

RESEARCH ARTICLE OPEN ACCESS

# Beef Cattle Development Strategy In The Potential Areas Of Agricultural Land Development In Kediri East Java

Sapta Andaruisworo\*, Zaenal Fanani\*\*, Suyadi\*\*, Moch.Nasich\*\*

\*(Student of Doctoral Degree, Animal Science Faculty, University of Brawijya, Indonesia

\*\* (Animal Science Faculty, University of Brawijya, Indonesia)

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## Abstract:

The research objective is to analyze the strategy for developing integrated beef cattle business in agricultural land. The study was conducted in Kediri Regency for 3 months. The research respondents were beef cattle breeders who were integrated with agricultural businesses. The sample used as respondents is a farmer who runs a business for at least 3 years. Analysis of research data was using SWOT analysis to develop beef cattle development strategies. The results of the study that the strategy of beef cattle business with food crops in the dry land of Kediri Regency uses the SO (Strengths - Opportunities) strategy, which is a strategy that uses internal strength to take advantage of external opportunities by the following ways: 1. Expanding the network of cooperation with related agencies and stakeholders holder / investor, such as *Perhutani*, Forest Service, Trade Service, Village Community Empowerment Service, Tourism Office. 2. Utilizing the potential of existing natural resources more optimally by taking into account conservation principles. 3. Optimizing the roles of management and members to play an active role in efforts to manage forests sustainably and develop under-standing land cultivation. 4. Optimizing the role of cooperatives with financial support from the business world, especially in efforts to preserve forests to improve community welfare.

Keywords - development, beef cattle, strategies, food plants

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## I. INTRODUCTION

The development of beef cattle businesses that complement and support each other can be seen from the functions of these cattle in an integrated farming system, because the carrying capacity of farmers is physically, economically and socially different in each region or in each farmer, so the level of beef cattle business development is very varies.

Utilization of dry land for the benefit of the development of crop farming with the people's beef cattle business turned out to face many problems. The main problem is in terms of the availability of animal feed forage resources that in the dry season there will be a lack of feed while in the rainy season there will be excess forage sources of animal feed, although forage quality in the dry season will be better than the rainy season. Whereas from the socio-economic point of view of farmers or communities who use dry land as a place of business, the population migration rate is quite high which results in a limited number of productive workers in the village. The high rate of migration is closely related to the improvement of education among rural youth and the low opportunity to work in the village. Apart from that the capital owned is also an obstacle. Especially for cultivation of plants that require large capital such as commercial crops, so that only farmers who are able to develop commercial farming and farmers with weak capital will become poorer. The problem certainly needs attention especially regarding how far the correlation between crop farming and smallholder beef cattle business, availability of animal feed forage, productivity of crop farming with

smallholder beef cattle business, labor availability, social factors, farmer income and linkages with other farms.

Efforts to develop beef cattle by farmers require the deployment of various capabilities to utilize existing production functions (Soekartawi et al., 1986), farmers in influencing their production are done by utilizing limited resources including the use and utilization of labor, even combining various production functions to achieve its purpose. Every decision made by livestock farmers will always lead to improving the household economy.

Panggabean (2012) stated that the integration of farming on narrow land, is usually difficult to do. In connection with this, then to ensure the implementation of farming integration, it is necessary to make a strict division between yard, upland and field farming. It should also be added that the integration of farming on dry land between farming and beef cattle business is very appropriate, bearing in mind that family labor in leisure can be utilized to manage beef cattle business.

## **II. LITERATURE REVIEW**

Wibowo, Budi Guntorodan Endang Sulastrri (2011): The implementation of agribusiness development programs for beef cattle in Sekadau Regency has not been optimal. This can be seen from the existence of a number of rules set that are not in accordance with implementation in the field such as the lack of socialization at the group level, this is known because there are still group members who do not understand the program's objectives and implementation, in selecting prospective beneficiaries for several criteria selection was not carried out due to lack of supervision by the technical team, in the formation of farmer groups there were two villages that formed groups when there was a program, preparation of group business plans and determination of the nation and livestock specifications did not involve group members. The specifications of livestock received by the rowing farmers are not in accordance with the provisions, causing the farmers to feel disadvantaged. During the implementation phase, there was an abuse of the use of funds by farmer groups. The difference in the mechanism of assistance in the distribution of livestock assistance in each village due to the form of adjustment between the rules set by the implementation of the group.

Food crops that always get the highest choice by farmers are rice, corn, cassava and sugar cane. Rice is an agricultural commodity that functions as the backbone of subsistence farming in Indonesian society and is a buoy for the community as a whole. Because rice and yields are the main key to the achievement of national economic stability and have a role as capital in supporting the growth of the agricultural sector (Soetatwo, 1974; Soewardi, 1976).

According to Goldim Panggabean (1982), the integration of farming on narrow land is usually difficult. In connection with this, then to ensure the implementation of farming integration, it is necessary to make a strict division between yard, upland and field farming. It should also be added that the integration of farming on dry land between farming and beef cattle business is very appropriate; bearing in mind that family labor in leisure can be utilized to manage beef cattle business.

Sodiq and Hidayat (2012): The pattern of development of beef cattle farms with relatively little fattening patterns (10%), but dominated by a combination of cow-calf operations and fattening patterns (90%). The potential performance of social resources of all breeders (100%) has a high score, while the level of group dynamics tends to remain (60%) and increase (40%). The productivity performance of S / C figures has an average of 2.4 with an average calving interval of 13.7 months, and the average pregnancy rate reaches 76.5%. In the fattening pattern, in general, having a BCS ranges from a score of 4 to 7 with the highest score being a score of 6 (45%) followed by a score of 7 (40%).

### III. RESEARCH METHODS

Research in Kepung Subdistrict Kediri District with a purposive sampling method mentioned that Kepung Subdistrict has the most population compared to other sub-districts and the most extensive potential for developing agricultural land for food crops.

The number of research respondents is 32 people, who are beef cattle breeders who run a business for at least 3 years and also have food crop farming land so that the business run by farmers is an integrated farming system. There are quite a number of beef cattle as many as 843,390 people (East Java Livestock Service Office, 2016). It has a large area of dry land agriculture (86,598 Ha), and 70% of the area is designated as a sustainable food agricultural land and is spread throughout the district area.

Data collected in this study consisted of primary data and secondary data, primary data was carried out by survey techniques (direct observation) in the field to obtain information / information clearly and in detail about a condition with the guidance of questionnaires / questionnaires which included; information about breeders (age, education, number of family members, livelihoods, experience of raising livestock, and the amount of livestock ownership, business costs of both livestock and farming income, etc.); agricultural production in the past year including beef cattle production; non-farming activities; income; spending. Secondary data were obtained from the Agriculture and Animal Husbandry Office, sub-district offices, village offices and related agencies.

Data analysis using IFAS and EFAS SWOT methods to determine beef cattle development strategies that exist in the area of potential agricultural food crops.

### IV. RESULT AND DISCUSSION

#### Development Strategy

This SWOT analysis is to identify and analyze internal strategic factors in terms of strengths and weaknesses as well as external strategic factors in terms of opportunities and threats, to determine the *gadhan* patterns development model of beef cattle business integrated with food crop farming in the dry land area of Kediri Regency.

The following are the results of IFAS and EFAS analysis.

Table 1. Internal Factor Analysis Summary (IFAS)

Internal Strategy Factors	Weight	Rating	Score
Strength (strength)			
1. The potential of sufficient natural resources	0,12	4	0,48
2. There are management who are able to manage	0,10	4	0,40
3. A large number of members	0,10	3	0,30
4. Plant development under stands	0,10	3	0,30
5. A cooperative has been formed in the village	0,08	3	0,24
Sub Total	0,50		1,72
Weaknesses			

1. Lack of knowledge about the importance of forest benefits	0,12	2	0,24
2. Community ignorance of the rules of the function of forest conservation	0,10	2	0,20
3. Lack of skills in managing forests	0,10	1	0,10
4. Lack of optimal utilization of cooperatives	0,10	1	0,10
5. Lack of sufficient funds to manage forests	0,08	2	0,16
Sub-Total	0,50		0,80
<b>TOTAL</b>	<b>1,0</b>		<b>2,52</b>

From the results of IFAS table analysis shows that the strength factor (S) has a value of 1.72 while the weakness (W) has a value of 0.80 this means that in the forest management strategy with the CBFM pattern it still has strengths better than the existing weaknesses ( $1.72 > 0.80$ ).

While the Results of Analysis of External Factor Analysis Summary (EFAS) are as follows:

Table 5.20. External Factor Analysis Summary (EFAS)

External Strategy Factors	Weight	Rating	Score
<b>Opportunities</b>			
1. Coaching and training from across agencies, such as Perhutani, Forestry, Tourism, PMD, Perindagkop	0,10	4	0,40
2. There are stake holders who want to work together in managing forests	0,15	4	0,60
3. There are funding sponsors from the business world	0,05	3	0,15
4. There are entrepreneurs who accommodate the results of the development of plants under the stand	0,20	4	0,80
Sub-Total	0,50		1,95
<b>Threats</b>			
1. Competition among entrepreneurs in accommodating the results of the development of under-standing plants	0,15	2	0,30
2. There are stake holders who only take advantage in collaborative forest management	0,10	2	0,20
3. The existence of other community groups who try to interfere with forest security	0,05	1	0,05
4. Difficulties looking for funding sponsors from other parties	0,20	1	0,20
Sub Total	0,50		0,75
<b>TOTAL</b>	<b>1,0</b>		<b>2,70</b>

From the results of the analysis of the EFAS table shows that the opportunity factor (O) has a value of 1.95 while the weakness (W) has a value of 0.75 this means that in the forest management strategy with the CBFM pattern it still has a better chance than the existing threats ( $1.95 > 0.75$ )

Based on the IFAS and EFAS matrices in the table above, it can be shown the scores on each factor both internal and external as follows:

1. Strength factor (strength) shows the value of 1.72
2. Weaknesses indicate a value of 0.80
3. Opportunities factors indicate a value of 1.95
4. Threats factor shows the value of 0.75

From the values of the factors mentioned above can be described in the SWOT matrix formulation as follows:

IFAS \ EFAS	STRENGHT (S)	WEAKNESSES (W)
OPPORTUNITIES (O)	Strategi SO $= 1,72 + 1,95$ $= 3,67$	Strategi WO $= 0,80 + 1,95$ $= 2,75$
THREATS (T)	Strategi ST $= 1,72 + 0,75$ $= 2,47$	Strategi WT $= 0,80 + 0,75$ $= 1,52$

From IFAS and EFAS matrix analysis, SWOT matrix can be arranged to analyze strategic alternative formulation, both SO, WO, ST, WT strategies the results of the SWOT matrix analysis can be described as follows:

<p style="text-align: center;">IFAS</p> <p style="text-align: center;">EFAS</p>	<p><b>(Strength)</b></p> <ol style="list-style-type: none"> <li>1. The potential of sufficient natural resources</li> <li>2. There are management who are able to manage the forest</li> <li>3. A large number of members</li> <li>4. Plant development under stands</li> <li>5. A cooperative has been formed in the village</li> </ol>	<p><b>(Weaknesses)</b></p> <ol style="list-style-type: none"> <li>1. Lack of knowledge about the importance of forest functions and benefits</li> <li>2. Community ignorance of the rules of the function of forest conservation</li> <li>3. Lack of skills in managing forests</li> <li>4. Lack of optimal utilization of cooperatives</li> <li>5. Lack of sufficient funds to manage forests</li> </ol>
<p><b>(opportunities)</b></p> <ol style="list-style-type: none"> <li>1. Coaching and training from across agencies, such as Perhutani, Forestry, Tourism, PMD, Perindagkop</li> <li>2. There are stake holders who want to work together in managing forests</li> <li>3. There are funding sponsors from the business world</li> <li>4. There are entrepreneurs who accommodate the results of the development of plants under the stand</li> </ol>	<p><b>Strategy SO</b></p> <ol style="list-style-type: none"> <li>1. Expanding the network of cooperation with related institutions and stakeholders / entrepreneurs</li> <li>2. Utilizing the potential of natural resources more optimally.</li> <li>3. Optimizing the roles of management and members to manage the forest</li> <li>4. Optimizing the role of cooperatives with financial support from the business world</li> </ol>	<p><b>Strategy WO</b></p> <ol style="list-style-type: none"> <li>1. Socialization of the importance of the functions and benefits of forests for people's lives</li> <li>2. Sending management or members to attend conservation cadre training</li> <li>3. Increase other sources of funds from stake holders</li> </ol>
<p><b>(Threats)</b></p> <ol style="list-style-type: none"> <li>1. Competition among entrepreneurs in accommodating the results of under-standing plants</li> <li>2. There are stake holders who only take advantage in collaborative forest management</li> <li>3. The existence of other community groups who try to</li> </ol>	<p><b>Strategy ST</b></p> <ol style="list-style-type: none"> <li>1. Look for alternative markets and other potential stakeholders.</li> <li>2. Increasing patrols to safeguard forests from interference from other parties.</li> </ol>	<p><b>Strategy WT</b></p> <ol style="list-style-type: none"> <li>1. Raise awareness of the importance of the functions and benefits of forests</li> <li>2. Increasing community participation and participation in forest management efforts</li> </ol>

interfere with forest security	stakeholders.	
4. Difficulties looking for funding sponsors from other parties		

This strategy was taken on the basis of the results of the SWOT analysis; the SO (Strengths - Opportunities) strategy is a strategy which used internal power to take advantage of external opportunities by the following ways:

1. Expanding the network of cooperation with related institutions and stake holders / investors, such as *Perhutani*, the Forestry Office, the Ministry of Industry and Trade, the Village Community Empowerment Office, the Tourism Office.
2. Utilizing the potential of existing natural resources more optimally by taking into account conservation principles.
3. Optimizing the roles of management and members to play an active role in efforts to manage forests sustainably and develop under-standing land cultivation.
4. Optimizing the role of cooperatives with financial support from the business world, especially in efforts to preserve forests to improve community welfare.

## V. CONCLUSION

Beef cattle business strategy with food crops in the dry land of Kediri Regency uses SO (Strengths - Opportunities) strategy, which is a strategy that uses internal strength to take advantage of external opportunities by the following ways: 1. Expanding the network of cooperation with relevant agencies and stakeholders / investors such as *Perhutani*, the Forestry Service, the Department of Industry and Trade, the Village Community Empowerment Office, the Tourism Office. 2. Utilizing the potential of existing natural resources more optimally by taking into account conservation principles. 3. Optimizing the roles of management and members to play an active role in efforts to manage forests sustainably and develop under-standing land cultivation. 4. Optimizing the role of cooperatives with financial support from the business world, especially in efforts to preserve forests to improve community welfare.

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