



ANALYSIS OF PARTNERSHIP PATTERNS AND THE INFLUENCE OF D'LAS AGROTOURISM PARTNERSHIP ON STRAWBERRY FARMERS IN SERANG VILLAGE, KARANGREJA DISTRICT, PURBALINGGA REGENCY

By:

Rofianti¹, Bayu Mahendra², Ayu Sitanini³

^{1,2,3} Perwira University of Purbalingga

Email: rofiantirf@gmail.com

ABSTRACT

Purbalingga is one of the five highest strawberry producers in Central Java. Strawberry production itself has various challenges, one of which is post-harvest problems because the fruit is easily damaged. Usually, strawberries are damaged on the way to consumers and to overcome this, Agrotourism D'las collaborates with strawberry farmers around the tourism area to increase market segmentation through strawberry picking. This study uses purposive sampling and data processing using the mix method. The results of the research on the role of PT Lembah Jaya's partnership with farmers were carried out with a general trade pattern. The analysis calculation shows that partner farmers have a higher income of 61% compared to non-partner farmers. Partnership with PT Lembah Asri Jaya or Agrotourism D'Las provides increased income for strawberry farming

Keywords: Keywords: Agro-tourism, Partnership, Income

INTRODUCTION

Strawberry (*Fragaria* sp.) is one of the fruit horticultural commodities that is quite important, especially in countries with subtropical climates, (Mappanganro, 2013). Strawberry plants need a cool and humid environment with an optimum air temperature between 17-20°C and a minimum air temperature of 4-5°C, (Rukmana, 1998). This condition is by the climate in Serang Village which has a minimum temperature of 16°C and the highest temperature reaches 28°C, making it suitable as a place to cultivate strawberries (Siregar et al., 2021

Purbalingga is one of the five strawberry production centers in Central Java. However, strawberry production is

faced with many post-harvest problems, such as the length of the distribution chain that can cause fruit to be damaged on the way because it is not supported by technology, the lack of diversification of processed fresh strawberry products that have economic value, (Herawati et al., 2019). One way to overcome post-harvest problems is with fruit-picking agrotourism which will increase market segmentation for strawberry farmers.

Agrotourism in Purbalingga Regency is D'las Agrotourism. D'Las Agrotourism has various tourist attractions, one of which is strawberry picking. To open strawberry picking tours, D'las invites strawberry farmers around the agro-tourism area to partner. However, partnership cooperation usually causes problems such as

cooperation agreements, the rights and obligations of both parties, and the knowledge of both parties related to the partnership. The cooperation between strawberry farmers and D'las Agrotourism will provide benefits to strawberry farmers.

LITERATURE REVIEW

Arifin Dalam (Ahmadi, 2017) stated that agrotourism is one of the agriculture-based tourism activities that present agricultural natural scenery and activities that include all agricultural activities. According to (Ahmadi, 2017) the function of agro-tourism can be carried out through the function of agricultural cultivation, empowerment of rural communities, and conservation functions, in the form of environmental conservation, wise use of natural resources, balance between consumption and production, capacity building of human resources and poverty eradication.

According to Jafar in (Zakaria, 2015) a business partnership is a business cooperation between small-scale businesses (including farmers and fishermen) and medium-scale businesses or with large businesses by paying attention to the principle of mutual need, strengthening and mutual benefit. The partnership pattern according to the Decree of the Minister of Agriculture Number: 940/Kpts/OT.210/10/97 concerning Guidelines for Agricultural Business Partnerships is as follows:

1. Nucleus Pattern

The plasma core pattern is a partnership relationship between a group of partners and a partner company, in which the partner company acts as the core and the partner group as plasma.

2. Sub Contract Pattern

The sub-contract pattern is a partnership relationship between a group of partners and partner companies, in which the group of partners produces components needed by the partner company as part of its production.

3. General Trade Patterns

A general trade pattern is a partnership relationship between a group of partners and partner companies, in which partner companies market the products of partner groups or partner groups supply the needs needed by partner companies.

4. Agency Pattern

The agency pattern is a partnership relationship, in which a group of partners is given special rights to market the goods and services of the partner company's business.

5. COA (Agribusiness Operational Cooperation) Pattern

The COA (Agribusiness Operational Cooperation) pattern is a partnership relationship, in which a group of partners provides land, facilities, and manpower, while partner companies provide costs or capital and/or means to cultivate or cultivate an agricultural commodity.

The benefits of business partnerships are increasing economic growth such as labor absorption, income equity, and developing regional development growth, (Zakaria, 2015). Farming costs are calculated from the amount of money spent by farmers to finance their farming activities, including production costs, labor costs and other costs, (Barokah et al., 2016).

RESEARCH METHODS

The determination of partner farmer respondents was carried out by census while non-partner farmer respondents were carried out purposively. The data collection technique was carried out by direct interviews with respondents, field observations, documentation and literature studies.

Data processing is carried out with a mixed method, namely qualitative data will be analyzed descriptively. Examining problems related to the income obtained by farmers in the strawberry cultivation business with the following analysis:

1. Revenue is calculated with a formula

$$NT = TR - TC$$

2. Total receipts are calculated by formula

$$TR = Pq \cdot Q$$

3. The total cost is calculated by a formula $TC = VC + FC$, Prawirokusumo in (Listiani et al., 2019)

Information:

NT = Farmer's income (Rp/1000m²)

TR = Total revenue (Rp/1000m²)

TC = Total cost (Rp/1000m²)

Pq = Price per kilogram of strawberries produced (Rp/kg)

Q = number of strawberries sold (kg/1000m²)

VC = Variable cost (Rp/1000m²)

FC = Fixed fee (Rp/1000m²)

The t-test procedure according to Sugiyono 2010 in (Pedekawati et al., 2020) is as follows:

Hypothesis

$\mu_1 = \text{partner}$ $\mu_2 = \text{non partner}$

$H_0 = \mu_1 = \mu_2$

$H_1 = \mu_1 > \mu_2$.

RESULTS AND DISCUSSION

Lembah Asri Tourism Village (Agrotourism D'las) is located in Serang Village, Karangreja District, Purbalingga Regency. D'las is the forerunner of the emergence of a tourist village in Serang Village which was originally in the form of strawberry picking. Serang Village was designated as a tourist village through the Regent's Decree number 4131/181 of 2010, (Siregar et.al, 2021). This tour is under the auspices of Bumdes Serang Makmur Sejahtera. Since 2018 D'las Agrotourism has transformed into PT Lembah Asri Jaya, this also marks D'las Agrotourism to become a more professional and structured institution.

Partner farmers who partner with D'las Agrotourism are residents around agrotourism who have agricultural land near the agro-tourism area. Partner farmers are 10 people while non-partner farmers are a group of strawberry farmers with the closest distance to D'las Agrotourism, namely in Kali Urip Hamlet. The partnership pattern carried out by PT Lembah Asri Jaya with strawberry farmers is included in the General Trade partnership

pattern where the partner group supplies the needs needed by the partner company, namely strawberry picking and the partner company is in charge of marketing the partner group's production to agro-tourism visitors. The benefits obtained by partner farmers can be seen from several perspectives. The first benefit is the guarantee of quantity and continuity. The second benefit is in terms of post-harvest risk.

PT Lembah Asri Jaya gets a total of 70% of every ticket sold. It is known that the entrance ticket price to strawberry picking is IDR 10,000, so PT Lembah Asri Jaya will get a share of IDR 7,000 for each ticket sold. The average strawberry-picking visitor on weekdays is 6 people and 30 people on long holidays, so it is known that PT Lembah Asri Jaya will get a profit of IDR 4,536,000 from one strawberry-picking tourism outlet from one harvest season in April, May, and June 2023.

Strawberry farmers' income is obtained by describing the components of strawberry farming revenue and costs. The production of partner farmers on 1000 square meters of land averages 640 kg in one harvest season, while non-partner farmers produce an average of 920 kg in one harvest season. The output price received by partner farmers is Rp 80,000 per kilogram, where this price is the price mutually agreed between PT Lembah Asri Jaya and partner strawberry farmers for 4 months. The output price received by non-partner farmers can change at any time following the market price, but is in the price range of Rp 25,000 to Rp 30,000 per kilogram. In comparison, the number of sales of partner farmers is greater than that of non-partner farmers. The total sales in one season for partner farmers are 324 kilograms and 800 kilograms for non-partner farmers.

Table of Farm Receipts

	Q (kg)	Pq (Rp)	Additional income (Rp)	Total (Rp)

Friend	324	80.00 0	1.944.000	27.864.00 0
Non-partners	800	25.00 0	-	20.000.00 0

Partner Farmers

$$\begin{aligned} \text{1-month admission} &= \frac{\text{total penerimaan}}{3} \\ &= \frac{\text{Rp } 27.864.000}{3} \\ &= \text{IDR } 9,288,000 \end{aligned}$$

Non-partner farmers

$$\begin{aligned} \text{1-month admission} &= \frac{\text{total penerimaan}}{3} \\ &= \frac{\text{Rp } 20.000.000}{3} \\ &= \text{IDR } 6,66,000 \end{aligned}$$

Table of Farming Costs

Description	Description	Partner farmers (Rp)	Non-partner farmers (Rp.)
Fixed fees	Mulch	-	380.000
	Sack	750.000	-
	Tank	584.000	584.000
	Hoe	50.000	50.000
	Bucket	20.000	20.000
	Bamboo	-	750.000
Variable costs	Seed	6.000.000	4.500.000
	Manure	320.000	320.000
	Pesticides	-	-
	Insektisida	420.000	420.000
	TKDK	140.000	140.000
Total cash variable cost	6.880.000	6.120.000	
Total cash costs	8.284.000	7.904.000	

Farmer income

$$NT = TR - TC$$

Partner farmers

$$\begin{aligned} NT &= \text{Revenue} - \text{cash variable cost} \\ &= \text{IDR } 27,864,000 - \text{IDR } 8,284,000 \\ &= \text{IDR } 19,580,000 \end{aligned}$$

Non-partner farmers

$$\begin{aligned} NT &= \text{Revenue} - \text{cash variable cost} \\ &= \text{IDR } 20,000,000 - \text{IDR } 7,904,000 \\ &= \text{IDR } 12,096,000 \end{aligned}$$

From these calculations, it can be seen that the income of partner strawberry

farmers is higher than that of non-partners. The difference in income between partner and non-partner farmers is Rp 7,484,000 or 61%, this difference is due to the selling price of strawberries sold and the quantity of strawberries harvested by partner and non-partner farmers in one growing season, as well as additional income for partner farmers from ticket sales.

The t-test of these two independent samples was carried out on the total income variable with a real level of five percent ($\alpha = 0.005$). Based on the results of the differential test on the total income variable, the t-calculation result was obtained at 4.249 with a significant level of 0.04. From these results, it can be concluded that the significance level is more than 0.005, the hypothesis is accepted, meaning that the partnership has a positive effect on the income of partner farmers, which is different by 61%.

CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

Based on the analysis and description of the research results, it can be concluded that:

1. The role of the partnership between PT Lembah Asri Jaya or Agrotourism D'las and farmers is carried out with a general trade pattern because strawberry farmers meet all farming needs both in terms of capital and operations from the farmers themselves and agrotourism only plays a role to help market with a guarantee of price stability and consumers.
2. The income of strawberry farming for one season of partner farmers is IDR 18,950,000 and non-partner farmers is IDR 12,096,000. From the data, it is known that the income of partner farmers is greater by 61% due to the level of price guarantee for partners and there is a significant difference between the income of partner and non-partner farmers, the partnership with PT Lembah Asri Jaya or Agrowisata D'las provides an increase in strawberry farming

income.

SUGGESTIONS

Based on the results of the research and conclusions, the advice that will be given is that PT Lembah Asri Jaya or Agrowisata D'las and partner farmers should maintain the partnership cooperation that is already taking place. PT Lembah Asri Jaya and partner farmers should make a written agreement so that the partnership cooperation can have clear legal ties.

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