increase the economic and the efficiency of environment, (b) Integrate new technology and reinforce it (regenerative technology) and (c) Organize the life of community. Sustainable agriculture needs self regulatory in managing ecology system and variety plants. Aside from that, community must have self reliance in the context of planning.

Thus, for achieving sustainable agriculture, it is needed community organizing. It means sustainable agriculture needs self regulatory in each individual in community both directly and indirectly related. Self regulatory needs effort from all parties both from community itself and outsider, but it is needed to know that independence of community is the most important. By the existence of self regulatory there will be sustainable agriculture as a part of the life of community. It will be arising implication on how to organize community so the mechanism and the values of sustainable agriculture become a part of the life of community.

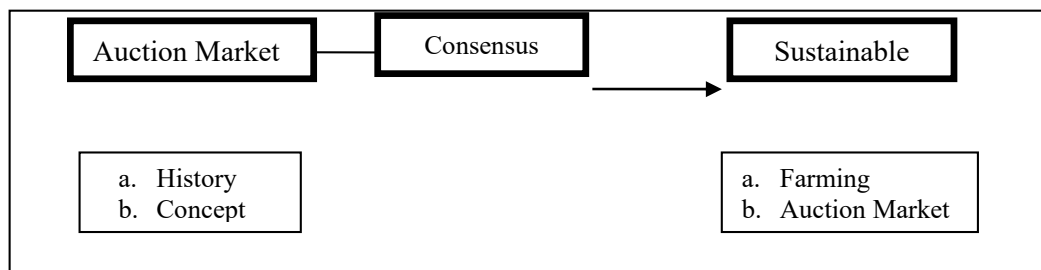
Consensus

Consensus is a decision of discussion result from a group which is a joint agreement by sharing idea and values from all members of group to reach same perception and it can be used to bind member in performing an action. From the meaning of consensus, it can be found out consensus cannot be separated from its process. So in this study, process of consensus is one of urgent study. Process of consensus itself actually cannot be separated from social action of each component in community. So in this case, theoretic approach for process of consensus also cannot be separated from process of social action. Theory of social action according to Maunder (1972) has been adjusted to the paradigm nowadays namely active participation of community, in which community is not in given position. It seems according to the theory; in rural community the role of legitimacy institution is still very strong. However, the image of a *legitimator* is

not always refers to village elders who always lead traditional ceremonies, but they could be opinion leader or agent of change in the community.

Toll Kit (1995) stated the consensus that is oriented on problem of sustainable development. The theory seems in accordance with the development paradigm nowadays namely related to human centre development approach, in which community empowering is the fulcrum for development. In this case, to able to empower community, consensus can play a role because the process will accommodate community sense to environment and development wisdom. If it refers to the theory; fundamental characteristic of consensus are namely purpose driven, inclusive, participation, self design, flexibility, equal opportunity, respect divers interest, accountability, time limit, and implementation, so it is not impossible the community will be able to self organized and self reliance to live a decent life in the atmosphere of civility.

Scheme of a theoretical framework can be described as follows:



- a. Consensus Form
- b. Consensus Field
- c. Consensus Process
- d. Consensus Binding Power
- e. Consensus Level

Figure 1. Scheme of a

theoretical framework

METHOD

Basic method is used in this study is descriptive method. Aside from that, it is also used in-depth interview to explore comprehensive information from informants. Location of study is purposive chosen based on the criteria of good organizing of farmer group that one of them is characterized by the existence of consensus and self organizing. Based on the criteria it is chosen a group of coastal farmer in Garongan Village, Panjatan Sub-district, Kulon Progo. Additionally, the farmer group also has local wisdom in form of auction market which is the implementation of the consensus itself.

RESULT AND DISCUSSION

History of Auction Market

Garongan Village, Panjatan Sub-district, Kulon Progo is area located on the south coast. In 1980s it was sand land area that has not been utilized optimally. The geographical condition make the most people become farm worker in next village. Additionally, some people also choose to become factory workers out of town.

The idea of utilization of sand land as productive agricultural land came from Sudiro and Sukarman as the inspiration of community who saw the chili could grow well on sand land without process of cultivation. It inspired them to cultivate the chili and its result was very satisfying. Eventually it was copied by other communities and then agricultural sand land began to develop until the present. Agricultural commodities they produced are such as chili, watermelon, cucumber, and melon as main commodities. The condition that farmers are facing at harvest

time is they are confused about where to sell and when the middlemen come they are given fluctuate price and tend to be manipulated. This condition initiates community to form auction market.

Concept of Auction Market

Auction market which is developed by community of sand land farmer is by forming farmer group according to their respective area then in each group is formed the collecting point of agricultural commodities that will be auctioned. Currently there are already six points of auction along Panjatan Sub-district with different hour market opening. The middlemen or potential buyers will gather in the point of auction according to the hours that have been routinely running. The potential buyers then write their bidding price and its quantity of what will be bought in closed paper which is then returned in a box (sealed bidding). After all potential buyers put their bidding value; the manager of farmer groups will openly read and write the result of potential buyers bidding. Potential buyer whose bidding is the highest is the winner who will bring home the commodities that will be bought. In determining the bidding price, the potential buyers are always active in seeking information of the price to their network in the various regions.

Most of potential buyers are suppliers who will market the agricultural commodities from Panjatan to Yogyakarta, West Java, and Jakarta. If potential buyers lost in an auction and have not obtained a commodity to be brought, they will follow the auction again at auction market which will be opened in the next hours. Automatically, by looking at the previous auction price, in the next auction they must be offer higher bidding than an auction that is already running.

Such a process takes place every day in which farmers belong to farmer groups submit their product to be sold by chosen manager. In this condition farmers are actually spoiled by the manager of auction because the money from sales result at auction market will be delivered to them. Concept of auction market is ultimately also providing job opportunity to the youth to be involved into packaging process and weighing chili commodity. As result, by the existence of auction market, farmer will obtain a definite price, the youth or the manager of farmer group will have job opportunity, and farmer groups will have extra cash from the process.



Figure 2. Potential buyers observe commodities data



Figure 3. Manager of auction market writes bidding price of potential buyers

Consensus as Organizing Form

The existence of auction market gives consequence to sand land farmer to form a group organizing. According to system applied at auction market, the flow must be followed by farmer and farmer groups are as follows:



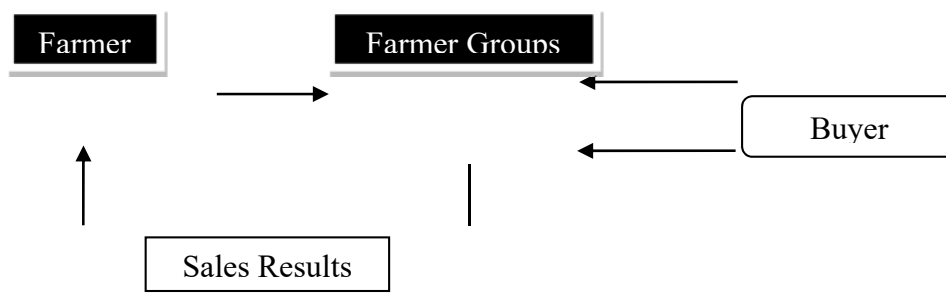


Figure 4. Flow of agricultural sand land commodities sales at auction market

According to organizing flow, to be able to enter into the auction market management system, an individual farmer must first become a member of farmer groups. In the position of members of the group, the position of farmer is no longer individuals who can be arbitrarily manipulated even suppressed by potential buyers. As the consequence, in order to run organizing well, the auction market system need to be supported by systemic regulations.

Regulation and organizing of farmer groups in the auction market system can be written as follows.

Table 1. Consensus in Auction Market Organizing

No	Form	Field	Process	Binding Power	Level
1	Auction Place	Psychical Capital	Agreement comes with rules	Strong	Village
2	Auction Market	Economic Capital	Agreement of one door sales system	Strong	Village
3	Inviting	Economic	Agreement to expand market	Strong	Inter-

	Merchant	Capital				Village
4	Market Development	Economic Capital	Agreement to expand national market	Strong		Inter-Village
5	Financial Institutions	Economic Capital	Agreement to utilize financial institutions	Strong		Village
6	Village Discussion	Political Capital	Agreement to form auction market coordination	Strong		Village
7	Organization of Farmer Groups	Political Capital	Agreement to form groups	Strong		Auction group
8	Merchant Network	Information Capital	Agreement to expand market network	Strong		Village

Source: Analysis of Primary Data

Consensus Form

According to analysis on table 1, the form, field, process, binding power and level of consensus can be described as follows.

1. Auction Place

Auction Place is psychical capital form in which its existence is agreed by farmer group and it is built on the agreed location. Initially auction place took a place at one of member house. However, the more auction processes and more professional management demands, the more auction places are built with a budget of farmer groups. Binding form of this consensus is strong and applies to village level.

2. Auction Market

Auction Market is economic capital form in which its existence is agreed by farmer group who presented sales system of commodities in one door. The agreement binds strongly in village level.

3. Inviting Merchant and Market Development

The idea of inviting merchants is economic capital form in which its existence is agreed by farmer group that aim to facilitate sales at auction market and to expand marketing network to outside area. Not long ago these farmer groups get an offer to expand marketing network to Bali.

4. Financial Institution

Financial institution is economic capital form that contributes in facilitating farmer group in order to access capital or fund to carry out farming activities on sand land. Form of financial institution among others is economic institution network for capital funding and economic institution established by farmer group to regulate the payment system of the labors of group and the manager of auction market.

5. Village Discussion and Organization of Farmer Group

Formed farmer group is political capital that strengthens farmer structure. Village discussion is political capital that held based on agreement of farmer group. Discussion forum serves as gathering media of members of farmer group to socialization or coordination and evaluation of running activities of farmer group including auction market.

6. Merchant Network

Merchant network here is more about information access of farmer related to market network they have. Even though they have auction market, farmer group still have other marketing network as anticipation in harvest time.

Binding Power and Level of Consensus

Binding power applicable to each agreement in farmer group is strong which means it must be obeyed by all farmer groups and if there any member of farmer group who violate the consensus, there will be punishment. It ever occurred to one of member in which when farmer group agreed to not work for iron mining factory. There was a member who disobeyed and social sanction for him is his existence was not acknowledged by the farmer group. The level of each consensus applies in village level or group that runs in orderly manner and become a life pattern of farmer group.

Auction Market: Consensus and Development of Panjatan Community

Theory presented by Ife and Tosoriero (2008) stated that consensus is not just merely equality, but also related to agreements that formed within a group. More than this, consensus also a commitment that group or community are committed to the process of finding a solution or a set of action that can be accepted and owned by everybody and the decision made and approved by the people who are on it for the benefit of all. Community development based on consensus is better than conflict clashing. As stated by Putnam (1993) that the formation of structure and process within community is very much needed to make social life last long.

According to the change and engineering of Panjatan community, if it is related to 3 principles of Rogers; social change occurs due to immanent change in which the changes come from internal farmer community with few external stimulus factors. Consensus system also suggests that long lasting eternity of level in social life is largely determined by level which comes from agreement of lower community including farmer.

CONCLUSION

Based on process of consensus as the basis for community organizing especially in form of auction market, activity of sand land farmer in Panjatan, Kulon Progo can be concluded, such as:

1. Consensus has opportunity as the basis for community organizing because within its process, transaction between member communities about its eligibility in community will take place.
2. In the process of consensus occurs self organized and self regulatory related to transaction process about eligibility value that has been agreed. So, it will make community to more initiate and more participative and it is necessary in the process of social empowerment.
3. It seems that consensus is fitting as a technique in community development and become the basis of power for the existence of group binding or collective action can be well organized.

BIBLIOGRAPHY

- Bryceson, Deborah. 2000. *How Africa Works: Occupational Change, Identity and Morality (ed.)*. London: Practical Action Publishers, 299 pp. ISBN 978-1-85339-691-5
- Hariadi, Sunarru Samsi. 2011. *Dinamika Kelompok: Teori dan Aplikasinya untuk Analisis Keberhasilan Kelompok Tani sebagai Unit Belajar, Kerjasama, Produksi dan Bisnis*. Post Graduate School of UGM. Yogyakarta.
- Ife, J & Tesoriero, F. 2008. *Community Development*. Diterjemahkan oleh Manulang, Yakin, Nursyhid. Pustaka Pelajar. Yogyakarta
- Maunder, A.H. 1972. *Agriculture Extension "A Reference Manual"*. FAO. Of The United Nation. Rome.
- Putnam, R. 1993. *Making Democracy Work: Civic Tradition in Modern Italy*. Princetone University Press. Princetone. NJ
- Roling, N.G. and M.A.E. Wagemakers. 1998. *Facilitating Sustainable Agriculture "Participatory Learning and Adaptive Management in Times of Environment Uncertainty"*. Cambridge University Press.