

Social Cultural Dynamics in the Development of a Banana Center Leading to Sustainable Agricultural Development

(A Case Study in Karanganyar Regency, Central Java)

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ABSTRACT

The approach to sustainable development is essentially an activity that combines economic, social, and environmental aspects. The development of a banana plantation in Jenawi has until now not been optimal, and farmers have needed skills in cultivation, processing, and marketing their produce in order to maximize the bananas as a commodity that can support the economy of the local community and local government. This research aims to describe the community's understanding of creative economy in the development of a banana center that is based on the local wisdom and tourism potential of the area. A qualitative research method with a phenomenological approach is used to describe the phenomena that occur in the development of the banana center. The data analysis technique includes analyzing categorized data in order to carry out an interpretative understanding. The researcher makes a qualitative interpretation of the data, in the form of interactive dialogue and in-depth interviews. Research approach based on theories of communication and conflict to analyze each piece of information obtained, both from literature and from informants who are believed to have competent theoretical and empirical knowledge about the understanding of local wisdom, the utilization of tourism potential, and economic literacy. The research results show that the banana center in Karanganyar Regency needs to be developed as a creative economy based on local wisdom, and synergized with the potential of nearby tourism sites, which will have a multiplier effect on the community, leading towards sustainable development.

Keywords: *creative economy, local wisdom, sustainable development*

1. INTRODUCTION

Social dynamics can be defined as the change in a community which is caused by a phenomenon that occurs in or is experienced by the community [1], [2]. A number of research findings show a close connection between culture and social dynamics in numerous communities throughout the world. This connection is found in various aspects of development such as economic platforms, [3-9], village development platforms [10-12], ecological platforms [13], political platforms [14-16], character platforms [17-19], power platforms [20], and leadership platforms [21-23].

Rural community development encompasses the range of activities carried out by a community through

which together they identify their needs and problems. The development of a center in a rural area has an impact on the strength of social capital (reciprocity, collaboration, mutual cooperation, solidarity, trust, norms, and participation) in the community [24]. This kind of group or center approach has certain advantages because it has a broader outreach and is more suitable for the communal culture of a village community. The functions of such a group include providing a place for a learning process to take place and a vehicle for cooperation among members of the community [25], [26].

In addition, the development of a center cannot be separated from the presence of local politics. As Surbakti explains in [27], local politics in the era of

decentralization are not only concerned with the policies, economy, or governance in a particular area but also contribute to cultural advancement in the area. This cultural advancement is also oriented towards enriching the cultural and social diversity in Indonesia.

Cultural advancement cannot be separated from the social interaction between human beings. The factors that support the human behavior that occurs in social interaction can be divided into personal factors and situational factors. The personal factors consist of biological factors and socio-psychological factors. Biological factors refer to the urge of human beings, as biological creatures, to fulfil their biological needs, while socio psychological factors refer to human beings as social creature; it is from the social process that they acquire various characteristics which affect their behavior. The situational factors, which also influence human behavior, include: objective aspects of the environment, which comprise ecological factors, design and architectural factors, temporal factors, behavior settings, technology, social systems in a community, psychosocial environment, and stimulus [28].

This social interaction leads to a strengthening of values of social capital and local wisdom. The internalization of ecological values contained in local wisdom can help to create better human awareness in managing the natural environment, which in turn will help form a good ecological attitude [29]. The role and function of local wisdom is to provide moral and spiritual guidance for the community, to inspire knowledge that supports people's lives, and to guarantee an integrated life, which is shown by the harmonious and equal relationships between human beings and the non-exploitative relationship between humans and nature [30],[31].

The results of research by [32] demonstrate that efforts to increase the growth and empowerment of a people's economy will be improved if they are juxtaposed with local wisdom. Local wisdom constitutes governance, shared values, and procedures, including utilization of space and special provisions [33]. Local economic development ensures that the development taking place is locally based and focuses on local comparative advantage, thereby enabling the local economy to become more productive and creating local opportunities and local jobs, which improves the quality of life of the local community [34].

Based on this background, the goal of this current research is to describe the understanding of the community about the creative economy in the development of a banana center which is based on local wisdom and the tourism potential of the local area. Creative economy is a concept in the economic field in the new economic era by prioritizing creativity and

information. The concept of the creative economy puts forward human resources who have ideas and knowledge that are used as the main factors in production.

2. RESEARCH METHOD

This is a qualitative study with a hermeneutic approach which looks at culture as texts that need to be read, transliterated, and interpreted. According to [35], culture is a text with a meaning that needs to be interpreted rather than a behavior pattern of a concrete nature. This method is known as an interpretation of culture. Referring to this method, culture can be described as the way humans define their world, express their emotions, and give their evaluation; it is a pattern that is transmitted and manifested in symbolic form through the knowledge and attitudes in people's lives. In this case, culture is viewed as a network of symbolic meaning which in its interpretation requires a thick description. In this research, the object studied is the community in a banana plantation center, with the aim of discovering a concept of development that is relevant to and in line with the conception of a developing village. The interviews were carried out with village officials, community figures, farmers, women farmers, and actors of home industries, with the involvement of four students in the field. Data from the interview is then analyzed with standard coding in content analysis. To strengthen the rigor of the case study approach, this study also collects data through observation and secondary statistical data. The focus of this paper is the main ideas which inspire a model to deal with the social dynamics taking place in the development of the banana center.

3. RESULTS AND DISCUSSION

The development strategy for this agropolitan production center is market driven, through community development that is not only oriented towards on-farm development efforts but also includes the development of the 'upstream agribusiness' at its source (provision of agricultural facilities) and the 'downstream agribusiness' (process and marketing), as well as its supporting services. Providing ease of access to equipment and facilities can support the development of the agribusiness in a system that is integrated and intact, from the cultivation subsystem to the upstream and downstream agribusiness subsystems, to the support services. The development of national and regional agropolitan production centers must follow the management pattern of the local area. In order to realize the goals and targets of spatial layout in an agropolitan production center, the direction of development is as follows: 1) Empowerment of the local community of agribusiness operators, 2) Development of agribusiness centers and agricultural industries on a local scale.

According to [36], a small industry is: “a company that is not managed using modern management with professional staff”. Meanwhile, [37] Soemaryono, S. (2006:245), states that: “a small industry is a business that is owned and managed by members of the local community, frequently with a very small number of employees who work in a single location”. The understanding of the Jenawi Village community about the development of a center is based on a strong background of local wisdom, and relies largely on

existing local potential. Local potential is the power, strength, ability and ability possessed by the village to be developed in order to improve the welfare of the community. Local wisdom is part of the culture of a society that cannot be separated from the language of the community itself. Local wisdom is usually passed down from generation to generation through word of mouth. The local potential and local wisdom of the Jenawi community, and the implications in the development of a center can be seen in the table below.

Table 1. Local Potential and Local Wisdom of the Community in the Banana Center

Aspect of Understanding	Description of Community Understanding	Implications in Development of the Center
Local potential	Recognizing ways to develop local potential according to creativity	Numerous varieties of banana plants
		Varieties of banana based products
		Wide range of media or marketing models
	Understanding kinds of business that can potentially be carried out	Developing the business sector from planting banana crops to processing and marketing
		Modifying and developing local products to meet market demand
	Making use of local potential	Optimizing the use of banana crops, from fruit to leaves, stems, and humps
Preserving local traditions with events that use banana fruit (<i>pisang raja</i>) in the ritual ceremony		
Local wisdom	Developing businesses through ideas that are known	Revitalizing local wisdom to support the development of the center through traditional ceremonies
		Developing local wisdom in banana crop cultivation
	Providing insight about running a business, utilizing existing potential to attract visitors to the area	Making use of the potential of banana plants to be integrated with other objects as a tourism village destination
		Developing local traditions as a regional icon

Data Source: Analysis of primary data through interviews and Focus Group Discussion 2021

Some of the problems that create shortcomings or obstacles in the management of the small businesses in the Jenawi banana center are: (1) failure to recognize the importance of taking part in feasibility studies, market research, analysis of money/cash circulation, and various other research that is needed for a business endeavor, (2) inability to design a long-term plan for an adequate accounting system, (3) lack of business information, tendency to rely only on the intuition and ambition of the manager, weak in the area of promotion, (4) limited guidance for technical and operational implementation of activities and quality control of work efforts and products, and lack of consistency with the specifics of orders, leading to claims or rejected products, (5) difficulty with working capital or failure to understand properly the need for working capital as a result of poor cash planning.

Human capacity to carry out an agricultural activity not only stems from the knowledge and individual skills of farmers needed to cultivate farmland, and to process and market their agricultural products. Equally important

is the collective capacity of farmers in the entire range of farming activities. This collective capacity of farmers is made possible with the existence of a farmers’ community which has a relatively large amount of social capital. Social capital is the ability that arises from the habit of trust in a community or in a particular section of a community. When there is mutual trust in a community, there will be better innovation in organization because a high level of trust leads to a wide range of social relationships [38].

This wide range of social relationships has an effect on cultural features. Cultural features are the social and cultural values that generate norms, and are evident in attitudes, thought patterns, and behavior. This kind of cultural feature should be owned by a community that is building and reforming itself. A neglect of these universal cultural features is said to have a redundant effect on development or on the renewal of physical materials, as seen in underdeveloped countries. Therefore, agents of change in a community, specifically the intellectual elite, which is the group that pioneers innovation, should

practice the cultural values and norms that are needed in modern society, such as: togetherness, solidarity, trust, reciprocity.

According to [39], modern society has the following characteristics: (a) acceptance of new things and open to change, (b) a democratic attitude, (c) future-oriented and values time, (d) good planning and organization, (e) confidence, (f) calculating, (g) respect for others, (h) belief in science and technology, and (i) suitable respect for achievement and balance.

Social and cultural factors are demonstrated through cultural, religious, and traditional values, the existence of

shared norms, family, kinship, and neighborly relationships, and existing social and economic relations. The experience of a community in its interaction with another party may be an experience of a good social relationship, which leads to better social relations, or an experience of a bad social relationship, followed by trauma and leading to avoidance of further social relations. The expansion of industrial activities in a farming community has a strong potential to influence or alter the social and cultural conditions of the community. The social and cultural interactions of the community in the banana center are shown in the table below.

Table 2. Social Cultural Interaction of the Community in the Banana Center

Components of social cultural interaction	Parameters	Community Conditions
Reciprocity	Voluntary repayment of an act of kindness, either in the same or a different form	Habit of returning a favor or help given in an economic and social activity
		Habit of exchanging products from a crop yield
		Sharing information about banana plant cultivation
	Two-way communication which takes place without pressure	Two-way communication takes place in every meeting, whether formal or non-formal, routine or incidental
		Shared profession as banana farmers builds humanistic dialogic communication
		Members of the community provide feedback about problem solving related to technical issues of banana cultivation
Mutual cooperation	Mutual cooperation for a common interest	Activities of mutual cooperation by members of the community for a common interest, such as working together to clean roads, clean drains, and repair public facilities
		Activities of mutual cooperation for problem solving, such as working together in afforestation, overcoming disasters such as landslides, and cleaning up the environment
		Activities of mutual cooperation to improve community welfare, such as logistic aid for members of the community in need
	Joint community activities regardless of religious beliefs	Mutual cooperation in building a place of worship
		Regular social gatherings to strengthen solidarity, tolerance, and togetherness
		Establishment of cross-regional associations to develop solidarity
Collaboration	Awareness of the existence of common goals that need to be achieved	Awareness of the need to achieve common goals in social and farming activities
		Working together whenever a member of the community needs help
	Openness to other people's conditions	Openness about the cultivation of banana plants
		Openness reflected in daily life about aspects of agricultural cultivation, seedlings, pest and disease control, post harvest activities, and marketing crop yield

Data Source: Analysis of primary data through interviews and Focus Group Discussion 2021

Interaction between the Jenawi village community and market players from outside the village has instigated a change in mode of production from subsistent to commercial. The behavior of farmers in the village community, who in the past had always adhered to a principle of 'safety first', is becoming difficult to

maintain due to increasing market pressure and the changing and increasingly diverse needs of farmers. Production is becoming more market-oriented and no longer concerned with maintaining subsistence. It is a fact that globalization is accompanied both by opportunities and challenges, some of which can be met

and others that are more difficult to achieve and tend to have an impact on village communities.

In general, experts agree that the main sources for generating social capital in a community are social and cultural factors, along with the experience of the community in interacting with others, as well as other physical and economic factors in the place where the

community lives [6], [38], [40-41]. The social and cultural factors are demonstrated. The expansion of industrial activities in a farming community has a strong potential to influence or alter the social and cultural conditions of the community, and also has the potential to provide a less positive experience for the farming community in their interaction with other people.

Table 3. Propositions and Empirical Conditions of the Social Cultural Life of the Community Amidst the Development of the Banana Center

Propositions of the Social Cultural Life of the Community Amidst the Development of the Banana Center	Empirical Conditions of the Social Cultural Life of the Community Amidst the Development of the Banana Center
Development of the center transforms the social-cultural life pattern from traditional to modern	Processing of bananas adapts to market demands
	Improved techniques for banana plant cultivation with the use of technology and good quality seeds
	Development of technology for banana processing
Development of the center transforms the social cultural life pattern from agrarian to industrial	Payment of wages is based on work hours
	All activities are calculated with money
	People are beginning to use modern methods for processing bananas
Development of the center transforms the social cultural life pattern from local to global	Phenomenon of imitating a western lifestyle, especially in models of clothing, hairstyles etc
	People are beginning to sell banana products online
	People are beginning to use social media to promote the banana center

Data Source: Analysis of primary data through interviews and Focus Group Discussion 2021

The empirical conditions of the center’s development and the farmers’ social capital along with their social cultural life shows that the effect of the development of the center on the social capital of the farmers is in the form of migration or absence of migration of the community. Younger members of the community do not show a tendency for migration to another area but continue to live in the village and work in the banana center, while a small number continue working in the agricultural sector. The results show that the presence of members of the younger generation in their place of origin is able to preserve the social capital of the community, which is still dominated by the farming community, both in their social lives and in the economy.

Although members of the community who work outside the area experience an increase in income, this does not create a social gap that leads to a decrease in the social capital of farmers. The social capital of the farming community, which is dominated by people who are older but still productive, is still relatively good, and some of the younger members of the community still continue to work in the farming sector. This relatively good social capital is shown, amongst others, by the initiative to establish collaborations in the farming sector as well as the continued high level of trust between members of the community. These conditions have implications for the development of the creative economy, as seen in the table below.

Table 4. Role of Stakeholder n Development of the Creative Economy

Entity of Stakeholder	Understanding and Implications on Development of the Creative Economy
Banana farmers and families	Understand ways to improve their business in accordance with their own creativity
	Understand which types of business are good for them
	Small business operators run their businesses with knowledge and insight and creative economy literacy, which is very helpful in managing to operate their businesses
Internal facilitators (from inside the social system)	Develop businesses through ideas that are known
	Facilitate the utilization of resources
	Small business operators benefit well by using their understanding of creative economy literacy
External facilitators (from outside the social system)	Develop businesses and offer numerous creative ideas
	Provide broad insight about how to run a business
	Facilitate partnership networks in businesses

Data Source: Analysis of primary data through interviews and Focus Group Discussion 2021

4. CONCLUSION

If the social-cultural aspect of a community is managed well, and efforts are made to increase the capacity of the community as stakeholders of the development program, it will lead to a transformation in the life of the community and change the characteristics of the community, thereby developing the creativity of the community. The most important part of culture is not the culture itself but the cultural strategies that are used to deal with the social dynamics, in order to learn how to survive the infiltration of capitalism in the countryside. In this concept, culture has all the ideas or initiative for a creative embryo that is manifested in the form of activities and artefacts. Creative economy literacy is a concept of economy in the new economic era which prioritizes information and creativity by relying on ideas and sharing knowledge and human resources as the main

factors of production in the economy. The community about the creative economy in the development of a banana center which is based on local wisdom and the tourism potential of the local area. The banana center in Karanganyar Regency needs to be developed as a creative economy based on local wisdom, and synergized with the existing potential of the nearest tourism location, which will have a multiplier effect on the community and lead towards sustainable development.

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