

MOTIVATION INFLUENCE ON YOUNG FARMERS' PARTICIPATION ENHANCEMENT IN HORTICULTURE BUSINESS IN SLEMAN

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A B S T R A C T

Agriculture business is a profitable chance to compete in Asean Economic Community (AEC). Young farmers must be able to take risk. Therefore, motivation is necessarily needed to reach success. As known, they are the next generation of farmers and government support them by developing the regeneration of farmers. This research was conducted in Sleman Regency, where the active young farmers are found in holding agriculture business. This qualitative research was held through in-depth interview with the opinion leader, field workers, and government. Additionally, Focus Group Discussion (FGD) was also done to explore various problems of horticulture business. This research was conducted in Sleman Sub Districts, an agraric area where most of the society are farmers and they belong to farmer group as well. Nevertheless, most of them are graduated from junior high school but they have willingness to take part in group activities, especially on horticulture business development. Furthermore, some of them also implement the business to help their parents working as farmers although they are not officially work as farmer. Research result showed that motivation has positive influence towards young farmers' participation improvement. It is proven by the high number of young farmers in horticulture group activities. However, the role of field workers and family are preferably required to support their horticulture business activities.

KEY WORDS : young farmer, horticulture business, AEC

INTRODUCTION

Background

In the Asean Economic Community (AEC), agricultural sector plays significant role not only in supplying food production but also in enhancing the creativity of agribusinessmen to compete for better innovation and service. It becomes a tremendous opportunity for youth who are eager to be involved in agribusiness as it serves human everlasting physiology needs. Therefore, young farmers have their own decision whether they work as farmer or even belong to member of farmer group. For example, the young farmers in Sleman think that the main reason for them to be farmer is to fulfill their living expense so they need to be productive and being member of farmer group is considered as the favourable way to achieve it. Mulyadi, the chief and also founder of Putra Mandiri young farmer group, opined that food is substantial because it impacts human behavior. For that reason, human should get the halal food from the halal money and the safest way is by working as farmer. On the basis of that, young farmer group was established based on phylosophy of “give change to community”, such as income and mindset. Therefore, this research aimed at exploring the motivation influence on participation through the types of young farmers motivation in conducting their agribusiness.

Methodology

This research was conducted in Sleman Regency focusing on area of Prambanan and Kalasan Subdistrict. The area of Selomartani, Madurejo, and Sumberharjo were chosen because the active young farmers of farmer group members are found there. The data were collected through in-depth interview on this qualitative research. Several informans were the leader of young farmer groups, some young farmers, and an extension worker. This research used two kinds of triangulation data: time and sources.

RESULT AND DISCUSSION

One of the reasons why young farmer group was created is due to the previous passive farmer. Old farmers' age limits the scope of their movement, especially in making relation with stakeholders. Furthermore, they are attracted in forming the young farmer group concerning in agricultural sector although several of them do not have the agriculture educational background. As an example, two members are the students of Psychology and Computer Science. Moreover, among the 16 members, the parents of two members are trader and officer. Another distinctive characteristic is there is a woman who participate in the group. Agribusiness does not differentiate male from female

in conducting the agribusiness activities. All of them contribute to cultivate chili and now it becomes their mainstay.

As known, young farmers tend to cultivate horticulture, including nursery, breeding, harvesting, and marketing. To obtain high profit, they target the product of 1 kg of chili per crop. They market their products directly to the trader around Selomartani. The rest of them are sold to the middlemen there. Obstacle is found in the marketing process that is the sustainability of the product. The young farmers can not produce the demand of more than 50 kg of chili every month. In addition, they are also dependent on the occasion when the price of chili is higher than the normal price. In 1,200 m² of field, they got highest income of 15-20 million Rupiahs in four months when the price of chili reached 15,000 Rupiahs per kg. The use of organic fertilizer gives impact to better performance of crops, for example the height of crops reach 1-2 m so that more branches are produced. The fertilizer is made from fermented manure of goats. Unfortunately, they have not found and applied the organic pesticide. Therefore, they need extension from field workers or university and last year they invited the scholar from University of Sarjanawiyata Taman Siswa Yogyakarta. Additionally, the other obstacles are the limited energy and time because most of them are students and workers.

The extension needed by the young farmers should be given continuously every month. However, the reality shows that the field worker only attend the farmer group meeting once and she decided to give an autonomy for the members to look for the speaker or trainees from university, research institute or others. The reason is that she understand the capability of young farmers to initiate an innovation or hold a training for the members so that they are autonomous. She said that with or without the field workers, they can develop themselves to be the successful young agribusinessmen. The two hours meeting of extension was used to motivate them and direct them how to legalize their group because it is very prominent to cooperate with other farmer group, enterprise, and government. Besides, the extension was also continued by discussion of organic farming by using PGPR from bamboo roots. It means that the young farmers only need stimulation and evaluation and they can control themselves to be on a track of good agribusiness.

Two theories can be used to explain the condition of young farmers in Sleman Subdistricts. The theory of Kurt Lewin will be the first showing the behavior of human which is the function of personality and environment. Personality including motivation and personality is absolutely necessary and becomes a focus of this research, while environment such as family, neighbor, and field worker also influence their motivation to be active in agriculture activities.

Alderfer explained the theory of motivation that there are three kinds of human needs: existence, relatedness, and growth which is known as ERG. According to Alderfer cit. Gibson et al. (1997), existence is fulfilled through

the needs of food, air, water, salary, and the condition of work. In addition, relatedness is reached when individual has an interpersonal relation with others. The last motivation element that is growth is obtained after individual has performed an active contribution to be the productive individual. In fact, the young farmers' existence is showed by the their desire to take part in every agribusiness activities in achieving the targets of production and also the quality enhancement. Those helps them to get higher income so that they can raise their welfare. Furthermore, they have high motivation in social relationship with the other members in the same group and the other farmer group members as well. They need motivation from their peers and others' experience to create a spirit to conduct the agribusiness. Sharing information accured not only in regular group meeting but also in their spare time.

Alderfer cit. Gibson et al. (1997) stated that relatedness will be the main motivation when individual get frustated in achieving the growth needs. As a result, they tend to have willingness coming from themselves when organizing their agribusiness due to their peers. The capacity improvement becomes another motivation to participate in every activities of agribusiness. However, being a productive young farmer is not a simple objective as their experience and education background are not relevant with agriculture as stated before so that peers was the powerful capital to maintain. Their peers are not only found in a group but also in market and neighborhood as traders. This becomes their challenge to survive in agribusiness sector. As motivation enhance the participation, it is hoped that there will a cooperation with agriculture company, university or government to hold a routine training for them, especially on product and self-quality development and marketing, at least to build their strong motivation.

C O N C L U S I O N

Young farmers become the opportunity of Indonesia to compete in AEC through agrinusiness. Their participation on agriculture sector is influenced by their motivation. The factors motivating them to be farmers are profit to develop their economics condition (existence), relationship on their social life (relatedness), and self-capacity bulding (growth). Therefore, routine meeting should be folloewd up to enhance their knowledge so that they are motivated to run their agribusiness and applied the good manner of plant breeding towards the sustainable agriculture.

R E F E R E N C E S

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