



Development Strategy of Farmer Group Institution in Rice Farming in Takalar

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ABSTRACT

Farmer group institutions play an essential role in community life because they allow farmers to work together to solve problems such as the fulfillment of agricultural inputs, cultivation, and marketing of farm products. This study aimed to identify internal and external factors affecting institutional development in rice farming and formulate development strategies to strengthen the institution and maximize its role in rice farming. The data analysis used in this research is qualitative descriptive with SWOT. Internal factors that become strengths are strategic land location, quality agricultural products, financial management carried out optimally, trained and experienced farmer group members and means of sales promotion. Internal factors that become weaknesses are the low responsibility of farmer group members, limited capital, incomplete agricultural production facilities, and direct sales of farm products to intermediary traders/intermediaries. External factors that become opportunities are government assistance, counseling from agricultural institutions, technological developments, population, and good relations with communities that support farmer group activities. Threat factors are erratic weather, unsafe environment, government programs that are still project-based, and weak program coordination between institutions. Alternative strategies that can be carried out in developing farmer groups are increasing the quantity and ability of farmer group members by participating in training activities to the fullest and utilizing land use, increasing agricultural production facilities through government assistance, and maintaining good relations with the dynamics of extension groups and organizations, maximizing the potential or experience possessed by farmer group members in improving coordination between institutions, and maximizing the role of agricultural extension.

Keywords: Institutional, Farmer Group, Development Strategy, SWOT analysis

INTRODUCTION

As a result of the economic crisis that has hit Indonesia since 1997, agriculture seems to be an effective recovery strategy as well as the basis for the growth of other real sectors. In fact, the agricultural sector has always been able to survive and become resilient in critical times when other sectors experienced devastation after the Covid-19 pandemic. In addition, the agricultural sector plays a very important role as a food provider for the community (Sudarwati & Nasution, 2024). In fact, until now, agricultural businesses have involved many people with low skills and resources and a less favorable network, especially in the contemporary economy. One way that needs to be addressed is to maximize the involvement of farmer institutions and develop effective institutional development strategies. The institutional approach is one of the developments that we can do as an integral part of the development of agribusiness systems (Akbar et al., 2023). The approach includes the support model approach, rural human capacity development and institutional capacity strengthening (Norman, 1986b). The support model can be divided into four ways: assistance, facilitation, promotion and learning. Assistance is applied when a local institution, such as a local government, private sector, or cooperative, is able to identify needs and problems, develop a plan to address the problems, and seek external assistance to carry out the institution's

activities. In these situations, assistance is provided in the form of technical assistance, financial assistance or training. This relates to the ability of the farmer group to fulfill the adequacy requirements to carry out its functions and role as an institution (Jumiati et al., 2022).

Strengthening farmer groups is included in government programs to support sustainable agricultural development. Farmer groups can indirectly influence the productivity of the agricultural sector and be used as a place to learn about organization and cooperation among farmers. As a forum for organization and cooperation among members, farmer groups play an important role in community life because they allow farmers to work together to solve problems such as the fulfillment of agricultural production facilities, production techniques, and marketing of agricultural products. (Riani et al., 2021). In addition, group dynamics are present, there are many opportunities for group members to work together to achieve common goals and contribute to the progress of the group. Interactions within and outside the group to achieve group goals indicate a dynamic farmer group. The farmer organization system, which is very important to support agricultural development, has not been well implemented. Therefore, it is important to strengthen farmer organizations (Ma et al., 2023).

The Ministry of Agriculture defines farmer groups as farmer/rancher organizations formed on the basis of common interests, similar environmental conditions (social, economic, resources) and their influence on improving and developing the business of farmer members. These farmer organizations are formed to address common agricultural problems and strengthen their position. (Hermanto & Swastika, 2011). Basically, the initial formation of farmer groups in Pa'rasangan Beru Village was not based on farmers' awareness of grouping, but rather due to the existence of a farmer development program from the government whose distribution was required in the form of groups. Nevertheless, over time, farmer groups have tried to transform into advanced organizations even though their role has not been fully implemented. Slowly but surely, existing farmer groups are trying to adjust to their agricultural development strategies so that the developmental order of farmer groups can be fully achieved. This allows for increased agricultural production and strengthened institutions in support of successful agricultural development.

Agricultural development basically includes the development of human resources, increased technological support, utilization of natural resources and institutions (Anantanyu, 2011; Malik, 2023; Norman, 1986a). In their daily lives, the majority of farmer groups in Pa'rasangan Beru Village cultivate rice commodities as the main crop developed. As the population continues to increase, the need for rice in Indonesia continues to increase every year. This reveals the fact that Indonesians depend on rice as the main source of food (Rochdiani, 2023). Therefore, food security policies are a major concern for governments and companies engaged in the agricultural sector (Anita et al., 2011). So far, research on the rice commodity has been mostly associated with aspects of cultivation, irrigation technology, growth, quality and production (Effendi et al., 2023; Mahyudi & Husinsyah, 2019; Masulili et al., 2016). But there are still few who conduct research on institutional strengthening of farmer groups in supporting rice farming developed by farmers. Whereas institutional interventions and resource interconnections are critical in supporting agricultural development (Bachtiar et al., 2022; Jumiati et al., 2024).

Different from previous studies that mostly discuss technical aspects of agriculture such as cultivation and irrigation (Ahmad et al., 2023; Arouna et al., 2023; Hashim et al., 2024), this research specifically explains to the role of farmer group institutions in rice farming in supporting food security and sustainability of agricultural businesses. this research provides a new contribution in the development of farmer institutions with a more in-depth analytical approach, practical strengthening strategies, and the use of technology in agribusiness. The existence of farmer groups to date is faced with various problems. Farmer groups do not have the ability to access various systems. Agricultural extension officers always provide information to farmers, but farmers do not know many strategies because their knowledge is limited (Danar et al., 2021). To overcome these problems, institutional strengthening of farmer groups must be done so that its role can run optimally in the development of rice farming. One way that can be done for the development of rice farming is by using an institutional development strategy (Suryanawati & Aswad, 2019). To create a comprehensive strategy, farmer groups must consider both internal and external factors. Therefore, research is needed that can build and produce prioritized strategies for institutional strengthening of farmer groups (Ruhimat, 2021). The purpose of this study was to identify internal and external factors affecting institutional development in rice farming and formulate development strategies as an effort to strengthen institutions in maximizing their role in rice farming.

RESEARCH METHODS

Research Site

This research was conducted in Pa'rasangang Beru Village, Galesong District, Takalar Regency and in June-August 2024. This location was chosen considering that Pa'rasangang Beru Village is one of the farmer groups that cultivates rice.

Informants

This study used purposive sampling technique to identify informants. The purposive sampling method is suitable for qualitative research that does not generalize. (Sugiyono, 2017) says that the purposive sampling method means getting data sources with certain considerations by choosing people who know best what is expected of them. The informants in this study were 10 people consisting of agricultural extension officers, village heads, chairmen, secretaries, treasurers of farmer groups, 4 members of farmer groups and 1 community leader in Pa'rasangang Beru Village, Galesong District, Takalar Regency.

Data Collection Technique

The techniques used to collect data are as follows:

- Field observations, which are direct observations aimed at understanding the actual farmer group institutions. Observation is carried out by direct observation of farmer groups involved in rice farming.
- Structured interviews were conducted with institutional actors to obtain information about farmer group institutions. This interview uses an open format where by previously preparing some key questions that are further developed.

FGD (Focus Group Discussion) is conducted to explore problems in a participatory manner with stakeholders, namely agricultural extension workers, administrators and members of farmer groups, community leaders involved in the institutional development of farmer groups

Data Analysis Technique

The data analysis technique used in this study is based on internal and external environmental analysis, referring to the strategic formulation method developed by Cravens & David (1998). The analysis consists of three main stages: the Input Stage, Matching Stage, and Decision Stage.

In the Input Stage, identification and evaluation of internal and external factors are conducted using the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices. Each factor is assigned a weight based on its importance (ranging from 0.0 to 1.0) and a rating based on the actual condition (on a scale of 1 to 4). The weighted score is calculated by multiplying the weight and rating, and the total score reflects the strategic position of the organization.

Table 1. External Factor Analysis Summary (EFAS Matrix)

EFAS	Weight	Rating	Weight x Rating	Desception
Opportunities	x	x	x	
Total	x	x	x	
Threats	x	x	x	
Total	x	x	x	
Grand Total	x	x	x	

Source: Freddy Rangkuti (2013)

Table 2. Internal Factor Analysis Summary (IFAS Matrix)

IFAS	Weight	Rating	Weight x Rating	Desception
Strengths	x	x	x	
Total	x	x	x	
Weaknesses	x	x	x	
Total	x	x	x	
Grand Total	x	x	x	

Source: Freddy Rangkuti (2013)

Internal-External (IE) Matrix

The IE matrix is a tool for generating strategic alternatives based on two key dimensions: internal factors (derived from the IFAS matrix) and external factors (derived from the EFAS matrix). The IE matrix is adapted from the Grand Strategy Matrix model, categorizing strategic positioning using a score range:

There are three scores, namely a score of 1.0-1.99 indicates that the internal position is weak, a score of 2.0 - 2.99 the position is average, and a score of 3.0 - 4.0 is strong. In the same way, on the Y-axis used for the EFAS matrix, a score of 1.0 -1.99 is classified as low, a score of 2.0 - 2.99 is classified as moderate, and a score of 3.0 - 4.0 is classified as high(Rayhan, Praptono and Yastica, 2023).

Table 3. Internal-External (IE) Matrix

	Strong (3-4)	Average (2-2.99)	Weak (1-1.99)
High (3-4)	I Growth	II Stability	III Harvest/Exit
Medium (2-2.99)	IV Growth	V Stability	VI Retrenchment
Low (1-1.99)	VII Stability	VIII Retrenchment	IX Liquidation

Source: Freddy Rangkuti, 2019.

In the Matching Stage, the IE (Internal-External) Matrix is used to determine the organizational position, while the SWOT Matrix is applied to formulate strategic alternatives by combining strengths, weaknesses, opportunities, and threats. The SWOT Matrix produces four sets of strategic options: SO (Strengths-Opportunities), ST (Strengths-Threats), WO (Weaknesses-Opportunities), and WT (Weaknesses-Threats).

Finally, in the Decision Stage, strategic priorities are determined using a quantitative approach through weighting and ranking. The weight of each SWOT factor is multiplied by the rating of each strategy, and the total weighted scores are used to identify the most appropriate strategy. The strategy with the highest total score is prioritized for implementation.

Table 4. SWOT Analysis Matrix

Internal Factor	Strengths (S)	Weaknesses (W)
External Factor		
Opportunities (O)	S-O Strategy Utilize Opportunities	W-O Strategy Overcome weaknesses by taking opportunities
Threats (T)	S-T Strategy Use force to prevent threats	W-T Strategy Minimize weaknesses and threats

RESULTS AND DISCUSSION

Identification of Internal and External factors in the development of Farmer Group Institutions in Rice Farming

The initial stage in strategy control is the identification of internal and external factors. The purpose of this stage is to determine the farmer group's environment, which includes the strengths, weaknesses, opportunities, and threats faced by the farmer group. Internal factor analysis focuses on evaluating the internal factors that affect the performance and ability of the farmer group to achieve its strategic objectives. (Yulisa et al., 2024). Meanwhile, external factors are opportunities that must be optimized and threats that must be minimized in managing rice farming (Akbar et al., 2022). Internal and external factors in the development of farmer group institutions in rice farming can be seen in Table 6.

Table 5. Internal and external factors that influence the institutional development of farmer groups in Pa'rasangang Beru Village, Galesong District, Takalar Regency.

Internal Factor	
Strenght (S)	Weaknesses (W)
1. Strategic land location	1. Low responsibility of farmer group members
2. Quality rice farming results	2. Limited capital
3. There is group financial cash bookkeeping	3. Incomplete agricultural production facilities
4. Experienced farmer group members	4. Sales of farm products directly to collecting traders / Middlemen
5. Have means of sales promotion	
External Factor	
Opportunity (O)	Threats (T)
1. Government Assistance	1. Erratic weather
2. Training activities from agricultural extension workers	2. Unsafe surrounding environment
3. Technology development	3. Government programs in institutional development are still project-based
4. Population size	4. Weak program coordination between institutions
5. Good relationships with communities that support farmer group activities	

Source: Primary Data Processing 2024

Table 5 explains that the strengths that influence the development of farmer institutions in rice farming are:

1. **Strategic Land Location.** Farmland has easy access for consumers, close to irrigation sources, not easily flooded, and close to main roads. The choice of strategic location is an important factor in agriculture because it supports the distribution of agricultural products.
2. **Quality Rice Farming Results.** The use of superior varieties of seeds and appropriate fertilizers improves the quality of the crop, resulting in increased demand for products through social media and intermediary traders. (Wati et al., 2017) stated that superior seeds are a major factor in the success of rice cultivation.
3. **Good Financial Cash Bookkeeping.** Farmer groups have a structured cash recording system, including recording transactions, profit and loss statements, and capital change statements. Good cash bookkeeping increases the transparency and effectiveness of farmer group financial management (Rais & Nugraeni, 2023).
4. **Experienced Group Members.** Farmer group members have been joining for a long time and have good skills and insights in the agricultural system. (Meri et al., 2023) emphasized that the higher the skills and innovations of farmers, the more efficient and productive the agricultural system applied.
5. **Having a Sales Promotion Tool.** People use social media such as Facebook and WhatsApp to promote their crops. The use of WhatsApp and Facebook facilitates direct communication between sellers and buyers, thereby increasing consumer interest and the efficiency of marketing efforts (Inegbedion et al., 2021; Suciati, 2018).

Table 1 explains the weaknesses experienced in the development of farmer institutions in rice farming are:

1. **Low Group Member Responsibility.** Some farmer group members lack participation and collaboration in group activities. In fact, cooperation in farmer groups is very important to increase agricultural productivity (Mantali et al., 2021).
2. **Limited Capital.** The capital used by farmers ranges from IDR 4-5 million per growing season, while the ideal needs reach IDR 9.3 million (Mariati et al., 2022). This lack of capital causes constraints in rice cultivation.
3. **Incomplete Agricultural Production Facilities.** This is in line with (Sasmita et al., 2023) who states that the limited production facilities and the lack of institutional role of farmer groups in the management of the use of agricultural tools and machinery are obstacles in modernizing agriculture and increasing rice farming yields.
4. **Direct Sale of Farm Products to Collecting Traders.** Farmers do not have official partners in marketing their crops, so they depend on middlemen. (Purwasih et al., 2022) explains that farmers tend to sell to middlemen because they offer convenience in harvesting and transportation.

Table 1 explains the opportunities that can be utilized in the development of farmer institutions in rice farming are:

1. Government assistance. There is assistance in the form of agricultural machinery, fertilizers, and seeds based on the recommendation of agricultural extension workers from BPP Galesong District. This government assistance is a great opportunity to increase productivity and sustainability of farming.
2. Training activities from agricultural extension workers. Agricultural extension officers have an important role in agricultural development as agents of empowering farmers to be more independent in their farming businesses (Latif et al., 2022).
3. Technology Development. Farmer groups utilize social media for the promotion of agricultural products, which is part of modern agricultural technology. The development of agricultural technology increases the productivity and quality of agricultural products, thus increasing farmers' income and local economic growth.
4. Large Population. Pa'rasangang Beru Village has a population of 2,405 people, which is a source of agricultural labor. A large population provides an advantage in providing labor for the agricultural sector, which in turn contributes positively to the economic growth of the sector (Ajeng & Andiny, 2022; Istiana et al., 2023).
5. Good Relationships with Communities that Support Farmer Group Activities. (Ikhsan & Sulistiawati, 2022; Saleh & Oos Anwas, 2019) states that group dynamics are strongly influenced by external factors such as agricultural extension workers and coaching by the village government.

The results also revealed that the challenges faced in the development of farmer institutions in rice farming are:

1. Erratic Weather. Climate change has a direct impact on seasonal shifts, which makes it difficult for farmers to determine planting and harvesting periods. (Rusmayadi et al., 2024) states that climate change in the agricultural sector can cause uncertainty in crop production and yields.
2. Unsafe Surrounding Environment. Environmental factors such as air, water, and soil pollution can affect plant growth and crop yields. An unhealthy environment can reduce agricultural productivity.
3. Inflation Rate. Inflation causes an increase in the price of goods, including agricultural inputs, while farmers' incomes remain fixed. (Regina Yuniar, 2024) states that inflation reduces people's welfare, especially those on a fixed income, as the price of basic necessities increases.
4. Scarcity of Subsidized Fertilizers. Fertilizer is one of the main means of production in agriculture. Scarcity of subsidized fertilizers can lead to suboptimal crop yields or even crop failure. (Ajina et al., 2023) notes that the scarcity of subsidized fertilizers is a serious threat to the sustainability of agriculture.

IFAS and EFAS Matrix Analysis

The IFAS matrix is made to determine the weight and rating of the strength and weaknesses factors in the internal strategy. On internal factors (strengths), the highest rating is 4 and the lowest is 1. While on internal factors (weaknesses) the largest value is 1 and the lowest is 4. The IFAS (Internal Factor Analysis System) matrix is in Table 2. The EFAS matrix is made to determine the weight and rating of the opportunity and threat factors in the external strategy. In external factors (opportunities) the highest rating is 4 and the lowest is 1, while in external factors (threats) the largest value is 1 and the lowest is 4. The EFAS (External Factor Analysis System) matrix is in Table 6.

Table 6. Internal Factor Analysis Summary (IFAS) Matrix on Farmer Group Institutional Development Strategy for Rice Farming in Pa'rasangang Beru Village, Galesong District, Takalar Regency.

Internal Factor	Weight	Rating	Score (Weight x Rating)
Strengths (S)			
Strategic land location	0.15	3.50	0.52
Quality rice farming results	0.13	3.60	0.46
There is group financial cash bookkeeping	0.13	3.00	0.39
Experienced farmer group members	0.20	3.90	0.78
Have means of sales promotion	0.15	3.20	0.48
Sub Total	0.76	17.20	2,63
Weaknesses (S)			
Low responsibility of farmer group members	0.06	2.00	0.1
Limited capital	0.07	1.30	0.09
Incomplete agricultural production facilities	0.05	1.40	0.08
Sales of farm products directly to collecting traders / Middlemen	0.06	1.00	0.06
Sub Total	0.24	6.75	0.33
Total	1	24,5	2.96

Source: Primary Data Processing 2024

The results of the analysis of internal factors in the Table 6 show that the strengths possessed in the institutional development of Farmer Groups in Rice Farming in Pa'rasangang Beru Village lie in the trained and experienced members of the farmer groups, while what is considered to be a weaknesses is the sale of farm products directly to intermediary traders/middlemen. This is shown in the high rating level for strengths and low rating for weaknesses. However, in general, the institutional development of Farmer Groups is in a strong internal position, as evidenced by the total score being above 2.50, which is 2.96.

Based on the IFAS matrix analysis in Table 3, the strength that is considered most important in internal factors is experienced farmer group members with a weighting value of 0.20., because in an institution or organization such as a farmer group it is necessary to have experienced farmer group members because with the experience of farmer group members, insight or knowledge will increase to make this farmer group continue to grow and become an effective farmer group. While the weaknesses factor that has the lowest weight value is incomplete production facilities with a weight value of 0.05, which means it is weak in analyzing the institutional development strategy of the Farmer Group in Pa'rasangang Beru Village, Galesong Sub-district, Takalar Regency because production facilities are one of the supporters in the performance of farmer groups and this production facility is a weaknesses in the institutional development strategy of farmer groups.

Table 7. External Factor Analysis Summary (EFAS) Matrix for Farmer Group Institutional Development Strategy in Rice Farming in Pa'rasangang Beru Village, Galesong District, Takalar Regency.

External factor	Weight	Rating	Score (Weight x Rating)
Opportunity (O)			
Government Assistance	0.18	4.00	0.72
Training activities from agricultural extension workers	0.15	3.70	0.55
Technology development	0.14	3.30	0.46
Population size	0.13	3.10	0.40
Good relationships with communities that support farmer group activities	0.15	3.00	0.45
Sub Total	0.75	17.10	2.58
Threats (T)			
Erratic weather	0.06	1.70	0.10
Unsafe surrounding environment	0.05	1.20	0.06
Government programs in institutional development are still project-based	0.06	1.00	0.06
Weak program coordination between institutions	0.08	1.00	0.08
Sub Total	0.25	4.90	0.30
Total	1	22	2.88

Source: Primary Data Processing 2024

The results of the analysis of external factors in Table 7 show that the opportunity factors in the institutional development of Farmer Groups lie in government assistance. The results of this study are in line with (Hanggana et al., 2021) who stated that the institutional development of farmer groups is significantly influenced by government assistance, which plays a critical role in enhancing their effectiveness and sustainability. The provision of agricultural inputs and financial resources, is critical for advancing agricultural practices and improving farmers' institutional bargaining power (Andalasari et al., 2023). While the factors that are considered to be a threat are the government program in institutional development is still a project and weak program coordination between institutions. This is shown in the high rating level for opportunities and the low rating level for threats. Thus, when drawing a general view related to the institutional development of Farmer Groups in Pa'rasangang Beru is externally strong, because the total score is above 2.50, namely 2.88.

Based on the EFAS table related to giving weight values that are considered important on external factors, namely on opportunity factors, one of which is government assistance with a weight value of 0.18, because in an institution or organization such as a farmer group it makes government assistance in the cultivation process for farmers. While the threat factor that has the lowest weight value is the unsafe surrounding environment with a weight value of 0.05, which means that the threat is considered as one of the less important factors in analyzing the institutional development strategy of the Farmer Group.

The results of the IFAS and EFAS matrix analysis obtained a weighted score for IFAS of 2.96 and EFAS of 2.88. The internal - external (IE) diagram of Farmer Group institutional development in Pa'rasangang Beru Village, Galesong District, Takalar Regency can be seen in Table 8.

Table 8. Results of the IE Matrix of farmer group institutions in Pa'rasangan Beru Village, Galesong District, Takalar Regency

Total Weighted Average		IFAS		
		Powerful 4.00 – 3.00	Medium 2.99 – 2.00	Weak 1.99 – 1.00
EFAS	High 3.00 – 4.00	I 2.96	II	III
	Medium 2.00 – 2.99	IV	V	VI
	Low 1.00 – 1.99	2.88 VII	VIII	IX

Table 8 explains that the internal and external (IE) matrix for the development of farmer group institutions is in cell V. which is a position that requires the farmer group to survive and continue to run the farm or run the performance of the institution, because even though the responsibility of farmer group members is low, limited capital, agricultural production facilities are not complete and the sale of farm products directly to intermediary traders/middlemen, but there is still a strategic land location, quality rice farming results, financial cash bookkeeping, experienced farmer group members and have good sales promotion facilities. By leveraging these factors, farmer groups can improve their market position and ensure their continued success in the agricultural sector.

SWOT Analysis Matrix

Based on the IFAS and EFAS calculations, the SWOT matrix analysis model can be used to develop alternative strategies. The advantage of this model is that it makes it easy to create strategies that combine internal and external factors. To make four choices, you can use the SWOT matrix. An S-O (Strengths and Opportunity) strategy is one that optimizes your strengths and takes advantage of various opportunities; W-O (Weaknesses and Opportunity) is one that covers your weaknesses and takes advantage of existing opportunities; S-T (Strengths and Threats) capitalizes on existing strengths to deal with impending threats; and W-T (Weaknesses and Threats) minimizes your weaknesses and avoids existing threats.

Table 9. SWOT Matrix of Farmer Group Institutional Development Strategy in Pa'rasangan Beru Village, Galesong District, Takalar Regency

Internal Factor External Factor	Strengths (S)	Weaknesses (W)
	Strategic land location Quality rice farming results There is group financial cash bookkeeping Experienced farmer group members Have means of sales promotion	Low responsibility of farmer group members Limited capital Incomplete agricultural production facilities Selling farm products directly to intermediary traders 4.
Opportunities (O)	S-O Strategy	W-O Strategy
Government Assistance Training activities from agricultural extension workers Technology development Population size Good relationships with communities that support farmer group activities	Increase the quantity and ability of farmer group members by participating in maximum training activities and utilizing land use, technological developments and assistance from the government. (O1, O2, O3, O5, S1, S2, S3, S3, S4, S5)	Improve agricultural production facilities through government assistance and maintain good relations with the dynamics of extension groups and organizations. (W1, W3, W4, O1, O3, O5)
Threats (T)	S-T Strategy	W-T Strategy
Erratic weather Unsafe surrounding environment Government programs in institutional development are still project-based Weak program coordination between institutions	Maximizing the potential or experience of farmer group members in building effective coordination between institutions. (S4, S5, T4)	Maximizing the role of agricultural extension workers (W1, W2, W3, W4, T1, T2, T4)

Source: Primary Data Processing 2024

Based on the results of the analysis on the IE matrix, the farmer group is in a V-quarter position. The right strategy used in the SWOT matrix is the Hold and Maintain strategy in the form of product development strategies and market penetration strategies. Based on the SWOT matrix in the table, there are several alternative strategies generated, namely:

1. S-O Strategy (Strengths and Opportunity): Increase the quantity and ability of farmer group members by participating in maximum training activities and utilizing land use, technological developments, and assistance from the government. Increasing the quantity and ability of farmer group members can make the knowledge and experience and creativity of farmer group members even better. Increasing the quantity of farmer group members through maximum training activities can increase the knowledge of farmers related to their farms so that they can get optimal results. In utilizing land use, technological developments and government assistance can be a reference for farmers or farmer group members to further hone their abilities by utilizing these three factors through the achievements of farmer group members.
2. W-O strategy (Weaknesses and Opportunity) Strategy: Improve agricultural production facilities through government assistance and maintain good relations with the dynamics of extension groups and organizations. Related to increasing agricultural production facilities for Farmer Group members, it is necessary to increase agricultural production facilities such as the procurement of subsidized fertilizers for planting farming cultivation from these farmers. Increasing production facilities through government assistance and good relations with group dynamics or organizations are important factors that can be done to be able to develop agricultural production facilities.
3. S-T strategy (Strengths and Threats): An alternative strategy that can be applied by farmer groups is to maximize the potential or experience possessed by farmer group members in handling coordination between institutions. With the experience or understanding of farmer group members, it can be the main potential in handling less effective coordination. This strategy is important as part of the process of building good cooperation between institutional actors (Akbar et al., 2024).
4. W-T Strategy (Weaknesses and Threats): An alternative strategy that can be applied is to maximize the role of agricultural extension workers. Agricultural extension workers are expected to be able to identify the potential and needs of the community and be able to apply extension approaches that suit the needs of farmers. Agricultural extension workers also play a role in modern agricultural development, among others,

as researchers, namely looking for agricultural technology inputs that farmers can use to develop their farms, besides agricultural extension workers as educators in increasing deeper knowledge and providing information to farmers so as to generate enthusiasm and excitement for farmers to manage their farms effectively and efficiently (Bahua, 2015). This research confirms that strengthening the capacity of farmer groups is not only based on increasing knowledge and access to production facilities, but also on the integration of institutional functions holistically to create a more resilient and sustainable agricultural system.

CONCLUSION

Internal factors that become strengths in the development of farmer group institutions are strategic land locations, quality agricultural products, financial management is carried out optimally, trained and experienced farmer group members and have means of sales promotion. Internal factors that become weaknesses are the low responsibility of farmer group members, limited capital, incomplete agricultural production facilities and direct sales of farm products to intermediary traders/middlemen. External factors that become opportunities are government assistance, counseling from agricultural institutions, technological developments, population and good relations with communities that support farmer group activities. In addition, factors that become threats are erratic weather, unsafe surrounding environment, government programs in institutional development are still project-based and weak program coordination between institutions.

Alternative strategies that can be carried out in the institutional development of Farmer Groups in Pa'rasangang Beru Village, Galesong District, Takalar Regency are increasing the quantity and ability of farmer group members by participating in training activities to the maximum and utilizing land use, increasing agricultural production facilities through government assistance and maintaining good relations with the dynamics of extension groups and organizations, maximizing the potential or experience possessed by farmer group members in improving coordination between institutions, and maximizing the role of agricultural extension workers.

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