

CORN PEASENTS EMPOWERMENT THROUGH ENHANCING ENTREPRENEURIAL COMPETENCE IN THE DISTRICT GROBOGAN CENTRAL OF JAVA

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Abstract

Central Of Java Province is the 2nd corn producer in Indonesia, but the empirical still exist problems in the farming of corn, among others, the level of productivity of corn an average of 4.99 tonnes / ha, under potential productivity between 7-8 tonnes / ha for type land in Province. It identifies the low productivity of corn peasents competence in the management of farming has not been optimal. Besides moisture corn by KA 35% - 40%, indicating that the competence of peasents in post-harvest handling is still less so that peasents can not meet the standards prescribed by the feed mill the water content of a maximum of 14%. Corn peasents in Central Of Java are currently at 80 percent have yet to implement appropriate post-harvest technologies applicable standards (Soefian, 2014). Corn cultivation requires human resources (HR) peasents who have entrepreneurial competencies that peasents in addition to master the knowledge and insight into the techniques of cultivation and also had managerial competence as a reliable farmer. Peasents who have a positive competence make it as a farmer creative and innovative as an entrepreneur in the field of agriculture. This study used a qualitative research with the number of sources by 25 votes corn peasents. The study was conducted in June-August Month Year 2017. The results found that corn growers in South Central Of Javaregency have a moderate level of competence, meaning the technical ability in corn cultivation has average productivity 6-7 ton / ha, is already doing diversification farming corn, corn farming has been able to manage an area of 4-8 hectares, and is able to seize opportunities corn farming in accordance with market demand. The results showed also that the corn growers in Grobogan regency have 4 types namely the type of technical entrepreneurial competencies, futuristic type, types of managerial and universal type. Factors that influence the entrepreneurial competence corn growers that formal education, motivation, peasents' participation in social institutions in society, access to information and learning processes in education.

Keywords: *Peasents, entrepreneurship, competencies, corn*

INTRODUCTION

In the current era of globalization, the farmer must have the entrepreneurial competencies required for business expansion, diversify business conducted and use these competencies in business management in order to follow the changes that occur at this time (Mulder, 2001; Lans, 2005). Entrepreneurial competence is important aspects relevant to the development of enterprises, face a high level of competition for a business or a business depends on the ability of the entrepreneur or business owner (Hazlina 2007; Gibb, 2005; Sadler-Smith, et. Al, 2003). According to Kiggundu (2002) entrepreneurial competence will make people more realistic looking at things such as knowing how to operate, develop and maintain business continuity. Someone who has the entrepreneurial competencies will be able to capture the opportunities of the business carried on in order to achieve better results (Suryana and Bayu, 2010; Wirasasmita, 2003).

Empirically corn peasents still face several problems, among others; peasents groups are still limited, the spirit of agribusiness peasents is relatively low, mental effort still minded 'subsidy' that is constrained to move forward, yet independent and established in response to a competitive business

climate and rational, and objective of the business is still locality, not cosmopolitan and so can not look away systems to the global markets that are headed to their business premises, resignation, complacency, lack of discipline, underestimate the quality and way of life that farming can not meet the needs of peasents. This study aims to: (1) Assess the condition of entrepreneurial competence corn peasents in Grobogan; and (2) Assess the factors affecting entrepreneurial competence corn peasents in Grobogan.

Literature Review

Community Empowerment

Mardikanto (2013) defines empowerment briefly as an effort to provide the opportunity and the ability to people to be able and willing to speak and the ability and courage to choose the best alternative life improvement. Because of that empowerment can be defined as a planned process in order to increase the scale of the project empowered utility.

Narayan (2002) put forward views on the concept of empowerment, namely:

"Empowerment is the expansion of assets and capabilities of poor people to Participate in, negotiate with, influence, control, and hold accountable institutions that Affect Reviews their lives"

The definition means that empowerment is interpreted as an intervention that is an attempt to strengthen the resources and public participation in improving their capacities to be able to determine their own future.

Competence of Entrepreneurship

Competence is the specification of the knowledge, skills and attitudes as well as the application of such knowledge and skills in a job or in accordance with the cross-industry performance standards that have been hinted at (Husama and Yanuar, 2013). Competence can be defined as a collection of knowledge, attitudes, and skills that must have to achieve the goal of learning and education (Mustopa, 2011). Entrepreneurial competence can be defined as competence involves the creation, management, support and development of ideas of entrepreneurs consistently and oriented to the market (Chandler and Hanks, 1994). First, the entrepreneurial competence emphasizes the actual capacity of the employer to perform the duties of entrepreneurship (Ahmad, 2007; Man and Lau, 2000) and second, entrepreneurial competence is also said to be the standard results or outcomes to be achieved (Rowe, 1995; Hoffman, 1999).

Competence Study of Entrepreneurship in Farming

In the field of agricultural economics reviewing farming from the perspective of entrepreneurship is still popular (Khudson et. Al., 2004; Vesala and Pyysiainen, 2008). Research on farm management, strategic management issues and competitive advantage is quite relevant to the concept of entrepreneurship. For example, research from Poope and Meijl (2004) look at the economic performance in the farm that has a large enough difference based on the competitive advantage of tangible and intangible resources as an important strategic factor. In addition, they see the role of individual peasents as entrepreneurs who use strategies and resources have an advantage over the normal.

However Khudson et. al. (2004), states that the definition of agricultural entrepreneurial competence is the ability of peasents who received a new innovation as key elements in entrepreneurship and done to make the added value of a farming activity. Entrepreneurial competence in farming also means that the diversification of on-farm to non-farm activities such as tourism, maintenance and contracting agricultural machinery (Vesala and Pyysiainen, 2008), for example, farms used for fattening and dairy produce can be used for tourism and learn how to raise cattle and milking for those who have never been involved in such activities. Moreover, it can also be created added value of primary production of milk such as cheese-making so that the diversification in farming activities (Vesala and Peura, 2005). So entrepreneurial peasents are not only limited to the

expansion of the product and the primary business alone but can develop into a diversified business that remained in agriculture and non-agriculture.

RESEARCH METHODS

Resource people in the study are corn peasants who cultivated corn, among others: the seed corn for animal feed, sweet corn and corn Tebon (fodder). Number of speakers as many as 25 people, taken with Snowball technique. Points of data collection is done at home each speaker, farmland and peasants' groups. Retrieving data with in-depth interviews and observations of farming activities corn sources on the farm. Analysis of the data in this study using a model of interactive logic (Miles and A. M. Huberman, 1992). The basic principle of the model analysis of this data is the data analysis process has been started since the data collection phase until the final conclusion drawing. Broadly speaking interactive models inductive analysis involving five (5) components of the analysis are: (1) data collection, (2) data, (3) data reduction, (4) the verification of data, (5) drawing conclusions.

RESULTS AND DISCUSSION

4.1 Description of Entrepreneurship Competency Corn Growers

Corn peasants in Grobogan based on the results of this study already have entrepreneurial competence in carrying out their farming. This is evident from kemampuan secara teknis budidaya corn crop productivity cukup baik with average yields of 5-7 tons / ha. Besides the farmer has made diversification efforts on the cultivation of corn which includes cultivation of corn to provide jagung kering poultry feed, cultivation of sweet corn and baby corn for human consumption, as well as corn stover Tebon in the form of the corn for green feed livestock such as cattle and goats. Entrepreneurial competence is an essential for peasants to make a farm, in accordance with the opinion of Covin and Slevin (1991) which states that the entrepreneurial competence is the main thing to have when someone is doing a job. Peasents who have the competence of peasants who have in-depth characteristics and competencies measured in the form of intelligent action in the areas of their full responsibility, so he is considered capable by other communities (Syafiuddin, 2008). Entrepreneurial competence is also needed to develop the farming of corn, both for the expansion of farming and farm diversification of corn, this is in accordance with the opinion of Ever, et.al. (1998) that the entrepreneurial competencies are important in the development of businesses including farming.

The parameters that influence the entrepreneurial competence described is a corn farmer:

- a. Technically skilled corn cultivation is the ability of peasants to manage farming corn in accordance with the guidelines and recommendations extension.
- b. Being able to organize others: the ability to define the tasks required in order to achieve the objectives, delegation and work planning.
- c. Able to manage marketing and financial management is the ability of peasants to make the market and managing financial statements.
- d. Being able to create and innovate is the ability of peasants to constantly changing and adapting to the latest conditions and have new ideas, followed by other peasants.
- e. Being able to capture the opportunities is the ability of peasants to see the business opportunity that is before him. The fifth parameter value entrepreneurial competencies will be incorporated into the standards of competence of entrepreneurship in this study of cobwebs as shown below:

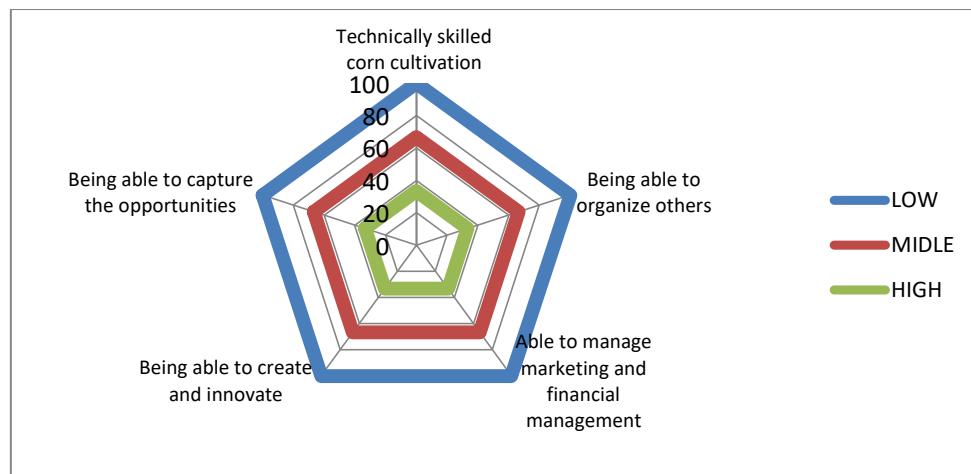


Figure 1 Standard Competency Enterprise Using Spider-Profit

As for 4 types or trends entrepreneurial competence corn peasents in Grobogan, namely:

(1) Types of Enterprise Technical Competence

Technical types entrepreneurial competence is a form of competency with the greatest ability in the technical field. The characteristics of technical entrepreneurial competencies in corn growers is

a. The technical capability for land management include:

- 1) Processing is done perfectly by taking into account soil conditions, whether heavy or light, dry or wet, and pay attention to the condition of soil aeration.
- 2) Keep the soil acidity (pH) that best fits the cultivated plants.
- 3) to manage the land in accordance with the topography.

b. The technical ability in corn planting include:

- 1) Taking into account the time and the growing season.
- 2) Taking into account the depth of seed placement, plant population, planting method and a groove width / spacing off.
- 3) Being able to place the seed according to soil conditions.
- 4) Ability to determine the population for each area of land.

c. The technical capability for maintenance and fertilization of corn plants, including:

- 1) Wedding according to plant age and condition of the corn crop.
- 2) Fertilization is done by taking into account the availability of macronutrients (N, P, K, Ca and Mg) and micronutrients (Cu and B) in the soil.

3) Provide fertilizer according to the needs and age of the plant.

d. The technical capability to control pests and plant diseases corn, include:

- 1) Peasents know the types and symptoms of pests and diseases will be able to help the success of control.
- 2) Conducting an integrated pest and disease control does not mean having to pesticides, but rather the prevention of the outbreak.
- 3) The technical capability for corn harvesting and post-harvest handling, include:
- 4) Determine the age of the corn harvest in accordance with the climate and the age of the plant.
- 5) Conducting post-harvest activities that include stripping, drying, sorting, and storage threshed.

Weakness contained in the technical types of entrepreneurial competencies that should be improved is the ability of other people to organize, manage marketing and finance, create and innovate and seize opportunities.

(2) Futuristic type Entrepreneurship Competency

Futuristic type Entrepreneurship Competency is a form of entrepreneurial competencies greatest ability seize opportunities and the ability to create and innovate. As for the characteristics of people who have a futuristic type on corn peasents are:

1. The ability to seize opportunities, including:
 - a. Peasents have the ability to give added value to the corn produced.
 - b. Peasents have the ability to utilize the waste from corn.
2. The ability to create and innovate, include:
 - a. Peasents have the ability to generate many ideas (fluency) and able to diversify the business and the products produced.
 - b. Peasents were able to put forward a variety of solution or approach to the problem (flexibility).
 - c. Peasents have the ability to spark ideas in ways the original, not a cliché (originality).
 - d. Peasents have the ability to explain something in detail (elaboration) and
 - e. Peasents have the ability to review a problem based on a different perspective to what is already known to many people (redefinition).

Weaknesses were found in the futuristic type entrepreneurial competencies that should be improved is the ability of other people to organize, manage marketing and finance, and corn cultivation techniques.

(3) Type Enterprise Managerial Competence

The type of managerial competence of entrepreneurship is entrepreneurial competencies person where the greatest ability on the ability to organize others and the ability to manage marketing and finance. The characteristics of peasents who have managerial type entrepreneurial competencies are:

1. The ability to organize others, include:
 - a. formulate and determine work to be done
 - b. forming a number of relationships with other peasents in the cultivation of corn.
 - c. Can make decisions quickly, always being upfront when accountability, always the calm face of difficulties and changes that occur in corn cultivation.
2. The ability to manage marketing and finance, including:
 - a. Peasents market the results to the feed mills alone or in conjunction with the farming group.
 - b. Peasents get and know the latest corn prices.
 - c. Peasents do a sort in accordance with the desired quality standards or consumer feed mill.
 - d. Peasents have a marketing network and is associated with the feed mill.
 - e. Peasents pay attention and maintain customer satisfaction on corn products produced.
 - f. Planning farm that includes a plan of the type and value (number) input (input), the number and price of inputs (input) to be used and purchased, the amount of money necessary for the implementation of the plan, the amount of production that would be obtained, repayment of debt and net gain which are expected.

Weaknesses were found in the managerial type of entrepreneurial competencies that should be improved is the ability of the creation and innovate, seize opportunities and corn cultivation techniques.

(4) Type Universal Competency Enterprise

universal type of entrepreneurial competencies is entrepreneurial competence someone who is high on all aspects that include: skilled in cultivation techniques, able to be creative and innovative, able to capture business opportunities, able to organize others and capable of managing marketing and finance.

4.2 Factors affecting the entrepreneurial competence corn peasents in Grobogan regency

Education of peasents as one of the factors that influence the entrepreneurial competence corn peasents. This implies higher levels of formal education corn peasents, the higher the level of entrepreneurial competence. The level of formal education informants predominantly in the low

category or equivalent elementary school (SD) 53.74 percent, followed by the educational background of junior high or medium category by 28.04 percent and the background of a high school education or higher category as much as 18.22 percent. In accordance with the opinion of Malta (2008) that the low educational be associated with low competence causing farm productivity is also low, this is in accordance with the opinion of Sagala (2011) the competencies and skills of a person in accordance with the level of education that followed, the higher one's education, it is assumed that the higher the level of knowledge, skill and competence. So this study has shown that the higher the person's level of formal education, the higher the level of entrepreneurial competence in performing corn farming.

Other factors that influence the entrepreneurial competence of peasents are working motivation of peasents. Corn farming is an activity I've ever experienced, lived, felt and borne by peasents in running their farming activities by deploying energy, mind or body to achieve the purpose of farming, ie obtaining high yields. Informants generally do the farm work motivation to continue farming his family has done for generations. Informants feel responsible as a boy in the family to continue farming corn that has become a livelihood for this. So they do not farm on their own choice and volition but to preserve the job of parenting as a farmer. Results of the study found that the second reason they have the motivation to work is because it wants to develop a family-run business that has been working hard in order to get the results much better.

Opinions Damihartini, and Juhi (2005); Syafiuddin (2008); Ma'ruf and Siswanto (2010); Pramudyo (2010) states that motivation is the higher it will affect the higher entrepreneurial competencies in order to foster the empowerment and autonomy of peasents / farm offender. This fits well with the theory of motivation theory Alderfer's ERG (ERG) which is more flexible because it is possible the fulfillment can be done simultaneously or attempting to meet the needs of higher despite the lower needs have not been fully met (Sandjojo, 2011). This statement is proven in this study where the informant meets the needs of a family of corn farming but also tried to increase revenues by expanding business scale by renting land to plant corn so the higher work motivation of peasents, the higher the level of entrepreneurial competence.

Farmer participation in the institutions in society affect the entrepreneurial competence corn peasents. Informants participated actively in the activities undertaken by the farmer groups compared to the activities undertaken by the extension services or activities of mutual cooperation in the farming corn. These results suggest that to improve the entrepreneurial competence of peasents it can be done through increased farmer participation in extension services and farmer group activities.

Access to information also affects peasents' entrepreneurial competence. Access to information is the peasents' efforts to search for information in connection with farming to fellow peasents, community leaders and agents of production facilities. Informant information sought is information about farming, such as new information about the technology of cultivation of corn, of the means of production, market demand, weather, pests and diseases and various other farming alternatives.

The results of the research result that the influence of the learning process in an extension of entrepreneurial competence corn peasents. The interaction of peasents with extension that gives effect to the entrepreneurial competence of peasents, among others: (a) the number of interactions between peasents and extension workers per growing season, (b) the level of cohesiveness among peasents, (c) peasents actively involved and convey ideas on extension activities, (d) farmer was happy to follow the extension activities. This is in accordance with the opinion of Widoyoko (2011), that the interaction between giver matter and learners can be examined through several indicators, among others, (1) the cohesiveness among the learners, (2) the involvement of learners in learning activities and (3) the level of satisfaction of learners in the following activities learning. In addition Sudjana (2005) states that the interaction between giver and residents learned the material with respect to the communication or two-way reciprocal relationship between donor material and learners in the learning activities. Therefore, during the learning process in the counseling interaction between peasents and extension workers must stay in touch, awake, harmonious and sustainable for the purpose of learning in education can be achieved.

CONCLUSION

Results of research corn farmer empowerment through increased entrepreneurial competence in the Grobogan Regency obtain the following conclusion:

- (1) Peasents corn in Grobogan regency have entrepreneurial competencies that are, meaning the technical ability in corn cultivation has average productivity 6-7 ton / ha, is already doing diversifikasi farming corn, corn farming has been able to manage an area of 4-8 ha and able to seize opportunities corn farming in accordance with market demand. The results also showed also that the corn growers in Grobogan regency has 4 types namely the type of technical entrepreneurial competencies, futuristic type, types of managerial and universal type.
- (2) Factors affecting corn growers entrepreneurial competence is formal education, motivation, participation of peasents in institutions in society, access to information, and learning processes in education.

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