



## ANALYSIS OF ECONOMIC EMPOWERMENT OF ORNAMENTAL PLANTS FARMERS IN BONDOWOSO DISTRICT

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### ABSTRACT

*The Bondowoso Ornamental Plant Farmers Association (APTHB) was the focus of this research. The purpose of the research was to determine the Association's model of economic empowerment for this members, as well as the members income and welfare before and after participation in the empowerment program. To obtain data, information, and documentation, descriptive qualitative analysis was used, and that included interview and observation techniques. The results showed that the model of the Associations empowerment program was successful in increasing the number of ornamental plant production and marketing through offline and online media, resulting in a direct impact on farmer's income and welfare the empowerment program includes stages including such member recruitment, monitoring business development, cultivation training and business management, and offline marketing media (flower market, car free day, and ornamental plant outlets at supermarket) as well as online media (live sale Instagram) by coming directly to farmers gardens. The Associations empowerment program has had a positive impact, having farmers achieving increased cultivation competence, business management, increased income, and increased family welfare.*

**Keywords:** Empowerment, Income, Welfare, Ornamental Plant Farmers.

## INTRODUCTION

Along with slowing economic growth due to the Covid-19 pandemic, there is a lot of unemployment and a decline in people's purchasing power. As experienced by a member of the Bondowoso Ornamental Plant Farmers Association (APTHB), Mr. Furi (Wawancara, 2022), Before the pandemic, his main job was sales marketing for ATK product companies, but then decided to farm and sell ornamental plants to meet the family's economic needs. Along with the Covid-19 Pandemic, public interest in ornamental plants has also increased, this is also a trigger for Mr. Furi to seriously pursue ornamental plant cultivation. However, restrictions on community activities due to COVID-19 have a negative impact on the selling activities of flower farmers resulting in losses

In addition to this, Based on Central Statistics Data (BPS, 2020) regarding the amount of ornamental plant production (floriculture) in Indonesia, it shows that East Java Province occupies the top 3 (three) national levels along with the Provinces of West Java and Central Java as centers of ornamental plant producers. From the types of plants recorded by BPS (12 species), East Java is the largest producer in Indonesia of 11,683,333 stalks (36.4%), roses with 147,658,256 stalks (71.5%), and tuberose plants as many as 115,159,831 stalks (75.9%).

From the description of the national data, East Java Province is also quite large in producing other ornamental plants scattered in Pasuruan City, Malang, Batu City, Mojokerto, Banyuwangi and other cities, but in Bondowoso Regency it has not been properly and accurately recorded. In 2018, Bondowoso Regency had an area of 4,124 M2 of rose gardens and 169 M2 of tuberose. If surveys and research are carried out accurately regarding the number of farmers, the number of ornamental plants, and the area of production land, then the potential and opportunities of Bondowoso Regency as a center for ornamental plants in East Java will be identified and recorded, and the data can also be used by local governments to make policies. tourism development in Bondowoso Regency.

## LITERATURE REVIEW

### Economic Empowerment

Empowerment can be interpreted as transferring power and power to a person or community so that they can make independent decisions, without depending on others. Or give power to an individual or community to be empowered (strength) (Adiyoso, 2009:19). Meanwhile, Ganjar Kartasmita said that community empowerment is an effort to increase the dignity of the layers of society who in their current condition are unable to escape the trap of poverty and underdevelopment (Kamaludin, tth: 242). Raihan also expressed that empowerment must be sustainable, the intention is to give full power to the community so that they can develop and achieve that development and he understands it from all sides (Sanrego dan Taufik, 2016: 77). Kartasmita also said that community empowerment is an effort to elevate the degree and position of those who are unable to escape poverty and bondage in the future Sanrego dan Taufik, 2016: 77) (Kamaludin, tth: 242). From the various definitions of economic or community empowerment above, it can be concluded that in essence empowerment is a way and an effort to eradicate a person or community from economic and spiritual poverty, dependence and backwardness, to become empowered independently (self-reliant). Community economic empowerment must emphasize and guarantee cooperation and partnership or collaboration between the weak and those who have advanced and

developed, so that empowerment is not only limited to increasing productivity, equal opportunities, and injection of business capital. In terms of empowerment, it is necessary to build independence, namely; 1) prospering farming families, 2) increasing productivity, and 3) fulfilling capital needs.

#### Indicators of Economic Empowerment Success

In carrying out an economic empowerment program, a community must be able to measure the level of success of the program before and after empowerment with indicators that have been determined and have been tested. to provide an assessment of the success, Edi Suharto said that the indicators can be seen through several elements as follows; (1) have a source of income to meet primary needs, (2) dare to express opinions, ideas, ideas in the family and community environment, (3) have access and mobility that is wide enough to go to public places, (4) have the ability and opportunity contribute to society, and (5) can make important decisions to improve family conditions in the future (Suharto, 2007: 110). Likewise according to Fahmi that empowerment goes through the stages of awareness, capacity and empowerment. A person or community

To provide an assessment and description of the empowerment program carried out by APTHB, it will be measured using the dimensions of the empowerment approach according to Mardi Yatmo Hutomo, namely as follows: (1) capital strengthening; (2) guidance and training; and (3) business management assistance.

#### Method

The research approach used is descriptive qualitative with the aim of building a detailed view of the object of research (Kasiram, 2010: 175). By gathering information or signs that are currently happening (Moleong, 2013: 6). In this study, the researcher was directly involved as a key informant (participant), so that the researcher carried out planning, data collection, analyzing and interpreting data, and making reports on research results (Basrowi dan Suwandi, 2008: 173). The type of research conducted in this study is field research (field research). The data collection techniques used were interviews and participant-observation. Interviews were conducted using a mobile voice recorder through structured and in-depth questions to find unique and important things, while participant-observation was used to strengthen the validity of the data obtained from informants (Suheri, 2017: 115).

This research was conducted at the Bondowoso Ornamental Plant Farmers Association (APTHB) by making official members as informants. Criteria for informants include having been a member for at least 1 year. The informants of this research were 8 official members, while the total official members of APTHB were 35 people. This amount is based on consideration of the limitations of time, energy, and research costs, but does not eliminate the substance of this research.

The informant data of this research based on gender, age, last education, registered business name, and membership period will be presented in the following table:

**Table 1: Informant Data**

N o	Name	Gender	Age	Last Education	Membership Period	Registered Business Name
1	Pak Heri	L	56	S1	3 year	Rose Garden
2	Bu Sri	P	54	S2	3 year	Kebun Redjeki
3	Bu Ani	P	58	S1	3 year	Kebun Anggrek Ani
4	Bu Eni	P	58	SLTA	2 year	Eni Florist

5	Pak Furi	L	62	SLTA	2 year	Furi Florist
6	Bu Ana	P	56	S1	3 year	Alana Garden
7	Pak Pri	L	56	SLTA	2 year	Langgeng Art
8	Bu Ida	P	66	SLTA	2 year	Kebun Ida

## EXPOSURE OF DATA AND RESEARCH RESULTS

### Profile of Bondowoso Ornamental Plant Farmers Association (APTHB)

Initially, the ornamental plant farmer community in Bondowoso was named the Association of Farmers, Lovers and Ornamental Plant Breeders (abbreviated as P4Tani) which was founded in November 2019 which was spearheaded by 6 people, and currently has 35 official members. Then, in line with a request from the Bondowoso Regency Agriculture Office to change its name to the Bondowoso Ornamental Plant Farmers Association (APTHB) with the issuance of an Association management decree by the Bondowoso Regent in April 2020 Number: 188.45344/430.4.2/2020 with the main management composition, namely, Chairman (Hadi Purwanto), Secretary (Sri Redjeki), and Treasurer (Siti Amanah BR). APTHB has the following organizational objectives: "Promoting the welfare of members in particular and society in general and participating in improving the community's economy."

### Bondowoso Ornamental Plant Farmers Association Activities

The routine activities carried out by the Bondowoso Ornamental Plant Farmers Association (APTHB) are as follows:

- (1). Regular meetings at members' homes are held alternately every month.
- (2). Farmer's Market: held once a week, namely on Friday in front of the Bondowoso Regency Agriculture Service.
- (3). Ornamental Plants Outlet at Supermarket Murni Mart Bondowoso.
- (4). *Live Sale* via Instagram is held once a week

Based on the activities carried out by the association, most of the informants said that regular meetings were good and needed consistency in filling out the material every month. The eight informants also said that the farmer's market was good as a form of promoting the products owned by the farmers, as well as being a place to socialize and stay in touch with members. However, the eight informants expected a schedule change from Friday to Saturday as stated by Mr. Furi that Friday is too short to sell.

Likewise, Live Sale activities via Instagram have had a positive impact on farmers' incomes, which are increasing and are positively correlated with increased production in their respective gardens. Previously, many members had difficulty selling their products, after the Live Sale it was easier and faster to sell, thus motivating members to be more active in producing their plants. Meanwhile, sales activities at Supermarket Murni Mart Bondowoso have been running for 1 year and 2 months, but currently the contract has not been extended due to a decrease in members who leave goods and a decrease in buyers and visitors since the community restrictions due to the COVID-19 pandemic. In general, it shows that the activities held by APTHB have been beneficial for members, but some improvements are needed regarding the management which has not been effective. There were also ideas from all the informants who wanted APTHB to have a joint business or garden, there was also a form of cooperative as stated by Ibu Ida.

### Economic Empowerment Program for Ornamental Plant Farmers in Bondowoso District H by APTHB

Member Recruitment; must meet the requirements of prospective members (among which they must have 200 plants), and attend an orientation period.

1. Provision of ornamental plant cultivation materials every month at regular member meetings,
2. Regular discussions about solving cultivation problems experienced by members through the Whatsapp group.
3. Monitoring of ornamental plant farmers by the management every 3 months (report on cultivation progress).
4. Comparative studies or training to ornamental plant centers every year.
5. Media for selling ornamental plant products is provided by the Association (Live Sale, Farmers Market, Ornamental Plants Outlet, and ornamental plant exhibition/bazaar).
6. Membership evaluation is held at the end of the period (December).

### **Implications of Empowering Ornamental Plant Farmers in Bondowoso Regency by APTHB**

Before becoming an official member of the Association, the income from sales was relatively small and the number of plants was still small, some even thought that ornamental plant farming was just a hobby. However, after becoming an official member of the association, it shows that sales of informants have increased, the number of plants has increased, and cultivation competence has also improved.

To provide complete information, there are research results from the aspects studied in the empowerment program by APTHB, which are as follows:

#### **1. Crop production**

Of the 8 informants of this study, it was shown that there was an increase in the variety or type of cultivated plants, as well as an increase in the amount of production. As stated by Mrs. Ani (Interview, 2022), if before becoming a member she only cared for orchids, aglaonema, and begonias, but after becoming a member there were additional variants, namely calathea, anthurium, epicia, etc. Likewise with Mr. Furi, who previously only planted celery, sunflowers, garden plants, and toga plants with around 30 pots. After becoming a member of APTHB, the number of plants increased by increasing the types of plants, namely anthurium, begonia, sanseieria, cactus, betel-betel, etc. with the number of plants reaching 250 pots.

#### **2. Cultivation facilities**

Before becoming a member, the plants that Mrs. Ani cared for were only placed in the open without a roof or protection. After becoming a member of APTHB, a green house measuring 6 m x 7 m has been built made of bamboo and has a UV plastic roof and paranet. Especially with the rapid progress that happened with Mr. Pri, before becoming a member he only took advantage of the space in front and beside the house. After becoming a member of APTHB, he has added cultivation sites in 3 different places with the size of the cultivation sites, namely 19 m x 10 m in Southeastang, 7 m x 7 m in Koncer Tenggarang Village, and 5 m x 7 m in PTPN's housing estate.

#### **3. Cultivation competence**

All informants said that they experienced an increase in competence regarding cultivation which included maintenance techniques, propagation techniques, and were able to understand the characteristics of the cultivated plants. Competence is obtained from regular association discussions, YouTube and sharing with other farmer friends. Media pemasaran tanaman hias

Before becoming members of APTHB, all informants did marketing and sales of ornamental plant products through conventional sales such as selling at Car Free Day (CFD) in Bondowoso District Square and through their respective social media. However, the number of opinions is not as big as after becoming a member. After the association, farmers get better access to sales and reach a wider market, namely through the Live Sale Instagram social media, a farmer's market in front of the Bondowoso Agriculture Service, and the supermarket Murni Mart Bondowoso.

All informants said that the use of Live Sale was very useful and could drastically increase sales turnover, this happened because of the wider market share, if previously it only reached the Bondowoso local market, but with the Live Sale program Instagram was able to reach markets or consumers throughout Indonesia. Omset penjualan

From eight research informants, it is known that the average sales turnover per month, between before and after becoming a member. As stated by Mrs. Sri, the sales turnover can reach Rp. 11 million per month after becoming a member, which previously was only Rp. 9 million per month. The same thing was conveyed by Mrs. Ana, if before becoming a member the sales turnover was Rp. 1-2 million per month, after becoming a member it was able to reach Rp. 8-9 million per month. Likewise with other informants who said that there had been an increase in sales turnover after becoming a member. However, Mr. Furi actually experienced a slight decrease in turnover after joining the association, as for the reason that the number of farmers and ornamental plant sellers increased, although he also acknowledged the impact of the COVID-19 pandemic on the decline in ornamental plant sales.

**1. Business Legality**

Of the eight research informants, it showed that 7 informants had business legality in the form of a Business Identification Number (NIB) and an individual Taxpayer Identification Number (NPWP). Only 1 informant, Ibu Ida, does not yet have a NIB and NPWP. Mrs. Ida said that the reason for not registering her business to be legal was because she thought that previously it was unthinkable that there would be a lot of ornamental plant business, but finally realized the importance of business legality, especially in the future,

**2. Capital**

For capital, the results of the study show that all business capital informants come from personal funds or without loans, and do not need loan assistance from third parties, except for Mrs. Ani who said that she needed a capital loan for business development. third parties or banks, because the ornamental plant business has no guarantee of price and market stability, and wants to maximize existing ornamental plants for mass development.

**3. APTHB's contribution to tourism in Bondowoso Regency**

All informants said that the vision and mission of the Bondowoso Ornamental Plant Farmers Association (APTHB) could support tourism potential in Bondowoso Regency, but it requires the participation of local governments to realize ornamental plant tourism. The assistance needed by members in the success of Bondowoso as a center for ornamental plants is a place to sell or a permanent flower market, so that it will be easier for people from outside the area when looking for ornamental plants in Bondowoso.

**DISCUSSION**

Economic Empowerment of Ornamental Plant Farmers in Bondowoso Regency

The economic empowerment program for ornamental plants in Bondowoso carried out by APTHB has been going well, but it will still require continuous evaluation to improve the quality of the empowerment.

Empowerment carried out by ATHB is social (non-profit), so there is no provision of capital or assistance for cultivation facilities and infrastructure, but only providing cultivation training, motivation, business management, and providing media for selling ornamental plants.

Based on the results of research on 8 informants showed that the empowerment program carried out by APTHB was quite successful. To determine the success rate of the economic empowerment program for ornamental plant farmers in Bondowoso Regency carried out by APTHB using the dimensions of Mardi Yatmo Hutomo's empowerment approach, as follows:

**a. Capital Strengthening:** To develop their ornamental plant business, 7 informants do not need a third party loan, while only 1 informant needs loan funds for business development.

**b. Guidance and Training:** The empowerment program by APTHB routinely provides training on cultivation and business management by experts. Meanwhile, intensive guidance is carried out through management visits to farmers. And monitoring is held every 3 months to find out the business development of members.

**c. Business Management Assistance:** Routinely there is provision of material on business management, for example business accounting training, marketing via social media, business legality management, and quality control assistance for ornamental plants of members. Implikasi Pemberdayaan Ekonomi Petani Tanaman Hias di Kabupaten Bondowoso

Meanwhile, based on the success indicators of empowerment activities according to Suharto (2007), they are as follows:

(1). Have a source of income to meet basic needs; namely the results of the study show that the sales turnover of members per month is IDR 3-10 million with a profit of 50-80 percent, production costs of 10-20 percent. The income earned by association members exceeds the Bondowoso district UMK in 2022 of IDR 1,958,640.12 (Governor's Decree No. 188/803/KPTS/013/2021).

(2). Dare to express opinions in family and society (community); namely the members of the association are increasingly daring to express their opinions, ideas and ideas in the forums and activities of the Association.

(3). Have sufficient mobility to go to public places; namely members have access to information and mobility (activities) are wider after becoming a member,

(4). Have the ability and opportunity for participation in the community; namely the association members are able to provide empowerment through education and invite participation to families, neighbors and the surrounding community to grow ornamental plants and help sell them.

5. Able to make family decisions for future improvement; namely the members of the association consider that ornamental plant farming has good prospects and can be relied upon as the main income of the family.

## CONCLUSION

1. The economic empowerment of ornamental plant farmers in Bondowoso Regency carried out by the Bondowoso Ornamental Plant Farmers Association (APTHB) has been going well by looking at the indicators of increasing the number and variety of

plants, resulting in increased cultivation competence, more organized production of ornamental plants, and increased income (turnover). and profits), to making ornamental plant business the main source of family income in meeting daily needs.

2. The empowerment carried out has been successful with indicators of being able to create independent ornamental plant farmers, in the sense that they are not dependent on third party loan funds for business development.
3. Assistance and training on cultivation and business management carried out by the association is good, but still requires innovation and improvement according to the needs of members, technological developments and competition in the business world.
4. It takes the participation and active role of the local government to increase the tourism potential of ornamental plants in Bondowoso Regency, efforts that can be made are to provide permanent selling places such as flower markets for association farmers or other flower traders. So that it can become a tourism attraction for Bondowoso Regency.

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