

Increasing Farmers' Income Through Market Farmers and Information at Barru Regency

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Abstract—The purpose of this study is: 1) Market information as a guide for farmers to determine attitudes in increasing their income, 2) Market information as a recommendation for government in submitting the selling price, and, 3) Market information as a guide for farmers in determining the selling price of their products. This research was carried out with a qualitative descriptive approach. Data collection techniques were carried out through in-depth interviews of several farmer groups. The results of this study are: 1) Improvement of farmers' product yield is not based on market information, because private entrepreneurs who set themselves and buy crops at relatively high prices from the price of the standards that have been set and informed by the government, 2) The source of market information is highly expected by the farming community as a basis for determining the selling price of the products, because so far the government as the source and manager of market information is limited to infrastructure development, 3) Market information through channels / mass media, is highly expected by the farming community as a basis for determining the selling price of the products.

Keywords—Market Information, Farmer's Attitude, Selling Price

I. INTRODUCTION

In the fifth principle of Pancasila and the opening of the 1945 Constitution of the State of the Republic of Indonesia, it is clearly stated that social justice for all Indonesian people forms the basis of one of the nation's development philosophies, so that every Indonesian citizen, is entitled to the welfare [1], [2]. Therefore, every citizen is entitled and obliged in accordance with his ability to participate in business development to improve welfare, especially in the field of Agriculture [3], [4].

In line with the mandate of Pancasila and the 1945 Constitution of the Republic of Indonesia, one of the goals of agricultural development is directed at increasing the maximum welfare of farmers. So far, farmers have made a real contribution to the development of agriculture and rural economic development Farmers as agricultural development actors need to be given Protection and Empowerment to support the fulfillment of food needs which are the basic right of Everyone to realize food sovereignty, food independence and sustainable food security. In organizing agricultural development, farmers have a central role and make major contributions. The main actors of agricultural development are farmers, generally small-scale businesses, that is, the average area of farms is less than 0.5 hectares, and

even some of farmers do not own their own farms or are called sharecroppers, even farm laborers. generally Farmers have a weak position in obtaining production facilities, financing Farmer Business, and market access

Implementation of Law No. 19/2013 is a form of policy that can be given to protect the interests of farmers, among others, the regulation on the import of agricultural commodities in accordance with the harvesting season and / or domestic consumption needs; provision of Agricultural production facilities in a timely, appropriate quality, and affordable prices for Farmers, as well as subsidized production facilities; stipulation of tariffs on Agricultural Commodities, as well as the establishment of imported agricultural commodities in the customs area. In addition, also determination of Farmers' Estate area based on the condition and potential of natural resources, human resources, and artificial resources, facilitation of Agricultural Insurance to protect farmers from loss of crop failure due to natural disasters, outbreaks of contagious animal diseases, climate change; and / or other types of risks established by the Minister; as well as to provide aid for harvest failures due to extraordinary events in accordance with the financial capacity of the country.

Attitude is an important issue in the psychological field because attitudes related to the behavior or actions of a person in everyday life. Attitudes that exist in a person will give color and style that accept or refuse in response to a problem or things that exist outside of himself [5]. By knowing a person's attitude, we will suspect how a person's response or action to a problem and the state is maintained to it. Attitudes as an action of positive and negative effects in relation to psychological objects. It means attitude as a tendency to act both positive and negative toward other people or object or situation (2). The market is people who have the desire to be satisfied, money to shop and willingness to spend it. So in that sense there are three main factors that support the market, namely: 1) people with all their desires, 2) their purchasing power, and 3) behavior in their purchases Marketing encompasses a whole system that deals with business activities, which aims to plan, select and price, promote, and distribute goods or services that will satisfy the needs of both actual and professional buyers [6].

Marketing communication is a communication activity between sellers and buyers, products and consumers which is one aspect that will encourage the decision of farmers. Marketing communication is a process of continuous dialogue (the continuing dialogue between buyers and sellers

in a market place marketing place) or institutions involved in marketing [7]–[11]. Thus, the role of marketing communications is to provide an understanding of the overall product produced by a company to consumers. The process of providing understanding to consumers or disseminators of information messages to consumers with the aim of changing knowledge (cognitive), attitude (affective) and behavior (behaviour). This is a business of information and communication by using two types of communication, namely mass communication and communication media between personal.

Provides limits on the notion that mass communication is a communication by using modern mass media, which includes newspapers, radio, television and film. Based on this understanding can be understood that what is meant by mass communication is not mean communicator dealing with masca, but is a form of communication where communicators in conveying messages using the involvement of mass media [12]–[14]. Characteristics of mass communication as follows: The nature of the message opens with a varied audience, both in terms of age, religion, ethnicity, occupation as well as in terms of needs. View and source and receiver are both connected by mechanically processed channels. The source is also an institution or institution consisting of many people, such as reporters, broadcasters, editors, technicians, and so forth. Therefore the process of delivering the message is more formal, planned and more complicated. In economic theory [15]–[21],

Iful Anwar has learned that price (priace), value (value) and benefits (utility) are interrelated concepts. Benefits are the attributes of an item or item that has the ability to satisfy the desire. Values are quantitative measures of product fruit weights that can be exchanged with other products. The price to describe the money value of an item. Price is the value mentioned in rupiah and cents as a measuring instrument. Viewed from the form, then the communication consists of several forms. According to the group of American communication scholars. Communication into five forms: interpersonal communication, and public communication. Similarly, Provides limits on the understanding that mass communication is communication with the use of modern mass media, which includes newspapers, radio, television and film. Based on this understanding can be understood that what is meant by mass communication is not mean communicator dealing with the mass, but is a form of communication where communicators in conveying messages using the involvement of mass media.

The model is built with the aim of identifying, describing or categorizing the relevant components of a process. A model can be said to be a perfect model, if the model is able to show all the aspects that support a process. The communication model is made to assist in giving understanding about communication, and also to specify the forms of communication that exist in human relationships. Or with another notion that the model can help to illustrate the function of communication in terms of workflow, create research hypotheses and also to meet practical estimates in communication strategies [22]–[24].

The basic model of communication model is Aristotle where he contributes the communication model at a time when communication rhetoric is very developed in Greece.

The communication model formulated by Aristotle consists of three elements, namely who (the source) declares what (message) to whom (the recipient).

The model by Aristotle has not involved the media elements in the communication process, because at that time newspapers, radio and television media were not yet available. The basic model formulated by Aristotle later inspired Harold D. Laswell in formulating a communication model known as the Laswell formula. In this model has involved the media as a channel in the communication process. The Laswell formula includes who, declares what, through what medium, to whom, and what the consequences are [25].

In the model by Laswell in the process of communication has involved the media and see that a communication process always has an effect or influence to the communicant both positive and negative effects. Many critics have emerged from various circles in which Lasswell's model overemphasized the influence on audiences, thus ignoring the feedback factor. A model of communication that has much influence on communication researchers. Both figures are interested in matters relating to the delivery of messages through electronic channels such as radio or telephone. They ask how many signals (messages) can transmit at the maximum point as well as how many signals are damaged because the idea in the process of delivery to the recipient. Viewed from the aspects of language to examine how the accuracy of the transmitted signal is in accordance with the actual meaning, so that the recipient gets the message perfectly [26].

II. RESEARCH METHODS

A qualitative approach is used to express the descriptive power of information about what they do, and what they experience towards the focus of research. This research was conducted in Barru Regency of South Sulawesi Province. Research target is farmer group that exist. Respondents are determined purposively (purposed), where each respondent will be selected according to the purpose of research and understanding of the subject of the problem under study This research is conducted with qualitative descriptive approach, because the focus of the research is how to apply the market information model.

Based on the source, the data used is divided into two categories, namely primary data and secondary data. Data primer secara langsung dari jumlah responden Primary data collection techniques are conducted through in-depth interviews, participatory observation, documentation and Focus Group Discussion (FGD). Data analysis is done through three stages namely; first, data reduction processes focused on the selection, simplification, abstraction and transformation of rough data from field notes. In this process we selected data relevant to the research focus and data that did not meet the inclusion-exclusion criteria. The second stage is the presentation of data, namely the preparation of information into a statement that allows the conclusion. The data are presented in the form of narrative texts, initially scattered and segregated on various sources of information, then classified according to theme and analysis needs. The third stage is the conclusion based on the reduction and presentation of data. The gradual conclusion draws from

general conclusions at the data reduction stage, then becomes more specific in the data presentation stage, and more specifically at the actual conclusion step.

III. RESULTS AND DISCUSSION

A. Overview of Market Information

The result of the research shows that the trust built in the purpose to offer or market an innovation so that innovation is adopted by the community. In practice, information activities always require hard work, patience, time-consuming, and exhausting.

Through the market information a community wants to achieve, which has a broad knowledge of various sciences and technology, has a progressive attitude to make changes and innovative to something (information) new, and skilled and able berswadaya to realize the wishes and expectations for the achievement improvement of family and society.

To find out Saharuddin's response, Sappe, Burhan, Tamin, and Tamrin said that:

"Market information that the market information in determining the market price of its existence is in demand by the peasant community, so they make the basis for selling to entrepreneurs who are still many in the region. But the fact that market information has no effect on sellers and most private entrepreneurs who set their own price standards. Even the entrepreneurs themselves usually buy crops with expensive prices much higher than the government standard price".

B. Description of Channel / Mass Media

The results showed that the form of farmers' processual namely channels or mass media that provide information on matters relating to agriculture, both the problem of how to manage the land, to the formation of a prosperous peasant society in the sense of society educated to explain the role in accordance with its capacity so far.

Mass media are expected to provide a positive impact for the formation of their family welfare with a variety of information that is accurate and applicable nationally. his can help improve their welfare if they adopt the information provided by the media

The media in question is what is done by the government itself such as TVRI, RRI, and private parties such as private radio stations that broadcast a special broadcast for farmers. And local newspapers or magazines that present the things they need.

According to Saharuddin, Sappe, Burhan, Tamin, and Tamrin that:

"The media channel is still very much expected by the society where the pricing is the basis for making decisions. The government always tries so far only to be limited to infrastructure development, ie road facilities located in areas so that the location where the produce is easily accessible and transported to the target to be achieved"

C. Description of Farmer's Attitudes in Setting the Selling Price of Product Results

Farmers' confidence in the government in terms of agriculture, especially the determination of the selling price is very diintervensi existence of government responsibility to their harvests that have been sold. Farmers in taking care of all matters relating to agriculture are too bureaucratic, the help that has been expected to improve their lives as if only a mere promise

The government in this case the local government always nurture to the farmers in the independence and how a farmer in carrying out daily activities get better counseling Private entrepreneurs are even more aggressive in providing good support before they enter the field until they (farmers) sell their crops.

According to Saharuddin, Sappe, Burhan, Tamin, and Tamrin that.

"The attitude of farmers to the selling price of farmers' products is still not maximized in this case their attitude is strongly influenced by entrepreneurs who have been helping them in terms of capital.

The capital they really need is only available to entrepreneurs who willingly provide with assurance that their crops will be purchased after harvest".

1) Market Information

Respondents (pond farmers, rice farmers, and vegetables farmers) about market information in determining the selling price of their products The research gets market information before selling the product, the received market information gets an explanation from the informant, the market information received according to the need at the time, the market information received according to the type of product results, and the market information received in accordance with the quality of the product. Results of the discussion above, proves that the market information of its existence is in demand or required by the farmers in the research location, so they make a basis in determining the selling price of their products to the entrepreneurs, both local entrepreneurs in their area and entrepreneurs who come from other regions.

The market information referred to above, the attitude of farmers in determining the selling price of their products, because the private entrepreneurs themselves who set the price and buy the crop at a price higher than the standard price set by the government (South Sulawesi Industry and Trade Office).

2) Market Information Sources

Respondents (farmers of tambaks, paddy field farmers, and vegetables farmers) in the research location of market information sources in determining the selling price of their products are located at the location of the research receives market information sourced from the government (South Sulawesi Industry and Trade Office). market information submitted by the government is useful in determining the selling price of its products, market information submitted by the government in accordance with market information sourced from the mass media.

The results of the above discussion, proves that the source of market information is expected by the farm community as a basis in determining the selling price of its products. This is expressed by the farmer groups in the research sites because so far the government as a source of market information in its efforts to convey market information is limited to infrastructure development, ie building roads and bridges at the research sites so that agricultural production can easily be accessed and transported to the target market) to be achieved.

3) *Channels / Mass Media*

Farmers in the research sites receive market information through various channels / mass media, such as TVRI, RRI, and private radio stations that broadcast special broadcasts for farmers. Market information received through the mass media about the selling price of their products is sometimes the same as the price in the field.

Market information through the mass media often helps farmers in determining the selling price of their products, thereby increasing their income. The result of the discussion above proves that the main channel / mass media through RRI broadcasting is expected by the farmers as the basis for determining the selling price of their products.

This is expressed by farmer groups in the three research sites because so far the government (the Office of Industry and Commerce) sometimes only provide market information in case of unrestrained market price fluctuations. While the local government only limited information in the form of infrastructure development, which is to build roads and bridges in three research sites, so that farmers can easily access the production and transported to the target (market) to be achieved.

4) *Peasant Attitude*

The attitude of respondents or farmers in the research location of South Sulawesi in determining the selling price of their products are occasionally categories The attitude of the farmers at the research sites after having market information in setting the selling price of their products has not been much influenced by the existing market information, but their attitudes are more influenced by the entrepreneurs who have been helping them with the much needed capital and marketing, sell their crops in accordance with the prices set by the entrepreneurs, both local entrepreneurs in their own areas and entrepreneurs who come from other regions.

The result of the discussion above proves that the farmers' trust towards the government as the market information manager is highly intervened by the government's responsibility towards their harvest basil which has been sold to private entrepreneurs. Farmers in taking care of all matters related to agricultural processing through unclear bureaucracy, so that the help that has been expected to improve their lives as if only mere promises.

The mass media mentioned above, dominant and effective effect on farmers attitude in determining the selling price of its product hash, that is RRI as mass media which widely used by farmer community in three research location of South Sulawesi.

Thus, the findings of this study are consistent with the opinion (Effendy: 1990) that radio as one of the mass media has great power, namely: (1) Direct power, meaning the contents of the program will not be delivered complex process, each idea can be easily written on paper, then read it in front of the radio funnel. (2) Translucent power, meaning that the radio does not recognize distance, time and span. (3) The attraction, the radio is alive, meaning to enliven the listener's imagination thanks to the three elements of music, words, and sound effects.

The mass media referred to above, the dominant and effective influence on the attitude of farmers in setting the selling price of hash products, namely RRI as a mass media that is widely used by farmers in three South Sulawesi research locations. Thus, the findings of this study are consistent with opinio. that radio as one of the mass media has great power, namely: (1) Direct power, meaning that the contents of the program to be delivered do not experience a complex process, each idea can be easily written on paper, then read it in front of the radio funnel. (2) penetrating power, meaning that the radio does not recognize distance, time and range. (3) Attractiveness, radio is all-life, meaning it enlivens the imagination of its listeners thanks to the three elements, namely music, words, and sound effects [4]

IV. CONCLUSION

Based on the results of research with farmer groups in Barru District it can be concluded that:

The market information of its existence is desirable and or required by the farming community as a basis in determining the selling price of its products to the entrepreneurs either local businessmen in their area or entrepreneurs who come from other regions. Market information in question has little effect on farmers attitude in determining the selling price of their products, because private entrepreneurs who own and buy the crops with relatively high price from standard price which has been set and informed by the government (South Sulawesi Industry and Trade Office).

The source of market information is expected by the farmers as the basis for determining the selling price of their products, as long as the government as the source and manager of market information in its effort to convey market information, only limited to infrastructure development, which is to build road and bridge facilities in three locations research, so that agricultural production can easily be accessed and transported to the target (market) to be achieved.

Channels / mass media, mainly broadcast RRI is expected by farmers in three research sites as a basis in determining the selling price of its products, because so far the government (South Sulawesi Industry and Trade Office) sometimes only provide market information in case of turbulence prices of agricultural produce and plantations that are not controlled by the market.

The attitude of farmers in determining the selling price of their products is not much influenced by the existing market information, because more influenced by entrepreneurs who have been helping them in terms of capital and marketing are

needed, so willing and willing to sell their crops in accordance with the price that has been set by the entrepreneurs, both local businessmen who are in their own area and trying to come from other regions.

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