



Strategy to Increase the Productivity of Jabres Cattle Farmers Post Pandemic of Covid 19

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Abstract. The Covid-19 pandemic has an impact on economic growth, one of the impacts is the disruption of cattle production in Brebes. Jabres cattle ranches are still conventionally implemented and have not gained much modern influence. The purpose of this study is to find out the factors of the empowerment strategy of jabres cattle farmers in Brebes due to the pandemic. This study uses a simple random sampling method. Data analysis uses descriptive analysis. The conclusion of this study shows that the pandemic has had no significant effect on the socio-economic growth of jabres cattle farmers. Empowerment strategy for farmers is by educating on the concept of sustainable livestock development with limited resource utilization. Empowerment includes four aspects of livestock farming, namely aspects of production, production process, marketing, and increasing the capacity of farmers. The Brebes government through livestock extension needs to further improve the attitudes, insights and skills of breeders. Good cooperation between farmers and the government is one of the steps to increase the productivity of jabres cattle, thus creating an integrated and sustainable welfare of farmers. The strategies include short-term strategies by encouraging increased participation of Jabres cattle farmers by improving the personality of breeders, labor sharing patterns, and the availability of agricultural information. Long-term strategy by increasing farmer participation, empowerment intensity, and environmental support.

Keywords: Strategy · Empowerment of farmers · Post pandemic

1 Introduction

The covid-19 pandemic has massively changed the world order that has passed on all sectors of the economy in Indonesia. One of the sectors that experienced a direct impact from the pandemic is in the livestock sector, especially cattle in order to meet national beef needs. Low farmers productivity makes the limitations of local farmers in meeting meat needs nationally. It needs an effort to change the direction of sustainable livestock development with active participation from all parties to further enhance the empowerment of local farmers.

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Indonesia has different types of livestock diversity that need to be empowered more intensively. The potential of local livestock needs to be preserved to optimize the role of livestock as one of the food raw material providers in Indonesia, especially in the fulfillment of animal protein, empowerment of community economic welfare, and in spurring regional development in the livestock sector.

The Decree of the Minister of Agriculture No. 2842/Kpts/LB.430/8/2012 establishes the Jabres cattle or better known as the Jabres Cattle as a family of Indonesian Local Cattle Genetic Resources which is a cross between peranakan ongole cattle, Bali cattle, and madurese cattle. As the name implies, the geographical distribution of jabres cattle is in Brebes Regency, Central Java Province. The advantages of Jabres cattle according to the Ministry of Agriculture is the uniformity in physical form, able to adapt well in a limited environment, and has a characteristic difference with other local cow clumps. Adaptability within environmental limitations is an opportunity that can be developed for Jabres cattle farmers to increase their main productivity in order to meet the needs of beef as a source of animal protein providers in Indonesia.

Problems that are often faced by farmers are capital, not maximal production, marketing difficulties, and relatively low prices. This problem can be caused by a lack of ability from farmers in managing existing resources and less maximizing the potential they have.

Jabres cattle management can be categorized as successful if it has contributed both in terms of increasing the income of farmers and the ability to produce meat in accordance with existing needs. The main factor that supports the success of jabres cattle business management is of course by improving the insight and skills of breeders in the management of livestock farming.

The government through related agencies has provided policies related to the optimization of livestock production, one of which is with the Cattle Business Insurance program as well as Rice Farm Business Insurance. However, the implementation of the program is still less than optimal because several reasons include farmers themselves who are not enthusiastic about the program. As a result, the productivity of Jabres cattle in Brebes is still constrained in the fulfillment of production targets and the marketing of results.

Moreover, at the present time in the era of the covid 19 pandemic, Jabres Cattle farmers are increasingly affected by price increases in various related sectors such as feed which is the main requirement in a livestock management. An effective, efficient, and practical model of empowerment is needed for breeders to increase the scale of their business. Of course, the empowerment model must be acceptable to farmers and can be implemented in the management of each farmer.

The purpose of the research is as follows:

- Identifying jabres cattle management problems, especially at post pandemic
- Find alternative models of empowerment for Jabres cattle farmers in increasing business productivity post pandemic.

2 Methodology

The data used in this study is primary data and secondary data. Primary data is obtained by means of interviews with key informants and by distribute questionnaires to respondents who have been selected before.

Secondary data is obtained from data that has been recorded in agencies that related to research, in this case is the Animal Husbandry and Health Service Brebes and from the Central Bureau of Statistics Brebes.

This research was conducted using the Survey method. Survey methods. It is an investigation in order to obtain the facts of a symptom existing and at the same time seek good factual information from soaialm institutions economic, or political, of a group or region.

The research conducted is a type of field research using a qualitative descriptive approach that uses the identity of respondents, maintenance techniques and production levels and income obtained before, during, and after the Pandemic, as well as the empowerment model desired by breeders as parameters observed in the study. The intrusion used is to use primary data and secondary data. Case studies are conducted on Jabres cattle farmers in Brebes Regency to get information related to empowerment models that can be implemented for farmers. Determination of respondents using simple random sampling techniques and interview methods to jabres cattle farmers. Data obtained from the interview process is then tabulated and percentageed and done standard deviation calculations and then analyzed using descriptive analysis.

3 Results and Discussion

3.1 Jabres Cattle Profile in Brebes

Jabres cattle farming in Brebes falls into the category of livestock on a small scale. Small-scale business business is characterized by low production costs and promises only low profit [1]. Small businesses in the informal sector also have lower effectiveness and efficiency compared to businesses in the formal sector [2].

The population of Jabres cattle in Brebes is currently around 28 thousand and spread in several regions such as Bantarkawung District, Salem, Bumiayu, Larangan, and Ketanggungan. The population increases every year but is not accompanied by an increase in the competitiveness of Brebes Java Cattle on the national scene. The increase in competitiveness is very important because it supports the national meat self-sufficiency program [3]. Jabres cattle business is still cultivated manually with limited insights and skills owned by breeders even though most breeders are in the productive age range. The age factor greatly affects the maturity and physical ability of the farmers work.

Jabres cattle farming system is majority by being grounded in the open such as yard, moor, and rice fields. Ranchers who own large areas tend to have a larger business scale.

Overall, Jabres cattle farmers lack sufficient knowledge because the average only gets to basic education. The level of education affects the performance of breeders in relation to how far the breeder's insight in professional livestock management. The main jobs of Jabres cattle farmers are farmers, partly only as farm laborers with erratic incomes. The business of Jabres cattle is carried out considering that many farmers have land that can

be used for livestock farming. Breeding is not used as the main job because the level of profit from livestock business takes a long time about a month to a year if it does not experience obstacles.

3.2 Impact of Covid 19 Pandemic on Jabres Cattle Business in Brebes

Before the covid 19 pandemic, Jabres cattle farmers were able to sell at least 3 livestock and at most as many as 10 livestock and experienced a significant increase during eid al-Adha. But during the Covid 19 pandemic farmers were only able to sell about one to two livestock every month. The government reduced the number of beef imports during the Covid 19 pandemic, this is an opportunity for jabres cattle farmers to be able to meet the needs of beef during the pandemic. However, in terms of meeting the beef needs local farmers need to increase production while farmers themselves have difficulty in increasing livestock productivity during pandemics mainly due to seedlings and resources experiencing significant price increases.

Before the pandemic, farmers had a variety of options in marketing their agricultural products, including selling to collectors who came during harvest, selling to merchants in the market, or selling directly to consumers in the market, but during the pandemic not a single option was available at a time when large-scale social restrictions were not possible [4].

3.3 Empowerment of Jabres Cattle Farmers After the Pandemic

The concept of farmers empowerment model includes at least three important components, namely mentoring, participation, and achievement. Broadly speaking, the limitations in cattle farming include technological adaptation, innovation in business diversification, land ownership and cultural environmental limitations that have an impact on structural imbalances of social systems [5]. The model of community economic empowerment is one of the strategies in improving and developing the economy that is directly influenced by the quality of human resources, social capital, the ability of empowerment actors, and the empowerment process itself [6].

The empowerment of Jabres Cattle ranchers in Brebes Regency covers four important aspects in terms of production, process, marketing, and capacity building of individual breeders. Aspects of production require ease in capital and production facilities for the increase of livestock production capacity, then in the production process sufficient resources are needed and while in the business of cattle jabres more use the help of family resources. The marketing aspect is the most important aspect in a business because it is related to the sale of output and the purchase of production inputs.

The last aspect is the increase in individual capacity through efforts to improve the attitude, knowledge, and skills of farmers [7]. Not much different from other studies that say that empowerment depends on several things including resources, technology, supporting institutions, and aspects of production [8].

The pandemic more or less affected all sectors of the economy in Brebes, not least the livestock sector in Brebes. However, small-scale livestock businesses such as those conducted by local farmers are relatively more stable compared to livestock businesses on a large scale.

Characteristics of breeders in general, especially local farmers on a small scale, include low breeding motivation, inadequate experience, full of doubts, lack of creativity, lack of communication and cooperation, lack of courage in starting a larger business, lack of technology, and a number of resources owned by farmers [9]. The participation and enthusiasm of farmers in empowerment is still relatively low in planning, implementation, monitoring, and evaluation levels comparable to the low knowledge of farmers [10]. The lack of antusiasme in breeding is in accordance with the culture of the community that is low in the motivation of entrepreneurship in its environment [11, 12].

Farmers need to be educated on the concept of sustainable livestock with limited resources. This requires active participation from the Government through livestock extension in each region in Brebes. Extension qualifications need to be considered in order to achieve the goal in the empowerment of breeders. At the very least, the extension has the following qualifications, passion in serving farmers, communication skills, management skills, competent in livestock rearing, sufficient networking in marketing, and having a strong business mentality [13]. The government's focus on empowerment will further accelerate economic improvement for communities affected by the pandemic including for jabres cattle farmers in Brebes [14]. Good synergy between policymakers, practitioners, and the government in developing jabres cattle business comprehensively will further facilitate the empowerment program that is being carried out [15].

The right empowerment strategy implemented for farmers includes empowerment models with the concept of DEFE (Doing, Empowering, Facilitating, and Evaluating) to increase business productivity, improve the mental health of breeders' businesses. The Brebes Government should further improve the insights and skills of breeders, such as education about vaccines, artificial insemination, livestock care according to standards, suitable feed types, and optimization of the use of Slaughterhouses. Good cooperation between farmers and the government is one of the steps to increase the productivity of jabres cattle, thus creating an integrated and sustainable welfare of farmers. It requires the ability to capture promising business opportunities from the jabres cattle business [16].

In addition, to measure the ability to implement the empowerment model provided, the measurement component is used in the ability of the empowerment model for breeders, including an increase in the ability to manage information from various sources of knowledge, increased ability to implement technological innovation, breeders can easily access facilities provided by the government, and increase the ability of farmers in expanding marketing networks [17].

The output of the empowerment model carried out has been in accordance with the concept of community empowerment strategy based on the ACTORS framework, namely an increase in self-esteem, confidence, and independence of farmers in the business of jabres cattle [18].

Related to capital problems, there needs to be assistance from parties related to capital providers for farmers who can be used as solutions to overcome these problems. Capital assistance is very important to ensure the sustainability and development of business for people who run businesses on a relatively small scale [19].

The formulation of livestock empowerment strategies and jabres is to increase participation in the planning, implementation, and evaluation of agricultural activities.

The strategies include short-term strategies by encouraging increased participation of Jabres cattle farmers by improving the personality of farmers, labor sharing patterns, and the availability of agricultural information. Long-term strategy by increasing farmer participation, empowerment intensity, and environmental support.

4 Conclusion

The pandemic more or less affected all sectors of the economy in Brebes, not least the livestock sector in Brebes. However, small-scale livestock businesses such as those conducted by local farmers are relatively more stable compared to livestock businesses on a large scale.

This study proves that local farmers who cultivate livestock on a small scale are relatively more stable in the face of the covid 19 pandemic compared to livestock farming on a large scale. This is because jabres cattle farmers are only able to produce no more than ten cattle every month.

Farmers need to be educated on the concept of sustainable livestock with limited resources. The Brebes Government should further improve the insights and skills of breeders, such as education about vaccines, artificial insemination, livestock care according to standards, suitable feed types, and optimization of the use of Slaughterhouses. Good cooperation between farmers and the government is one of the steps to increase the productivity of jabres cattle, thus creating an integrated and sustainable welfare of farmers.

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