



Sensitivity factor and sustainability status social dimension in the development of na-oogst tobacco farm business in jember

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Abstract. Na-oogst Tobacco Jember is one of the types of tobacco raw materials of cigar making that has been known to the world. Cigar products are products that continue to increase stable demand in the world market. Steady demand has encouraged farmers to work on na-oogst tobacco cultivation. Tobacco farming has many factors that are categorized as social dimensions that play a role and influence on the sustainability and development of Na-oogst tobacco farming. This research aims to assess the status of sustainability and the most sensitive factors in the social dimension of the development of tobacco farming. The research method uses expert assessment to identify and assess ten attributes or factors, and the next is analyzed using Multi-Dimensional Scaling (MDS) to analyze the sustainability status of social dimensions in the development of Na-oogst tobacco farming. Analysis of the social dimension shows that Na-oogst tobacco farming is categorized as less sustainable. Factors or attributes that can be driven by the sustainability of the social dimension in the development of successive Na-oogst tobacco farms are the roles of private institutions, the part of labour absorption, and efforts to resolve conflicts in society.

1. Introduction

The agricultural sector is a sector that contributes to the development and dynamics of the economy. The agricultural sector makes a significant contribution to growth. The gift of the farming sector is still substantial. National GDP. Growth and contribution to GDP are essential for people's welfare.

The tobacco plant is a commodity that makes an essential contribution to the economy of Jember. Jember Regency is one of the most significant tobacco-producing areas in East Java, which has an area of nearly 14,000 tobacco, half of which is Na-oogst tobacco. The number of regions is indicated by the large number of people involved and the influence on other sectors and businesses. A large number of tobacco farming activities indicates its large influence on other sectors [1].

Although the number of the plant is quite large, the tobacco plant production process does not always experience an increasing trend. In the last two years, there has been a decline in production. The decline in tobacco production is closely related to several components of the conditions that cause it. These conditions include extreme weather, adequate needs for irrigation water, and the lack of infrastructure

owned by farmers. Besides that, the ability of farmers to cultivate good agricultural practice is still not optimal. As an institution, there is low bargaining power among tobacco farmers when dealing with tobacco entrepreneurs.

The production of tobacco as a raw material for cigarettes has faced challenges from a public health perspective. Legally, the Indonesian government, through the Minister of Health, announces a Health Warning and Health Information on Cigarette Products, which states about the dangers of smoking and is detrimental to health. The potential for horizontal conflicts regarding the need for tobacco cultivation is becoming increasingly apparent. Society is differentiated on the pros and cons of producing tobacco as a raw material for cigarettes. The social conditions of the community become a different pressure for the agribusiness community, especially tobacco farmers, in producing tobacco. Health conditions and issues are a challenge for tobacco farming [2].

Based on this trade-off, this study aims to analyze the status of business continuity and Na-oogst tobacco farming on the social dimension and determine the sensitive factors that can be driven to encourage the sustainability of Naoogst tobacco farming.

2. Method

This research uses primary and secondary data types. Primary data were obtained from interviews with experts, the head of Farmers Group (Poktan), the leader of Farmers Group Association (Gapoktan), the management of Poktan and Gapoktan, members of Poktan and Gapoktan, as well as other parties related to the research.

Secondary data is data obtained from related agencies to complete primary data. Secondary information is used as supporting data in the analysis of the sustainability of the *na-oogst* tobacco business in Jember.

The sampling technique in this study is to use a purposive sampling method, which is the determination of the sample based on several considerations or specific criteria set in accordance with the objectives of the study. The selection used in this study was five expert respondents who could conduct an assessment of the sustainability of tobacco commodities.

Respondents in this study were the Head of the Tobacco Plantation Plant Division of Jember Horticultural Food And Plantation Office, Chairperson of the Indonesia Tobacco Farmers Association (APTI) of Jember, Chair of Jember Association of Farmers Group (Gapoktan), Extension and Farmers.

3. Result and Discussion

The sustainability of na-oost tobacco business in Jember Regency from the social dimension can be seen in Figure 1.

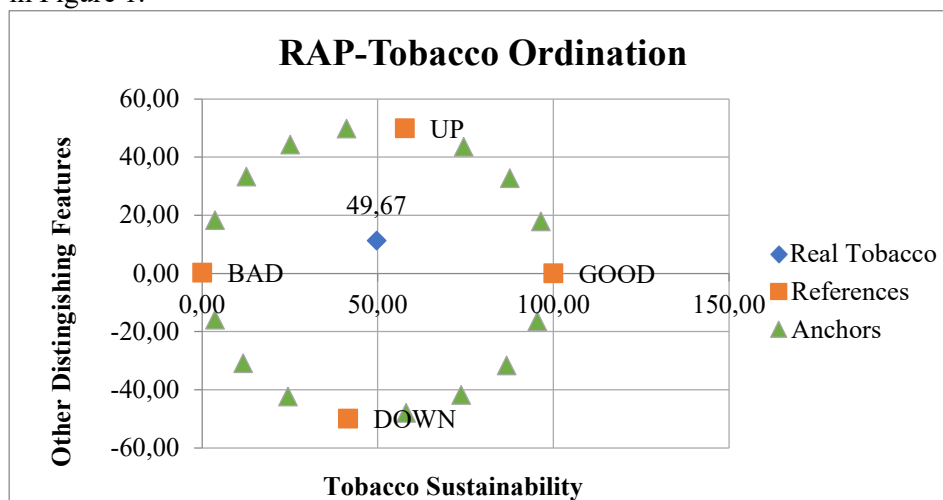


Figure 1. Status of Sustainability Viewed from the Social Dimension

Based on Figure 1, that the social dimension of na-oogst tobacco business in Jember Regency has a sustainability value of 49.67. This value indicates that the sustainability status of the na-oogst tobacco business is on an ordination scale of 25.00 - 50.00, so it is categorized as Less Sustainable. The effect of each attribute on the social dimension on the sustainability of na-oogst tobacco business in Jember Regency can be seen in Figure 2. Many countries pay attention to the sustainability conditions of farming. Sustainability indicates efforts to align the performance of farms, environmental conciliations, and supply chain organizations [3].

Based on Figure 2, it can be seen that the lever factor that affects the social dimension and needs to be considered is the role of private institutions with an attribute effect value of 8.71. Meanwhile, the less influential factor in the sustainability of na-oogst tobacco business is family participation in agricultural activities with a value of 0.33.

In the na-oogst tobacco business, the role of private institutions is a leveraging attribute with an effective value of 8.71. This is because 80% of the tobacco farmers in Antirogo village have partnerships with private tobacco companies such as PT. Mayangsari, PT. MDR, and other companies. Farmers get benefits from these companies, such as guidance in cultivation, seed assistance, and certainty of harvesting tobacco products. This causes farmers to have an interest in continuing to cultivate tobacco because there are still many private companies engaged in processing na-oogst tobacco plantations in Jember Regency.

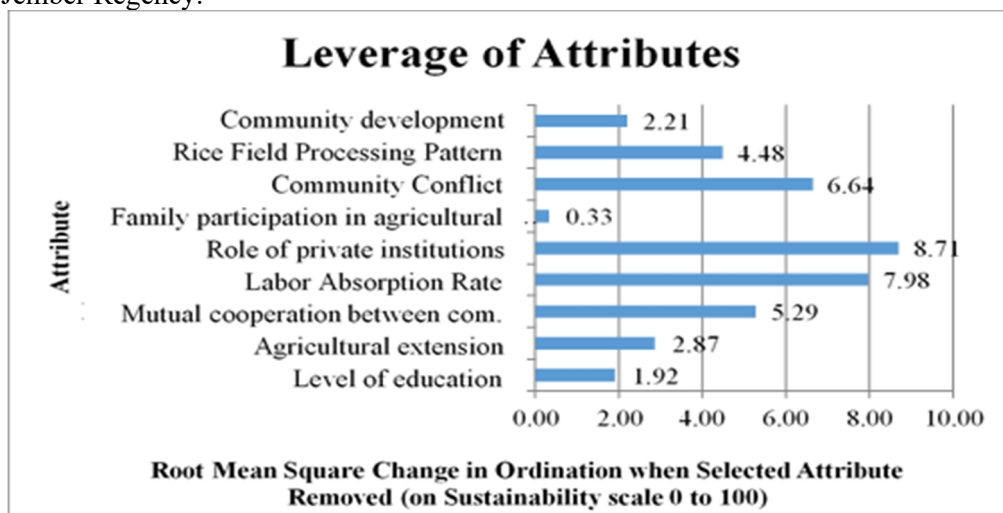


Figure 2. The Effect of Attributes on the Social Dimension

Family participation in agricultural activities is a less critical attribute because farmers perceive that in na-oogst tobacco business, farmers involve more people, especially as workers during the cultivation process to harvest, rather than family. Families in na-oogst tobacco businesses more often participate in management decisions such as the distribution of labour wages, labour making, and other management decisions that can be made by the farmers themselves.

The Social Dimension has two priority attributes that need attention, namely the role of private institutions and the rate of employment.

The first attribute or factor, namely the role of private institutions, has the largest scale of sustainability, namely 8.71, which means that this attribute is an attribute that is very important in the social dimension. Farmers have an interest in planting na-oogst tobacco in Jember Regency because private parties such as tobacco companies are willing to help farmers in cultivating na-oogst tobacco plants. Also, the company is also active in providing counselling so that farmers are able to produce quality products as desired by the company. The company also offers a partnership program that is quite profitable for farmers, in which the tobacco products of partner farmers are definitely purchased by the



company. This is what then makes farmers interested in cultivating tobacco plants so that the role of private institutions and the relationship between farmers, private institutions and government needs to be maintained so that these roles are not lost and cause farmers to stop doing na-oogst tobacco cultivation. The purchasing power of private institutions, becomes one of the big roles and influences farmers in developing and motivating businesses. Other roles will be moved when private institutions provide roles that the public seems to know.

The second attribute or factor is the labour absorption rate which has the second-highest sustainability scale, namely 7.98 which means that in addition to the role of private institutions, the quality of employment has an essential role in supporting the sustainability of na-oogst tobacco businesses in Jember Regency. It is well known that tobacco absorbs a large amount of labour, especially during the tobacco harvest season. The high level of labour absorption has caused the community to continue to support the sustainability of the na-oogst tobacco business so that this condition has a large enough social impact on the community, especially the surrounding community and tobacco farmers. The movement of labor involved in tobacco farming will be the driver of the sustainability of tobacco farming. The existence of labour in seasonal farming is very important in economic activities [4].

4. Conclusion

The na-oogst tobacco business in Jember Regency has a sustainability status with the criteria of being unsustainable in terms of social dimensions. The unsustainable status indicates the current social environment that does not contribute to Na-oogst tobacco farming. If it continues, the social conditions will become a barrier to the development of Na-Oogst tobacco farming. This unfavourable condition can be approached by management with efforts to overcome leveraging factors, namely the role of private institutions, mechanisms and employment, as well as handling of conflicts between Na-oogst tobacco farmers.

Acknowledgements

My gratitude and gratitude to all those who have helped and facilitated the completion of this research. Support and convenience from the Agriculture Office, Jember district government, farmers, farmer groups and the Indonesian Tobacco Pentane Association (APTI) contributed to the completion of this research on time. My gratitude and appreciation also go to Pilibteknik Negeri Jember for facilitating research funding sourced from PNPB funds. The findings that are useful in this study need to be continued to provide more significant benefits for the development of Na-oogst tobacco farming.

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