

# Social Enterprise Community Model for Optimising Women's Economic Productivity in Integrated Maize, Cattle, and Banana Farming Area in Pamekasan Regency, Indonesia Country

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**Abstract:-** Social enterprise offers an innovative concept for solving social problems through empowerment and social reinvestment activities. Business actors can add the social business model as a choice if they are interested in building a business with the concept of community empowerment to overcome various social problems, especially to optimize the economic productivity of women in the integrated farming development area, where women are one of the pillars of the household economy. Targeted objectives: (1). Characteristics and time devotion of women in the Integrated Farming Development center, (2). Social Enterprise Community Business Model for Improving the Economic Productivity of Madura Women in the Centre of Banana-cow-corn Integrated Farming Development in Pamekasan, Indonesia.

The research methods were survey, in-depth interview, and Focus Group Discussion (FGD). The outline of the work plan in this research group study consists of (1) research preparation, (2) secondary data collection, (3) field survey, (4) in-depth interviews, (5) FGDs, (6) data analysis, and (6) report preparation. FGDs, (6). data analysis, (6). report preparation. The results showed that of the three integrated commodities, cattle farming provided the largest share of leisure time compared to corn and bananas. In addition, the level of income obtained from cattle cultivation is the largest, while the most suitable Social Enterprise Community model is the Capital Support Model.

**Keywords:** Social Enterprise Community, Integrated Farming, Economic Productivity, Madura Women

## 1. Introduction

Poverty is still a problem that threatens Indonesian society. The number of poor people in Indonesia in March 2020 was 26.42 million people or 9.78 percent, an increase compared to the number of poor people in the previous year, which in September 2019 was 24.79 million people or 9.22 percent [1]. Creative economic development in districts/cities can be done by utilizing regional potential that becomes the identity of the city/district, one of which is in the form of introducing regional specialty products. Identity or landmark here is interpreted as a characteristic that makes an area unique and different from other areas. This regional identity can be rooted in local wisdom, namely cultural values, sociocultural conditions, and geographical and demographic conditions [2].

The identity of Madura Island is batik, Madura cattle, salt, tobacco, corn, and lately the development of banana commodities. The term that is often raised is Madura as Salt Island and Cow Island. The recorded number of cattle in 2015 was 917,061 heads or 22% of the total cattle population in East Java [3]. This condition is a potential that can provide opportunities for the development of the livestock sub-sector both beef cattle and other livestock commodities towards the development of livestock-based agribusiness areas.

This local potential is then used as the basis for a program to improve the welfare of farmers through increased development of integrated farming between the agricultural and livestock sectors. However, to increase production productivity and quality must be supported by supporting facilities and infrastructure [4]. Combining several types of commodity businesses in a certain area is an opportunity that can increase income [5]. It is expected that the integration of food crops and plantation farming can increase farmers' income [6]. However, farmers can increase the production of food crops and beef cattle either through intensification, extensification, and/or integration.

Integrated farming strategies between agricultural and livestock commodities are also being developed in East Java. Samatan Village, Proppo Sub-district, Pamekasan Regency, East Java, which is famous for its cattle and corn crops, is now set to become the center of Cavendish banana crops in the Madura region. In 2022 the Village Head and farmers simultaneously planted 4,000 banana seedlings with the Cavendish variety. Low maintenance and an available market are the main reasons this integrated farming venture was launched by the Village Head to increase the income of farming households in Samatan Village. The integration system is an application of integrated farming, this system is very profitable because livestock can use grass and forage that grows wild, straw, or agricultural waste as feed, in addition to producing manure as organic fertilizer to improve soil fertility. Integrated farming is the right choice due to the increasingly limited ability of agricultural resources, in connection with that, the integration system of cow corn, and banana is one of the alternative integrated farming system models in agriculture. The development of banana-cow maize integration is a strategic program to support maize self-sufficiency and banana demand.

The maize, cattle, and banana integration system is a zero-waste farming system where crop wastes are used as inputs for animal feed, and livestock wastes are used for maize and banana crops. The advantage of the maize, cattle integration system model is the positive integration between the two or more commodities combined. Any combination that interacts positively indicates that they support each other in one farm production system [7].

The maize-cattle integration system can have positive impacts on cultivation, and social and economic aspects. The potential availability of feed from crop waste is large enough every year. The integration system can increase household income by processing livestock manure into compost. Compost fertilizer can then be sold to other farmers. Some research results of the integration system of cattle and crops can increase farmers' income.

The acceleration of this village government program can be done by applying the concept of social enterprise community that focuses on women/farmer households involved in banana, cattle, and corn farming developed in Samatan Village. The role of various parties, including the government, universities, non-governmental organizations, banks, and the media in creating an ecosystem for social business by providing moral and material support is very meaningful for business growth and other social impacts in villages that develop this concept.

Social Enterprise offers an innovative concept for solving social problems through empowerment activities. Business actors can add this social business model as a choice if they are interested in building a business with the concept of community empowerment to overcome various social problems, especially for optimizing the economic productivity of women in the integrated farming development area, where women are one of the pillars of the household economy. Social entrepreneurship also has challenges faced in its application including; including strategic challenges, legitimacy challenges, mission measurement paradoxes, and governance challenges [8].

In analyzing women's workload, the concept of triple roles is used, which refers to the double burden in women's daily lives to handle domestic work, production, and community management simultaneously [9]. Concerning Moser's findings, Madurese women have played these three roles simultaneously. The social roles

carried out by coastal women are rooted in the sexual division of the labor system that prevails among coastal communities.

The sexual division of labor system in coastal communities places strict emphasis on the roles of men and women. The sea is the domain of men (fishermen) and the land is the domain of coastal women. The main activity of men is fishing, while the women process and sell their husband's catch. Most of the time is spent by fishermen to handle sea work, there is not enough opportunity for fishermen to take care of socio-economic activities on land. In contrast, coastal women spend most of their time dealing with land-based chores. The geographical and livelihood characteristics of coastal areas have shaped the unique socio-economic roles of fishermen and their wives.

Therefore, it is important to conduct a study on Optimising the Economic Productivity of Madurese Women in the Development Area of Integrated Farming of Cow Banana, and Corn based on the Social Enterprise Community in Pamekasan Regency.

## **2. Literature Review**

Several empirical studies related to the concept of Social Enterprise Community development as a way out and guarantee the improvement of the economic welfare of farmer households have been conducted. There are three main problems experienced by the national agricultural sector, such as production, distribution, and price affordability [10]. The three main problems boil down to the problem of farmer welfare which deserves attention. In the context of social entrepreneurship, it is clear that there will be at least three interrelated terms: social entrepreneurship, social entrepreneur, and social enterprise.

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## **3. Methods**

### **Method of Determining Research Location and Research Sample**

The location determination was carried out Purposively, namely in Samatan Village, Proppo Subdistrict, Pamekasan Regency, Indonesia country. According to Sugiyono (2017), the appropriate sample size in research is between 30 and 500. This study used a sample of 100 female respondents/mother households of banana, maize, or corn farmers and cattle farmers.

### **Data Collection and Data Analysis Methods**

The data used in this research is primary data, which was collected through interview techniques and in-depth observations, using questionnaires.

Data analysis in this study used quantitative descriptive analysis and qualitative descriptive analysis. Quantitative descriptive analysis was used to determine income, women's contribution and time devotion calculated using a simple tabulation method. Qualitative analysis was used to determine income, women's contribution in fulfilling household needs, and women's time in productive, domestic, and social activities which were explained descriptively by the facts in the field.

### Household Income

Household income is obtained by adding up the income of the husband, wife, and other sources. According to Mardiana et al, (2005) [14] the household income of respondents was calculated by the formula:

$$I_R = I_S + I_I + I_O$$

Where  $I_R$  is household income,  $I_I$  is the husband's income, and  $I_O$  is other sources of income.

### Women's Income Contribution

Women's income contribution is used to determine how much they contribute to family income. According to Mesra (2018)(12), the contribution of housewives' income to the family is calculated by the formula:

$$\text{Contribution of Housewife Income} = \frac{\text{Housewife Income}}{\text{Family Income}} \times 100\%$$

If the contribution is  $\leq 50\%$  of the total family income, the contribution of women is classified as small and if the contribution is  $> 50\%$  of the family income, the contribution of Ngojur women is classified as large.

### Time Devoted

According to Munawaroh et al., (2013) [15] the allocation of time or the outpouring of ngojur your women in productive, domestic, and social activities is calculated by the formula:

$$P = \frac{t}{\sum t} \times 100\%$$

Where  $P$  is the percentage of time devoted (%),  $t$  is the time allocation (hours), and  $\sum t$  is the number of hours or days (24 hours).

The verification and enrichment stage of the SIM model of empowerment mapping was carried out using Focus

Group Discussions (FGDs) were conducted at various levels, namely: Stakeholders such as local government officials at the village level, district, department, and educational institutions related to Integrated Farming in Pamekasan.

## 4. Results and Discussion

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### Characteristics and Roles of Women in Integrated Farming Areas

The main occupational characteristics of women farmers in Samatan Village are generally farmers, including corn farmers, tobacco farmers, and cucumber farmers. Then the profession of a farmer is only a side job for people who on average have main jobs as civil servants, entrepreneurs, and some farmers who own land for farming [16].

The main and side jobs carried out by women farmers are generally also caused by educational factors, lack of experience, and skills possessed [17]. Usually, the higher the education, the lower the desire to make the

farming profession the main job, such as the case of young people who are reluctant to work as farmers because of the weak market access of farmers, causing the profits obtained to be small. In Samatan Village, most of the education of women farmers is only elementary school graduates. This is because there is an assumption that farming does not require workers to have higher skills, therefore women in Samatan Village have no interest in continuing their education to a higher level. In addition, based on the results of interviews with respondents, it was stated that to continue higher education, more money must be spent, while the economic conditions in the family do not allow for higher education costs. Therefore, female farmers in Samatan Village choose to work directly rather than continuing their education. The statement is in line with research conducted by Ngamal (2022) [18] that many Indonesians have problems due to the high cost of education, so people prefer not to get higher education rather than increase expenses to improve their quality, which causes a complexity of farmer laborproblems in terms of nurseries to post-harvest management of poor quality.

Based on the results of interviews with respondents, the data related to the income obtained by farmers in Samatan Village, Proppo Sub-district, Pamekasan Regency is illustrated in the diagram below:

Commodities	Total Income of Respondents		
	< 1,000,000 to 1,000,000	> 1,000,000 to 2,000,000	> 2.000.000
Corn	26	4	5
Cow	0	0	35
Bananas	35	0	0

**Table 1. Income of women farmers**

The number of respondents related to income in the Corn crop commodity in Samatan Village is less than Rp.1,000,000 to Rp.1,000,000, lower than the Banana commodity and higher than the Cattle commodity, namely 26 respondents in the Corn crop, 35 respondents in the Banana commodity, and no respondents who have income in the range in the Cattle commodity. This is because farmers who just work to meet their daily needs Maize production is small due to limited land and capital and the production costs of Maize crops are large, the statement is in line with research conducted by Moonti & Wibowo (2020) [16] which states that production costs are closely related to the income earned by farmers because the greater the costs incurred, the less income earned and vice versa. As well as several obstacles that also cause low productivity of Maize crops such as problems with irrigation systems where farmers still rely on erratic rainwater to water their Maize plants, causing less optimal plant growth due to lack of water. This statement is in line with research conducted by Supriyanta et al., (2020) [19] which says that lack of water in corn plants will cause fatigue, disruption of plant growth, and even death due to stress because it is not optimal in absorbing water and cannot replace transpiration.

Meanwhile, the low income on Banana commodities in Samatan Village is because most of the respondents directly sell the Banana harvest in fresh form or without processing with an inadequate level of quality results, whereas Banana commodities can provide added value to income if processing and marketing are carried out [20].

Other farmers chose to consume their produce or share it with neighbors rather than sell it. The absence of respondents who have income in the range of less than Rp.1,000,000 to Rp.1,000,000, in cattle commodities in Samatan Village is due to farmers who make cattle as an investment. In general, farmers make the cattle as savings that can be withdrawn if they are involved in an emergency that requires material solutions [21]. The income ranges from more than Rp.1,000,000 to Rp.2,000,000, there were 4 respondents in the Maize commodity and no respondents had income in this range in the Banana and Cattle commodities. This is because women corn farmers in Samatan Village have started to process corn crops but have not maximized their marketing. The amount of income of women farmers who are more than Rp.2,000,000, in the commodity of

Corn crops, 5 respondents have innovated the Corn crop and have maximized their marketing, so that the income earned is greater than those who do not do any processing at all. In the Banana commodity, no respondent had an income in that range. However, in the cattle commodity, all 3 respondents had an income of more than Rp.2,000,000. This is due to the investment of farmers in cattle who raise cattle for a longer period than corn and banana commodities, thus making the cattle of high quality which then increases the selling price.

Women farmers in Samatan Village, Proppo Sub-district, Pamekasan Regency generally have several problems that cause a lack of crop productivity. Among them are lack of capital to buy seeds, fertilizers, labor costs, and maintenance costs. Another problem is that most farmers do not own their land but cultivate land owned by others so the harvest must be shared with the landowner. Furthermore, there is also a problem with the irrigation system where farmers still rely on erratic rainwater to water the plants, causing plant growth to be less than optimal due to lack of water. This statement is in line with research conducted by Supriyanta et al. (2020) [19] which says that lack of water in plants will cause fatigue, disruption of plant growth, and even death due to stress because it is not optimal in absorbing water because it cannot replace transpiration. The working time of women farmers in Samatan Village consists of three times which include time for productive activities, time for domestic activities, and time for social activities. The results of the analysis of the average of the three work time outlays are as follows:

Time spent (productive)	Total respondents	%
1 Hour	1	3%
1 hour 30 minutes	1	3%
10 hours	2	5%
12 hours	1	3%
3 Hours	3	7%
3 Hours 30 minutes	2	5%
4 Hours	5	13%
5 Hours	7	18%
5 Hours 30 minutes	1	3%
6 hours	4	11%
7 hours	1	3%
7 hours 30 minutes	2	5%
8 hours	7	18%
9 hours	1	3%
Average	3	7%
Total	38	100%

**Table 2. Women's Time Devoted to Banana Farming**

From the banana commodity data above, it can be seen that the most time spent is 5 hours and 8 hours with a percentage of 18%. The second highest amount of time is 4 hours with a percentage of 13%, and the last most time is 6 hours with a percentage of 11%. The productive time spent by farmers from less than 5 hours to more than 5 hours is the productive time of farmers caring for banana trees.

Time spent (Productive)	Total respondents	%
1 Hour	1	3%
1 hour 30 minutes	1	3%
10 hours	2	6%
12 hours	1	3%
3 hours	2	6%
3 Hours 30 minutes	2	6%
4 Hours	5	14%
5 Hours	5	14%
5 Hours 30 minutes	1	3%
6 hours	4	11%
7 Hours	3	8%
7 hours 30 minutes	1	3%
8 hours	7	19%
9 hours	1	3%
Average	2	7%
<b>Total</b>	<b>36</b>	<b>100%</b>

**Table 3. Women's Time Devoted to Maize Farming**

From the corn commodity data above, it can be seen that the most time spent is 8 hours with a percentage of 19%. Time 4 hours and 5 hours with a percentage of 14%. And the last largest amount is time 6 hours with a percentage of 11%. This time is used by farmers to care for corn starting from watering corn and cleaning from weeds. The productive time used by farmers is less than 5 hours with a total of 7 and more than 5 hours with a total of 8. This time is used by farmers to care for corn crops starting from watering and cleaning from weeds.

Time spent (productive)	Total respondents	%
1 Hour	1	3%
1 Hour 30 Minutes	1	3%
3 Hours	3	8%
3 Hours 30 Minutes	2	6%
4 Hours	5	14%
5 Hours	8	22%
5 Hours 30 Minutes	1	8%
6 Hours	3	8%
7 Hours 30 Minutes	1	3%
8 Hours	6	17%
8 Hours 30 Minutes	1	3%
9 Hours	2	6%
10 Hours	2	6%
Average	3	8%
<b>Total</b>	<b>36</b>	<b>100%</b>

**Table 4. Women's Time Devoted to Cattle Farming**

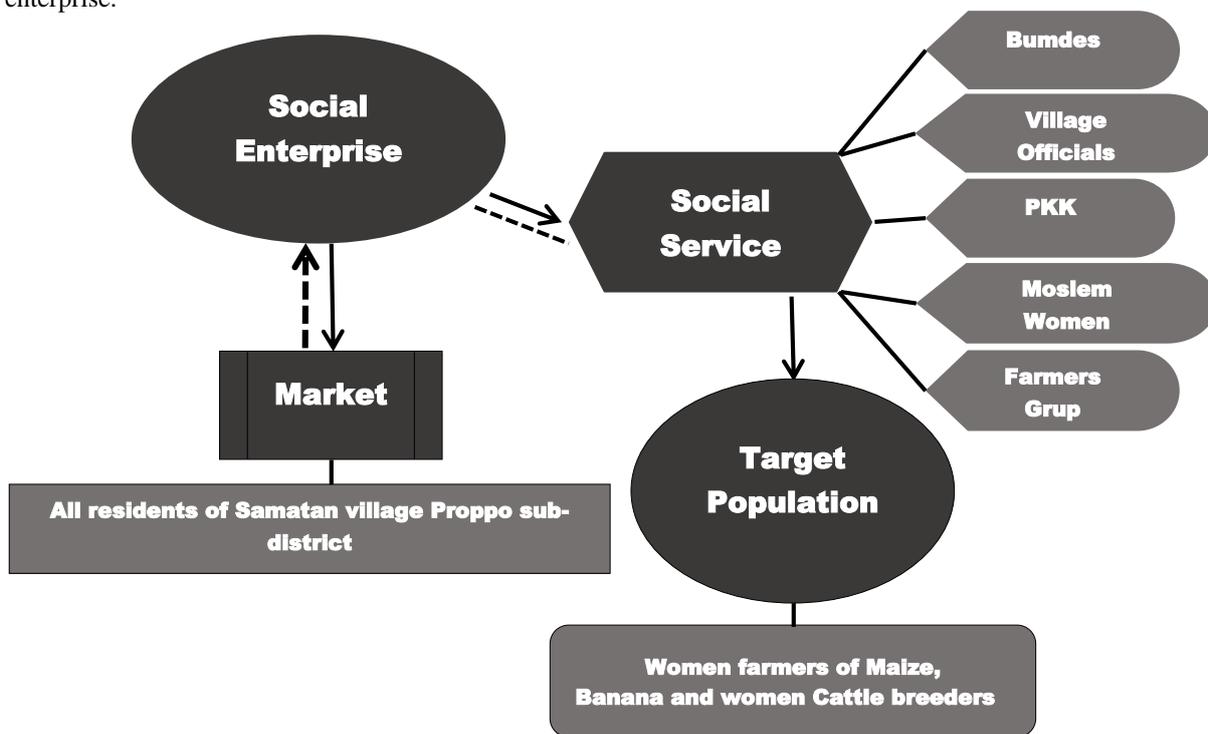
From the cattle commodity data above, it can be seen that the most time spent is 8 hours with a percentage of 22%. Time 6 hours with a percentage of 17% And the last largest amount is time 4 hours with a percentage of 14%. This time is used by farmers to cut grass to feed the cattle, feed and water the cattle, and bathe the cattle. The productive time used by farmers is less than 5 hours with a total of 6 and more than 5 hours with a total of 7. This time is used by farmers to cut grass, feed and drink cows and bathe the cows.

Based on the pattern of women's work in the three integrated farming commodities, it can be compared that the most time used by farmers is in banana and corn commodities. Because these two commodities are considered, especially in the banana commodity, if the treatment is done inappropriately, the banana tree becomes fruitless and damaged as well as in the corn commodity. Requires care for watering and cleaning from weeds so that corn yields are as expected.

**Organizational Support Model for Improving Women's Economic Productivity in Banana, Cow, Corn**

**Integrated Farming Development Area in Pamekasan**

The organizational support model uses a business model where social enterprises sell their products and services to the public in a profit-oriented manner. Net profits are used to fund the organization's social programs. This model is successful when all or most of the social program capital is funded by the social enterprise.



**Figure 1. Social Enterprise Community Model**

Social entrepreneurship in Samatan Village can be seen in the activities of the BUMDes (Village Owned Enterprises) that undertake economic development in the village. These types of activities can boost the economy in rural areas at the individual, group, or village community level. At the individual level, it can create jobs, reduce unemployment, and improve family welfare. At the group level, it consists of economic activities organized by community organizations in villages that work together with BUMDes, such as PKK (Family Welfare Programme), Gapoktan (The Farmer Group), Karang Taruna (Youth Organization), Dasawisma, or Posyandu (Integrated Healthcare Center), as collective activities in realizing social values. At the community level, as a whole, it can reduce rural poverty, resulting from social entrepreneurship activities at the individual and group levels [22]. The economic and social entrepreneurial activities in Samatan Village represent a

successful management of village funds, one of which is managed through BUMDes. In a different context, the following villages have succeeded in encouraging village economic activities and being able to strengthen entrepreneurship in the village.

- Economic Development a) Development of Village Tourism by Bumdes Rahayu and making photo spots for tourists. b) Development of Pamekasan culinary specialties in the tourist area for visitors to enjoy.
- Social Entrepreneurship a) Tourism village development can increase employment and reduce unemployment. b) BUMDes has a savings and loan business unit as well as payment and transfer services to facilitate community economic activities.

## 5. Conclusion

Based on the research results, it can be concluded that

- a) In general, women in integrated farming areas have a low level of education
- b) Characteristics of women's work on integrated farming as a sideline to their domestic household work
- c) The most time is spent on maize and banana cultivation, while the highest income is derived from cattle cultivation.
- d) A suitable Social enterprise Community model in integrated farming areas is at the group level consisting of economic activities organized by community organizations in villages working together with BUMDes, such as Gapoktan, Karang Taruna, Dasawisma, or Posyandu, as collective activities in realizing values.

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