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Institutional Farmer/Livestock Group in the Cattle Corporation Village Program in Gowa District, South Sulawesi Province, Indonesia

Ni Made Gemuh Ayu Rasa Astiti¹, Ida Rosada², Nurliani², Zulkifli Maulana³

¹Faculty of Agriculture, University of Marwadewa

²Agribusiness Study Program, Faculty of Agriculture, Universitas Muslim Indonesia

³Faculty of Agriculture, University of Bosowa

*Corresponding author's E-mail: idarosada@umi.ac.id

Article History	Abstract
Received: 06 June 2023 Revised: 05 Sept 2023 Accepted: 28 Nov 2023	<i>The cattle village corporation program is a program as an effort to increase the population and productivity of cattle in the context of meat self-sufficiency to achieve national food security. This research aims to determine the institutionalization of farmer/livestock groups in the cattle village corporation program in Gowa Regency, South Sulawesi Province. The study was conducted in January 2023 in Bontonompo District, Gowa Regency. Data comes from primary data and secondary data. The results of the research show that there are 5 groups of farmer/livestock groups in the cattle village corporation program, while the beef cattle marketing channels of the cattle village corporation program consist of 3 (three) marketing channels.</i>
CC License CC-BY-NC-SA 4.0	Keywords: <i>Institution, Cattle, Program</i>

1. Introduction

The Cattle Corporate Village Program (DKS) is the development of livestock areas based on livestock corporations initiated by the Ministry of Agriculture in 2020 with 5 (five) locations, namely: NTT, NTB, South Sulawesi, Lampung, and East Java. The number of areas will grow to nine in 2021, namely beef cattle areas in Aceh Besar Regency, Aceh Province, South Solok Regency, West Sumatra Province, North Penajam Paser Regency, East Kalimantan, Sidenreng Rappang Regency, South Sulawesi, Cianjur Regency, West Java, Kediri Regency, East Java, Boyolali, Central Java, Banyuasin Regency, South Sumatra, and Morowali Regency, Central Sulawesi (Daud and Suhartini, 2022).

The targets of the programs and activities included in the South Sulawesi Province Cattle Corporation Village are: increasing the population in beneficiary locations, increasing the scale of household livestock businesses, increasing animal protein production, increasing added value and competitiveness for the sustainability of beneficiary businesses, and strengthening livestock institutions through access to technical guidance, information, capital, facilities and infrastructure, as well as processing and marketing. This program provides cattle assistance to 1000 villages spread throughout Indonesia. The cattle assistance provided varies depending on the needs and conditions in each village. This program was formalized by the central government and local regional government, and implemented by the Ministry of Agriculture and the local Livestock Service. The cattle assistance provided includes female and male cattle, beef cattle, and dairy cattle. This program is expected to increase cattle production in Indonesia and help regional cattle breeders to improve their welfare.

The success of this program is influenced by many factors, among which the most important are (1) the potential of land resources and feed sources, (2) the breeder's background, (3) supporting institutions, and (4) the condition of the livestock being farmed (Media et al, 2022). With the background that has been stated, research was carried out on the institutionalization of farmer/livestock groups in the cattle village corporation program in Gowa Regency, South Sulawesi Province.

2. Materials And Methods

The study was conducted in January 2023 in Bontonompo District, Gowa Regency. The selection of the research site was due to the recipients of the cattle corporation village program (1000 cattle villages) in South Sulawesi Province in the first year. The data used are primary data and secondary data. The data analysis used is descriptive.

3. Results and Discussion

Animal Farmer Group Institutional System

The institutional system in the Livestock Farmer group in Kec. Bontonompo District, Gowa is very well established in raising Beef Cattle. This is proven by the existence of 5 (five) Livestock Farmer groups who are partners as recipients of assistance for 1000 Cattle Villages from the Ministry of Agriculture of the Republic of Indonesia. The following is a list of farmer groups that are recipients of this assistance, as follows:

1. Balumbungan Livestock Farming Group
2. Elerang Livestock Farming Group
3. Ballaparang Livestock Farming Group
4. Juluerok Livestock Farming Group, and
5. Ciptawahana Livestock Farming Group

Of the five groups, there are livestock farming groups that manage a lot of local beef cattle (Bali cattle) as their main commodity. The types of cattle assistance received by the 5 groups are generally cross-breed or cross-breed cattle.

In its development for more than 2 years, it received help from cows. Several conditions affect the performance of the 5 livestock farmer groups in the district. Bontonompo, Kab. Gowa experienced a slight decline in performance, including:

1. The quality of the Cross Breed Livestock that comes is not all of the best quality. Some of the livestock obtained are sourced directly from the livestock market which does not guarantee the quality of the livestock in terms of genetic quality. This is proven by the information that several inseminators who carried out artificial insemination (AI) failed.
2. Farmers' ability to raise cross-breed cattle is still not used, so the maintenance process in some of the group members' pens is not running optimally. For example, the process of feeding Cross Breed livestock is equalized to Balinese cattle which have been managed for generations by group members. According to Sutaryono et al (2022), a lack of knowledge and livestock management will be a problem in the development process of the 1000 cattle village program that has been implemented. This is proven by the fact that not all group members can contribute to the breeding of existing cross-breed cattle. Based on the results of interviews with several breeders, there was around 10% mortality that occurred within a period of 6 months - 1 year of the program. Therefore, some breeders sell some of their initial livestock to reduce losses and operational costs. This is certainly a loss for breeders. On the other hand, farmers can learn from the situation that has occurred, that there must be a continuous supply of feed so that the anticipation of a long dry season can be handled better.
3. Farmers' commitment is still inconsistent. Based on the results of interviews with several members of the livestock farmer group, several group members resigned as program implementers. In Verdi (2010) the success of raising assisted cattle is determined by the farmer's commitment. This is because breeders' abilities are still lacking in the process of raising Cross Breed Cattle. Farmers' commitment is inconsistent because there are livestock that dies due to the lack of early detection of diseases in imported livestock, handling the stress of transporting imported cattle is inadequate, and communication between group members regarding livestock mortality rates is only carried out traditionally.

Cattle Marketing in the Cattle Village Corporation Program

A marketing channel is a group of organizations that are interdependent and involved in the manufacturing process of products or services that are prepared for use or consumption. According to Venkatesh, V., & Davis, F. D. (2000), it is a series of interdependent organizations involved in the process of making a product or service for consumption.

The marketing activities of beef cattle for livestock farmer groups in cattle village corporations are still largely controlled by collectors and wholesalers. This is due to various limitations that breeders have, including; a lack of facilities to contact buyers, lack of capital, low level of knowledge of farmers in the beef cattle marketing process, and more efficiency both in terms of time and costs.

Based on research results and direct tracking of marketing institution transactions, it is known that there are several marketing channels in beef cattle marketing involving several marketing institutions, namely breeders, collectors, wholesalers, and consumers. The forms of marketing channels are as follows.

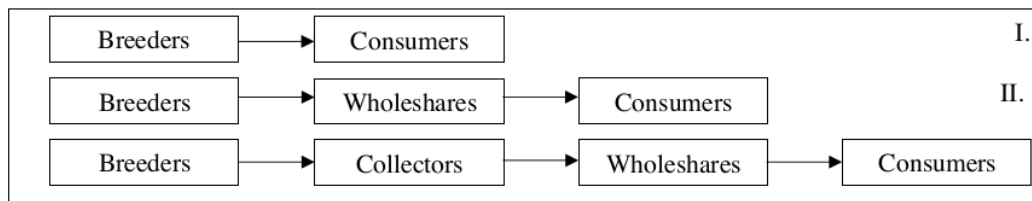


Figure 1. Marketing Channel of Beef Cattle Beef cattle farmer group

1. Marketing Channel I

Marketing channel I is a marketing channel that does not use intermediary traders, namely collecting merchants and large merchants. This channel is also a simple type of channel, where farmers directly connect with the market or consumers without intermediaries. This type only occurs when farmers need something for their needs and consumers also get cheaper prices than having to go through other marketing agencies.



Figure 2. Marketing Channel of Beef Cattle Beef cattle farmer group

Based on Figure 2, it can be seen that the marketing channel for beef cattle in livestock farmer groups is from breeders to final consumers without going through intermediaries. This shows that to reach consumers, beef cattle do not go through intermediary traders. This is the opinion of Anang (2019), who states that this marketing channel is the simplest channel where farmers directly connect with markets or consumers without involving intermediaries. This type only occurs from time to time, namely when farmers need something for their daily needs.

2. Marketing Channels II

The second channel is a type of marketing channel that uses one intermediary trader, namely a large trader in Bontonompo District, Gowa Regency, who also usually buys cattle directly from breeders who have a large number of cattle and then sells beef cattle directly to consumers. For more details, see Figure 3.

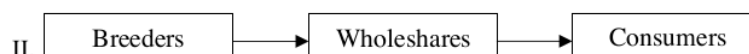


Figure 3. Marketing Channel of Beef Cattle Beef cattle farmer group

Based on Figure 3. It can be seen that the marketing channel in the Bulumbungan livestock farmer group is that breeders sell to wholesalers who have long subscribed to or collaborated with breeders. These wholesalers try to gain profits by distributing finished beef cattle through negotiations between breeders and traders. Large traders then sell their livestock to consumers who are outside the area. This is the opinion of Romandus (2019), who states that for the live livestock trading route for beef cattle, transactions are carried out from breeders selling directly to inter-island wholesalers and then to island consumers. The place where the transaction takes place usually takes place at the breeder's physical home.

3. Marketing Channels III

For marketing channel III, more and more marketing institutions are involved. This is because the marketing location is far away and the demand for beef cattle is quite large, so many marketing institutions are needed. The marketing institutions involved in Marketing II are collecting traders and wholesalers. For more details, see the following image.

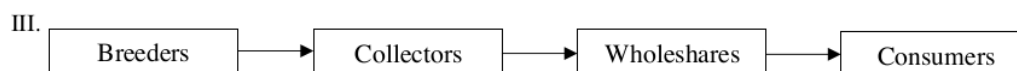


Figure 4. Marketing Channel of Beef Cattle Beef cattle farmer group

Based on Figure 4, it can be seen that the marketing channel for beef cattle in the Bulumpangan livestock farmer group is that the breeder sells to the wholesaler, and then the wholesaler sells the livestock to consumers who are outside the location or in urban areas. This shows that to reach consumers, beef cattle go through intermediary traders. This is the opinion of Ayu (2018), that if producers cannot work alone to market their production, then they need other parties or other marketing institutions to help market the agricultural production they produce, such as the terms collecting traders, retailers, wholesalers, and so on.

4. Conclusion

The institutional role of livestock farmer groups in cattle village corporations is as a teaching and learning class, as a production unit, as a vehicle for cooperation, and as a business group. The marketing of beef cattle in livestock farmer groups in cattle village corporate villages has several marketing channels involving several marketing institutions, namely breeders, collectors, wholesalers, and consumers. The marketing activities of beef cattle for livestock farmer groups are still largely controlled by collectors and wholesalers.

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