

AGRIBUSINESS DEVELOPMENT OF "MANDOTI" FLAVOR RICE IN KECAMATAN BARAKA, ENREKANG DISTRICT

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INTRODUCTION

Indonesia is an agricultural country that relies a lot on the needs of the community from the agricultural sector. Therefore, agricultural development is an absolute prerequisite for carrying out the country's economic development. Agricultural development is part of national development. The agricultural development program is essentially a series of efforts to facilitate, serve and encourage the development of the agribusiness system, as well as agribusiness ventures that are competitive, democratic, sustainable and decentralized in order to improve the welfare of the community. Increasing the Indonesian people's economy can be done through agribusiness activities, because it can increase gross domestic product, job and business opportunities, market and export share, farmer income, rural economic productivity and reduce pockets of poverty (Sartidjo, et al. 2007). The implementation of the regional autonomy system through Law Number 22 Year 1999 which was later replaced by Law Number 32 Year 2014 has confirmed that each region is given the authority to process development independently. In line with this, the impact on each region is competing to be able to raise the potential for specific locations in order to have competitiveness with other regions.

Enrekang Regency as one of the districts in South Sulawesi Province, needs to explore and optimize the various potentials that exist in order to encourage agribusiness-based agricultural development and improve the welfare of the community. One of the efforts to achieve this is the design of agricultural development strategies aimed at exploiting regional advantages, especially in the local commodity sector which has the potential to be developed. The food crop sector is one of the sectors that has the potential to be developed in Enrekang Regency, especially in several commodities such as local rice commodity. Enrekang Regency is one of the local rice development areas in South Sulawesi. Based on statistical data in 2016, rice production in Enrekang Regency was 50,149 tons with an area of 10,487 hectares of lowland rice. "Pulu Mandoti" is a local rice variety and is a type of rice cultivated in Enrekang Regency to be precise in Salukanan Village, Baraka District. In addition, in Salukanan Village, the rice

seeds continue to grow, but the flavor and taste of Pulu is different. This is what makes this variety different and has its own selling value. Commodity development "Pulu Mandoti" in Enrekang Regency as a superior commodity is very important in order to increase productivity and competitiveness.

Problem Of Research

1. What are the prospects and opportunities of "Pulu Mandoti" Rice Agribusiness Development in Salukanan Village, Baraka District, Enrekang Regency?
2. Development Strategy for Pulu Mandoti Rice Agribusiness in Salukanan Village, Baraka District, Enrekang Regency.

Goals and usage Based on the background and problem formulation, the main objective of this paper is to formulate prospects and opportunities for local rice agribusiness development. So to answer these objectives, the specific objectives of this paper are:

1. Analyzing internal factors (strengths and weaknesses) and external factors (opportunities and threats) in the development strategy of "pulu mandoti" in Salukanan Village, Baraka District.
2. Formulating a development strategy for the "pulu mandoti" agribusiness in Enrekang Regency.

RESEARCH METHODOLOGY

Location and Time of Research This study was carried out in Enrekang Regency with the consideration that this area is an area that has Mandoti pulu commodities. The research location is in Baraka District, Salukanan Village as the center of Pulu Mandoti in Enrekang Regency. The study was conducted for 3 months, from May 2017 to July 2017.

1.2. Sample Research Design

For the sample in this study are stakeholders related to the development of pulu mandoti agribusiness in Enrekang

Regency, namely the Head of the Agriculture and Plantation Service, Head of Bappeda, Members of the DPRD, Lecturers of local universities, Head of Section of the Agriculture Service and Chair of GAPOKTAN in Salukanan Village District.

3.3 Research Instruments

The instrument used in this study is an interview guide in the form of a questionnaire that will be asked according to the research objectives, especially related to the strategic efforts to develop Mandoti Pulut. In addition, in the field this questionnaire can be developed, so that it raises a lot of questions that are intended to dig deep information.

3.5 Data Collection Techniques

The data used in this study consisted of primary data and secondary data. Primary data were obtained through direct observation and interviews of respondents to obtain information and general description of matters related to this research, as well as to obtain information on internal and external factors that can influence the development of Pulut Mandoti in Enrekang Regency.

Meanwhile, secondary data were obtained from various agencies related to this research in the form of policy documents, research publications and various other references. These agencies include the Enrekang Regency Central Statistics Agency and the Enrekang Regency Agriculture Service Data.

The data that has been obtained either through primary or secondary studies are then analyzed based on the objectives to be achieved and the required data criteria as in table 3 below.

3.6 Data Analysis Techniques

Various analytical methods used in this research are hierarchical analytic (PHA) process and descriptive analysis.

3.6.1 Hiraki Process Analytics (PHA)

The priority scale of various efforts to develop superior commodities is determined to facilitate policy making based on the preferences of various parties. The influential criteria are synthesized in hiraki. The analysis used is the hierarchical analytical process (PHA) or commonly known as The analytic hierarchy process (AHP). According to Latifah (2005), AHP is used in conditions where there is a complex decision-making process that involves various criteria, such as priority among policy alternatives and targets. The requirements that must be considered in the use of this analysis are the parties who will provide an assessment of the importance of the factors being analyzed must really understand the situation being studied. According to Ma'arif and Tanjung (2003), the Analytical Hierarchy Process (AHP) is a flexible model that is able to provide opportunities for individuals or groups to build ideas and define problems by making their respective assumptions. and obtain the desired solution from him.

The steps in data analysis using the Analytical Hierarchy Process (AHP) are:

1. Define the problem and determine the solution to the problem through:
 - a) Purpose: The purpose of this analysis is to determine the strategy for developing the "pulu mandoti" commodity in Enrekang Regency
 - b) Criteria: The criteria used in determining the alternative strategies to be selected related to the development of mandoti island commodities in Enrekang Regency are On-Farm, Off-Farm (Technical and Economic Aspects), Government Policy, Marketing and Trade Lines (Policy Aspects)
 - c) Alternative: Namely alternative strategies that need to be done so that the development of Mandoti Pulut commodity can run well, optimally and provide benefits for all parties, effectively and efficiently. Namely (1) On-Farm which includes the creation of superior varieties, strengthening seed production systems, integrated nutrient and water management, integrated pest and disease control, and improvement of quality and product storage capacity. (2) off-farm, namely those that begin with improvements in processing technology to support the development of downstream pulut mandoti industries (household and industrial scales), for example pulut mandoti packing, and other mandoti pulut processing industries (3) government policies that include support for pulut mandoti marketing policies, development of supporting facilities and infrastructure operationalization of farming and marketing institutions. (4) Development strategies in the marketing and trade lines which include the development of joint business units (cooperatives or other legal entities) as well as the development of information systems (supply and demand prices for products) to support efforts to seize market opportunities (Balitbang, Deptan, 2007).

RESEARCH AND DISCUSSION RESULTS

Development of Local Specific Rice Cultivation in Salukanan Village

1. Cultivation of "Pulut Mandoti"

Cultivation of "pulu mandoti" is one of the local rice agricultural commodities in Enrekang Regency which has been cultivated for a long time, especially in Salukanan Village, Baraka District. This agricultural business is the livelihood of most of the community members in the village. The people plant ordinary rice for consumption and then simultaneously plant "pulut mandoti" rice for sale or for their own consumption. Cultivation of "pulu mandoti" is carried out because it has high economic value.

Cultivation of "Pulu Mandoti" rice is almost the same as rice in general. Weeds The initial step carried out in land preparation is in the form of clearing the land from grass and grass from the previous planting, however weeds can be sprayed if deemed necessary. The land that will be processed beforehand must be flooded so that the soil becomes soft. The next stage is the land is plowed following the plot of rice fields, which is generally from the edge or middle of the plot. The purpose of plowing is to kill and immerse the grass. For

plowing, the fields are flooded with water for 4-5 days to accelerate the decay of the remaining plants and soften the soil.

In the process of planting "pulu mandoti" seeds, it can be done by two methods, namely direct planting methods and transplanting methods. In general, the method used by farmers is transplanting. Where before planting the seeds are soaked for 2-3 days. The planting process still uses human labor who are members of the same farmer group as it is or with the help of family members or close relatives, this is also commonly called makkombong.

Pulu mandoti panan harvested after 6-7 months, from September to November. Harvest is done using ani ani. This ani ani is a traditional harvesting tool made of wood and bamboo crossed with a small knife that is stuck in the face of the wood. The rice that has been harvested is tied and then dried and then rotated by beating the wood and brought to the mill if it is to be used or sold immediately. However, if not, the rice will be stored in a rice barn and will be dried in the sun and then milled when it will be used.

Programs Implemented by Enrekang District Government Enrekang Regency is the only producer of "pulu mandoti" in South Sulawesi. In order to support the specific local commodity, the Agriculture Office of Enrekang Regency has carried out activities so that the production capacity and availability of these commodities are maintained.

a. Good Agriculture Practice Field School (SL-GAP)

One of the efforts to support increased production that is competitive in "pulu mandoti" commodities is to increase the capacity of farmers' human resources through cultivation of "pulu mandoti" commodities in accordance with the Standard Operating Procedure (SOP), this activity is the Good Agriculture Practice Field School (SL-GAP) The material given to farmers is how to cultivate techniques that are good and correct according to recommendations related to "puluT Mandoti" cultivation, starting from seed preparation techniques to planting and harvesting techniques. The number of farmer groups given SL-GAP training in 2014 was 8 groups or an area of 20 hectares (Distanbun Database Book, 2015). The SL-GAP activities carried out so far are still not optimal because the cultivation of "pulu mandoti" which is carried out is still high in pesticide use and the crop rotation pattern system has not been implemented.

b. Agricultural Facilities and Infrastructure Assistance

In order to support increased production of "pulu mandoti" in Enrekang District, various facilities and infrastructure assistance are provided to farmers. For facilities and infrastructure assistance provided to "Pulu Mandoti" farmers in 2017 as shown in Table 11.

Table 11. Assistance for Agricultural Facilities and Infrastructure in 2014 at the Agriculture Office of Enrekang Regency

c. Collaboration with Stakeholders

In 2017, the Enrekang Regency Government through the Agriculture Office collaborated with 2 (two) institutions, namely Bank Indonesia through CSR (Corporate Social Responsibility) funds and the Ministry of Agriculture's AIAT As for the form of cooperation with Bank Indonesia through

cooperation to increase the capacity of "Pulu Mandoti" farmers and cooperation with BPTP through the refining of the "Pulu Mandoti" variety so that the authenticity and availability of "Pulu Mandoti" can be maintained.

CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

1. The sequence of strategic priorities based on the Analytical Hierarchy Process on the prospects and opportunities for the development of local specific rice in Salukan Village, Enrekang Regency can be applied sequentially through the opportunity to develop Technical Apek through the on-farm line for the development of irrigation facilities and infrastructure and seed availability technology. In the Off Faram line through strengthening the packing "pulu mandoti".
2. At Apek policies are implemented through effective program support from the Enrekang District Government. Meanwhile, in the economic aspect, it is through opportunities for cooperative capacity building.

B. Suggestions

1. There needs to be policy support from the local government of Enrekang Regency consistently in the development of local specific sticky rice in Salukan Village which can be done in the form of budget and regulatory support for private investment in the development of upstream-downstream industries.
2. The development of superior commodities in Enrekang Regency must be carried out in an integrated manner by involving various related parties, especially SKPD in the agricultural scope of Enrekang Regency.
3. The involvement of the wider private sector in encouraging the development of "pulu mandoti" in Enrekang District