



Study of Goat Breeders in the Development of Rural Goat Center Cultivation Areas in the Ampelgading Sub-District, Malang Regency of Indonesia

Nurcahyo, Bambang Satriya, Roos Widjajani, and Kridawati Sadhana

University of Merdeka, Malang
Indonesia

ABSTRACT

Goats are livestock that have a high tolerance for a variety of forages and have good adaptability to various environmental conditions. The development of goats has good prospects because besides meeting the domestic demand for meat, goats and sheep also have opportunities as export commodities. For this reason, goat breed is one of the determining factors of production and has strategic value in efforts to develop it in a sustainable manner. Goat breeding is currently still based on smallholder farms which are characterized by small business scale, simple management, use of makeshift technology, non-concentrated locations and have not implemented agribusiness systems and efforts. Based on the problems above, the research problem can be formulated as follows: How is the social behavior of goat breeders in developing rural goat center cultivation areas in Ampelgading District, Malang Regency? and What factors are behind the social behavior of goat breeders in developing rural goat farming centers in Ampelgading Sub-District, Malang Regency? The theory used in this study is the theory of social behavior and social interaction theory. And there are several concepts, namely the entrepreneur concept, the breeder concept, and the cultivation concept. This study used qualitative methods using descriptive qualitative in Ampelgading Sub-District, Malang Regency. The research was conducted by interviewing PE (Goat hybrid etawa) goat breeders to find out more about the social behavior of PE (Goat hybrid etawa) goat breeders which can increase the quantity of their livestock. Qualitative research is very important to be able to reveal what reasons are hidden behind various aspects of behavior. Strauss and Corbin (1990) state that qualitative methods can be used to uncover and understand whatever is hidden behind the phenomena that occur. This method can also provide complex details of phenomena that are too complex to be explained using quantitative methods. The use of qualitative research is based on the consideration that this study is a study of the behavior of breeders related to the attitudes, actions and decisions taken in developing their livestock for their life needs as a support for the family economy. In this study, 17 findings and 7 minor propositions were produced so the major propositions could be formulated as follows. Protecting, and developing genetic heritage in raising livestock stimulates and reasons critically to continue to raise livestock traditionally and use animal husbandry technology so that the local government determines it as a place for the cultivation of goat livestock.

Keywords: Breeders, Cultivation, Social Behavior.

1. INTRODUCTION

Livestock has a strategic role in efforts to strengthen animal food security, empower the economy of rural communities, and can spur regional development. Livestock contributes as natural capital in the provision of primary products (meat, eggs and milk), as financial capital (cash, savings, credit, insurance, assistance and remittances), social capital (creation of jobs, traditions, wealth, prestige/prestige, social identity, as well as respect and connection with society), and as human capital (providing intelligence, health, a healthier lifestyle), income derived from animal husbandry can be used to gain access to education and provide more participation for women in making decisions household (Sihite, 1995). Goat cultivation business development policies are directed at an area, either a special area or integrated with other commodities and are concentrated in an area to facilitate guidance and supervision. The goat development was carried out as an effort to develop cultivation areas in rural areas, namely in the Ampelgading Sub-District.

Data obtained from the Livestock and Animal Health Service of Malang Regency in 2015 and 2020 (I Quarter) showed a significant increase in the goat population, from 240,823 to 255,617. This shows that people's interest in goat farming is increasing. Population increase is especially important for livestock producers who supply the surrounding area. The factors that influence social behavior are also very interesting to study so that a common thread can be found in how social behavior is manifested.



This study aims to describe and analyze the social behavior of goat breeders in the development of rural goat farming centers in Apelgading District, Malang Regency and to describe and analyze the factors underlying the social behavior of rural goat breeders in Apelgading District, Malang Regency.

2. THEORETICAL FRAMEWORK

2.1. Social Behavior Theory

Hurlock (2003:261) argues that social behavior shows the ability to become a social person. Furthermore, Wawan and Devi (2010) stated that behavior is an individual response to a stimulus or an action that can be observed and has a specific frequency, duration and purpose, whether consciously or not. Behavior is a collection of various factors that interact with each other. Social behavior is a term used to describe general behavior exhibited by individuals in society, which is basically in response to what is considered acceptable or unacceptable by one's peer group.

2.2. Social Interaction Theory

Walgito (2007) suggests social interaction is a relationship between one individual and another individual, one individual can influence another individual or vice versa, so that there is a reciprocal relationship. This relationship can occur between individuals and individuals, individuals and groups or groups and groups. Meanwhile Basrowi (2015) argues that social interaction is a dynamic relationship that brings people together with people, groups with groups, and people with human groups.

2.3. Entrepreneur concept

According to Zimmerer (2008) entrepreneurship (entrepreneurship) is the application of creativity and innovation to solve problems and efforts to take advantage of the opportunities that people face every day. According to Dubrin (2008) entrepreneur is someone who establishes and runs an innovative business.

The term entrepreneurship (entrepreneurship) is basically a scientific discipline that studies the values, abilities and behavior of a person in facing life's challenges to obtain opportunities with various risks that may be faced. Entrepreneurship is all things related to attitudes, actions and processes carried out by entrepreneurs in starting, running and developing their business.

2.4. Breeder Concept

Livestock is a business activity to increase biotic in the form of livestock by increasing livestock production with the aim of meeting human needs. To increase the productivity of these livestock, breeders should apply the seven livestock businesses which include seeds, feed, housing, reproduction, disease control, postharvest processing, and marketing.

2.5. Cultivation Concept

Cultivation according to livestock language can be interpreted as the livestock production sector livestock farming is a business or business that is engaged in raising and or producing livestock such as laying birds or goats giving birth, cows giving birth and so on.

3. RESEARCH METHODS

In this study the authors used a descriptive research method with a qualitative approach. Descriptive research is meant to obtain a deeper picture of the social behavior of farmers in local communities in developing rural goat farming centers, using descriptive research methods and a qualitative approach so that the data source comes from interviews, the data generated in the interviews is primary data (Suwandi, 2008).

3.1. Research sites

This research was conducted in Ampelgading Sub-District, Malang Regency. This location was chosen because Ampelgading is one of the sub-districts with the greatest potential for breeding PE goats (Peranakan Etawa) in Malang Regency.

3.2. Research focus

- 1) Social behavior
 - a. Attitude as a center of development
 - b. Actions in cultivation
 - c. Decision to breed

- d. Marketing network
- 2) Factors underlying behavior
 - a. Farmers Social Factors
 - b. Farmer's Economic Condition
 - c. Breeder Culture Conditions
 - d. Breeder Education Level

3.3. Informant

Informants in research

- 1) Goat farmer : 7 persons
- 2) Farmer group leader : 1 person
- 3) Field officer : 2 persons
- 4) Animal Husbandry Officer : 2 persons
- 5) Market Place : 2 persons

3.4. Method of collecting data

The data collection method in this study was carried out by:

1) Interview

Interviews were conducted by asking a prepared questionnaire to respondents with predetermined characters. The interview method is the process of obtaining information for research purposes by way of dialogue using a tool called an interview guide (Interview guide) (Nasir, 1999).

2) Observation

Observations were made after getting the results of the interview. This observation aims to check and clarify the data obtained from the interview results. Observation results will be compared with data from interviews and data obtained from related literature (secondary data).

3) Text or document analysis

Analyze data or documents whether they support or contra to the interview results. This comparison is expected to provide a complete and comprehensive picture of the problem under study.

3.5. Data analysis

This data analysis is a very important part because data analysis is expected to solve the problem being researched so that the research objectives themselves are achieved. Qualitative data analysis was carried out by describing words that reflect the data collected. Moleong (2009) states that qualitative data analysis is an attempt to work on data, organize data, sort data into results that can be arranged, synthesized, researched and found patterns that can describe important parts and can be learned and decide what can be conveyed to the reader.

Miles, Huberman and Saldana (2014) state that the data collected can be analyzed in 3 stages, namely:

- 1) Data condensation: this stage describes how to select, sharpen, align, group and organize data collected from interviews, observations and literature. The data is organized in such a way that it is arranged systematically and the important parts are underlined.
- 2) Data display: at this stage the data is presented to the reader in the form of tables, narratives or maps that can describe the overall research results.

3) Drawing conclusion/verification: this final stage allows researchers to draw conclusions from the data being analyzed so that they can solve the problem that forms the basis of the research.

4. RESEARCH RESULT

- Finding 1 : Raising livestock begins as an experience of helping parents for generations and finally as an inheritance that must be carried on by their children.
- Finding 2 : Seeing neighbors and parents that raising goats is easy and can support the life and daily needs of the family.
- Finding 3 : Helping other people raising goats and working through other people's rumbles.
- Finding 4 : Raising goats by following the rules and counseling which in turn can develop their livestock can reach an average of 20 heads/year.
- Finding 5 : By raising goats, the average community can carry out other productive activities as a side, in the form of coffee plantations and salak plantations or opening a shop.
- Finding 6 : Investment in land or land as a place for fodder crops or basic assets as a result of livestock work.
- Finding 7 : On average, people who raise goats have an affluent life and can generate side businesses.
- Finding 8 : Guidance from extension agents and assistance from the government can encourage breeders to continue to develop their businesses and the welfare of the surrounding community.
- Finding 9 : Marketing of livestock products through a network of blantiks and animal market brokers
- Finding 10 : Marketing of livestock products has not been able to meet market demand which is relatively far away, except through online markets with the help of their children
- Finding 11 : Breeders create special groups for joint learning with independent contributions
- Finding 12 : Groups/social ties of breeders are established together through regular meeting activities in recitation and social gathering as well as counseling.
- Finding 13 : Breeder groups were also formed by the extension workers to monitor the health of livestock and stables
- Finding 14 : The income of the breeders can be seen from the economy of the farmer's family through neat and clean houses, vehicles, livestock pens
- Finding 15 : Family welfare can be monitored through the education of the children of the breeders who are generally already at school and have all cellphones as a means of communication
- Finding 16 : Breeders carry out a combination of the implementation of both religiously and together with community activities in salvation, alms and offerings
- Finding 17 : Jagong, night patrols, kliwonan as well as legian and village cleaning are means for mutual cooperation to maintain community harmony
- Finding 18 : Families of breeders are aware and have implemented that education is a process of self-maturity and also makes it easier to understand any changes in their environment.
- Finding 19 : There is a dependency between breeders and the agency that conducts BIMTEK because it is hoped that they will receive a lot of knowledge and physical assistance.

From several findings as a result of the analysis a proposition can be formulated as follows:

From findings 1, 2, and 3, minor proposition 1 can be formulated as follows:

Attitude to follow the knowledge and experience of parents to raise goats because it is easy and as an inheritance from generation to generation.

From findings 4, 5, and 6 it can be formulated minor proposition 2 as follows:

The actions of the livestock community as the main foundation of the family economy and capital development as productive assets can be used as cultivation centers.

From findings 7 and 8 it can be formulated minor proposition 3 as follows:

The government's decision to designate the area as a center for livestock cultivation is an encouragement and a whip for breeders to always be serious about maintaining the quality of their livestock.

From findings 9 and 10, minor proposition 4 can be formulated as follows:

Traditional marketing networks are still mostly carried out by breeders and online marketing via IT has not been widely implemented because coverage has not been fulfilled.

From findings 11, 12, and 13 it can be formulated minor proposition 5 as follows:

Groups, paguyuban and group wa as social bonds that are built for the continuity of social life independently and survive.

From findings 14 and 15, minor proposition 6 can be formulated as follows:

The income and welfare of the breeders can be seen from the education, health, security of the breeder's family as social capital that can be created.

From findings 16 and 17, minor proposition 7 can be formulated as follows:

Community habits that are constructed as a bond of interaction for the peace and welfare of the community are social capital that is created.

From these two findings, minor proposition 8 can be formulated as follows:

Education and technical guidance as a process of changing the mindset for the advancement of life and awareness in self-maturity and improving their level of life.

From minor propositions 1, 2, 3, 4, 5, 6, 7 and 8 the major proposition can be formulated as follows:

Maintaining, developing the heritage that has been passed down from generation to generation in raising livestock stimulates and thinks rationally and critically to continue raising livestock traditionally or using livestock technology so that the local government determines it as a center for goat farming.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

From the results of the description and analysis as well as the findings that have been constructed in the propositions, the authors can make a conclusion as follows:

- 1) The social behavior of the farming community which can be described in indicators of attitudes, actions, ways of making decisions, and marketing networks can be formulated in findings which can be concluded as a proposition below:
 - a) Attitude. Attitude to follow the knowledge and experience of parents to raise goats because it is easy and as an inheritance from generation to generation.
 - b) Action. The actions of the livestock community as the main foundation of the family economy and capital development as productive assets can be used as cultivation centers.
 - c) How to make decisions. The government's decision to designate the area as a center for livestock cultivation is an encouragement and a whip for breeders to always take care of their livestock seriously.
 - d) Marketing network. Traditional marketing networks are still mostly carried out by breeders and online marketing via IT has not been widely implemented because coverage has not been fulfilled.
- 2) Factors underlying behavior
 - a) The social conditions of breeders. Groups, paguyuban and group wa as social bonds that are built for the continuity of social life independently and survive.
 - b) Farmer's economic condition. The income and welfare of the breeders can be seen from the education, health, security of the breeder's family as social capital that can be created
 - c) Breeder cultural conditions. Community habits that are constructed as a bond of interaction for the peace and welfare of the community are social capital that is created.

5.2. Suggestion

From the results of this study it can be used as a reference in making local government policies when it will continue to be used for the development of goat livestock breeding centers with a humane approach through breeder behavior, a balance between local community culture and government programs so that it can be easily implemented and carried out effectively. sustainable without having to eliminate the development of livestock farming technology, including the making of livestock health policies through various approaches from extension workers and also providing assistance that can be treated appropriately and can be applied in the livestock community, Mainly this research is very helpful for extension officers and also field officers as assistance from the Livestock Service to continue to be able to raise and develop the area of goat farming centers.

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