

THE ROLE OF SOCIAL CAPITAL IN THE FIELD OF NETWORK TOWARD THE LIFE SUSTAINABILITY OF DAIRY CATTLEMAN

Singosari Village, Mojosongo Subdistrict, Boyolali Regency

Catur Wuri Wijayanti, Supriyadi SN, SU, Yulius Slamet

The Department of Sociology, Universitas Sebelas Maret, Indonesia

ABSTRACT

The aim of this study was to determine the role of social capital in the form of networks on the life-sustainability of a dairy cattleman in Singosari Village, Mojosongo Subdistrict, Boyolali Regency. This type of research was qualitative research with a case study approach. The types and sources of data in this study included primary data obtained from observations and results. Secondary data in this study were obtained from journals, articles, and books that supported this research. Data collection techniques used in this study was non-participant observation, interviews, and documentation. The results of the study showed that the existence of social capital in the form of networks plays a very important role in the life- sustainability of dairy cattleman through environmental sustainability, economic sustainability, social sustainability, institutional sustainability, and infrastructure sustainability. By instilling elements of social capital in the form of networks conducted by dairy cattleman can support life sustainability, especially in economic terms.

KEYWORDS: Dairy cattleman, role, social capital, life sustainability

INTRODUCTION

Economic growth in Indonesia is measured based on the increase in Gross Domestic Product (GDP). In the agricultural sector, which consists of the agricultural subsector in the narrow sense, plantations, livestock, forestry, and fisheries make the second largest contribution after the industrial sector to GDP value. Livestock subsector plays an important role in improving the Indonesian economy. Livestock has a strategic role in efforts to strengthen animal food security, economic empowerment of rural communities and can spur regional development.

Livestock has a strategic role in efforts to strengthen animal food security, economic empowerment of rural communities and can spur regional development. According to the report of The International Fund for Agricultural Development (IFAD 2010), it was stated that around 900 million of the world's 1.3 billion poor people who live in rural areas, mostly depend on the agricultural sector. The report also states that at present there is approximately 1 billion livestock managed by 800 million poor farmers living in rural areas in developing countries¹. At the beginning of the new government year in the 2015-2019 RPJMN, the Minister of Agriculture stipulates Decree Number 43 / Kpts / PD.410 / 1/2015 concerning Stipulation of Regions of Beef Cattle, Buffalo, Dairy Goats, Sheep, and National Pigs. This is intended in order to establish regions livestock commodities to be developed through planning programs, activities and budgets in accordance with the class and stages

of site- specific development in a sustainable manner. One of the determinations of the area is for the development of dairy cows which include West Java, Central Java, and East Java. Data shows that the dairy cattle population reaches 98% in these three provinces which indicates that the dairy industry is concentrated on Java (Ditjenpkh 2013)².

Determination of dairy cattle areas for Central Java, namely the Boyolali City area as a region that has the potential for milk production and a high dairy cattle population compared to other districts. This area represents 32.7% and is followed by the second region, Salatiga City, 24.7 for milk production and the dairy cattle population in Central Java³. The dairy farming sector is an economic development sector that is quite calculated in Boyolali because in addition to agriculture which produces staple foods such as rice, corn, and vegetables now farmers also do livestock business. As with the results of dairy farming, milk is a superior product of Boyolali Regency, this is one reason that the city of Boyolali is famous as a city of milk and dairy cows as an icon in the city.

Based on the data obtained, it is known that the first largest number of owners of dairy cattle with 8,897 people occurred in the subdistrict of Musuk, continued with Ampel sub-district with 5,285 owners, 4,497 sub-districts of cepogo, and 4th place in Mojosongo sub-district with 3,987 people. Mojosongo Subdistrict is a sub-district that has the potential to develop dairy cattle farming with data evidence described in the receipt of milk from the KUD reaching 8,515,440 litters annually and able to be sold to the factory as much as 8,089,668 litters, this is very interesting for developing the potential of raising livestock. It is known that the amount of milk produced is inseparable from the number of dairy farmers in Mojosongo District⁴.

From the data that has been presented starting from the number of the dairy cattleman and the results that have been presented in large to small terms, this is inseparable from the problems that affect many at least dairy farmers, or the number of dairy cows. Problems that occur in rural farms are of course very complex and interrelated. The causes of the absence of the farm include: (1) the low quality of human resources, both motivation and mastery of management and technology, (2) institutions that have not been able to carry out and oversee the implementation of development, (3) infrastructure and facilities that have not been evenly distributed (4) difficulties in accessing capital resources, and (5) complicated procedures and regulations. These weaknesses make it difficult for dairy farmers to take advantage of the opportunities that exist so that the potential and economic opportunities that exist are only used by certain people. In an effort to improve livestock productivity and competitiveness, important things to consider are land, labor, capital and entrepreneurship that must be managed efficiently and effectively.

¹ Daryanto Arief, Mec. 2011. Peranan Modal Sosial Dalam Pembangunan Peternakan

² Directorate General of Livestock and Animal Health 2015

³ Province Fisheries and Livestock Service 2017

⁴ Boyolali Regency Fisheries and Livestock Service 2017

This can affect agricultural development which is directed to provide quality growth (pro-growth, pro-job and pro-poor), so livestock has excellent potential to create quality growth. In the concept of social capital in recent years colored the dynamics of perspective among observers of the social sciences, especially among the developers of sociological theories. Previously, various forms of capital were known, namely natural capital, financial capital, physical capital, human capital⁵. Basically, in this kind of capital, livestock is believed to be able to provide a sustainable life for dairy farmers who live in Singosari Village. Livestock contributes as a natural capital in the supply of primary products (meat, eggs, milk), as financial capital (cash, savings, credit, insurance), as social capital (creation of jobs, traditions, wealth, prestige / prestige, identity / social status, respect and relevance in the community and the outside world) and as human capital (providing intelligence, health, healthier lifestyles, income derived from livestock can be used to gain access to education

LITERATURE REVIEW

1. Social Capital

Social Capital as everything related to cooperation in the community or nation to achieve a better life capacity, supported by values and norms which become the main elements such as trust (mutual trust), reciprocity, rules- collective rules in a society or nation and the like. Therefore, the core dimension of social capital lies in the ability of the community to work together to build a network to achieve a common goal. The collaboration is characterized by an interrelation pattern that is reciprocal and mutually beneficial and is built on trust that is supported by positive and strong social norms and values. This strength will be maximized if supported by a proactive spirit of making connections over the principles of participatory attitudes, caring attitudes, giving and receiving, mutual trust, trusting and reinforced by the values and norms that support it⁶. It can be seen that social capital is a network or social relationship that can be characterized by norms of trust and reciprocity and leads to results that are mutually beneficial to each other. Thus this relates to social organizations such as relationships between individuals, norms, and beliefs that facilitate coordination and cooperation. Mutual benefit behavior means that there is a distribution of the participation of all parties in one container according to their respective functions and benefits.

2. Life Sustainability

Sustainable or can be interpreted as sustainability has some attention, as explained by Pangan (1987 in Chambers, 1992) which explains that sustainability in security and livelihoods has some understanding, including:

- a. Livelihoods can be defined as stocks and money that can be used to meet needs.
- b. Security refers to activities to secure ownership or resources and income, to reduce risk.

⁵ The World Bank, The Initiative on Defining, monitoring and Measuring Social... June 1998.

⁶ Hasbullah, J., 2006. Social Kapital: Menuju Keunggulan Budaya Manusia Indonesia.

c. Sustainability refers to the long-term maintenance or improvement of resource productivity⁷.

In this case, sustainability emphasizes the importance of sustainability and resilience of people's livelihoods in the face of changes (shocks & trends), continuously renewing their livelihoods in the long term. Sustainability is at the core of this approach and covers several aspects; environment, economy, social, institutional, infrastructure.

3. Dairy Cattleman

Dairy Cattle farming is a farm that focuses on efforts to fulfill Indonesian milk production, where increasing milk production is at the core of the business. According to Sudono et al. (1999), dairy cows have a percentage coefficient of turning livestock food into animal protein and calorie as much as 33.6% and 25.8% respectively. In addition, raising dairy cows will have other benefits such as relatively constant production variation, guaranteed income, keeping soil fertility and can empower the by-products of agricultural products⁸. The challenges in the future, especially on the island of Java, are limited land, climate, business efficiency, the business scale that provides business feasibility and other services.

4. Related Research

There are some previous studies which became references of this study, including the research entitled "What Is Driving Economic and Financial Success of US Cow-Calf Operations?" which published in Emerald Group Publishing Limited in 2014. The purpose of this study is to determine the rate of the economic success of in the management of calves in the US; this study found that the first drivers in equity acquisition included territory, the number of livestock, technology, and labor. With this factor, producers can make plans, short-term and long-term decisions. The results of this study can be used to identify strategies that producers can use to improve their livestock especially in a better economy, and the existence of livestock extension agents can help farmers in better livestock and financial management, as well as the existence of economic factors that tend to lead to structural change in the cattle industry⁹.

The difference and similarity of this research with the research that will be carried out by researchers is the purpose taken where previous research to determine the rate of economic success of the US in the management of calves, while the research that will be conducted is the role of social capital on the life-sustainability of the dairy cattleman.

⁷ Chambers, R., and G. Conway. 1992. Sustainable rural livelihoods: Practical Concepts for The 21 st Century. IDS Discussion Paper 296. Brighton: IDS. (pp.7-8). 33. DFID. 2005. Sustainable Livelihoods Guidance Sheets. Department for International Development

⁸ Sudono A, Abdulgani Ik, Najid H, Maheswari RRA, 1999. Penuntun Praktikum Ternak Perah

⁹ Richard Nehring, (2014), "What Is Driving Economic and Financial Success Of US Cow-Calf Operations", Journal of Agriculture Finance Review, Vol.74 No.3

The similarity of this research is to lead to the economic success of farmers so that they can realize viable life sustainability.

The second study entitled "Social Capital as a Strategy for Survival of Waste Workers in Sleman Yogyakarta Nologaten TPS" in 2013. The purpose of this study was to be able to explain the forms of social capital and the utilization of growing social capital among garbage collectors as a survival strategy. The results of this study indicate that the growing social capital between garbage collectors in Nologaten TPS is social capital in the form of a trust system in cooperation, a sense of shared and helping to help and social networks implemented in a social institution in the form of associations of Punokawan associations that have benefits to the strategy the survival of garbage collectors¹⁰.

The difference and similarity of this study with the present research are explaining the forms of social capital and the utilization of growing social capital among garbage collectors as a life sustainability strategy, while the research that will be conducted is the role of social capital on the life-sustainability of the dairy cattleman. So questions are found in the object of research and the type of researcher, previously using qualitative and quantitative research. The equation in the previous research with the research that will be examined is both seeing the role of social capital and survival.

Based on the above background, the formulation of the problem can be drawn "How is the role of social capital in the form of a network on the survival of dairy cattleman in Singosari Village, Mojosongo Subdistrict, Boyolali Regency?"

RESEARCH METHOD

The type of research here was qualitative research with a case study approach. Qualitative research with a case study approach focuses on motivation to find out the diversity and specificity of the object of study. While the final results of the research to be obtained are to explain the uniqueness of the cases studied. Qualitative research with a case study approach as an in-depth investigation of individuals, groups or institutions to determine the factors and their relationship between factors that result in the behavior or status of the subjects or respondents studied¹¹. The types and sources of data in this study include primary data obtained from observations and results. Secondary data in this study were obtained from journals, articles, and books that supported this research. Data collection techniques used was non-participant observation, interviews, and documentation.

¹⁰ Nabela Azizi Versia. 2013. Modal Sosial sebagai Strategi Kelangsungan Hidup Tukang Sampah TPS Nologaten Sleman Yogyakarta. Skripsi: UIN Yogyakarta

¹¹ Sukardi. 2006. Penelitian Kualitatif-Naturalistik Dalam Pendidikan. Yogyakarta : Usaha Keluarga.

RESULTS AND DISCUSSION

1. The Role of Social Capital in the form of a Network in the Environmental Sustainability of Dairy Cattleman

Social capital in the form of networks can affect the environment of dairy cattleman, the environment here is not meant as a living condition but the condition where our natural resources are maintained and sustainable, can meet the needs of the present to the future generations.

The intensity of resource damage and the availability of resources are indicators that influence environmental sustainability. This is influenced by the existence of good networks that have been built between two parties or more, they have a level of agreement in maintaining the availability of natural animal feed, in supporting adequate nutrition for cattle which will affect the yield of livestock without spending a lot of money to buy animal feed in the form of concentrates.

2. The Role of Social Capital in the form of a Network in Economic Sustainability of Dairy Cattleman

The network that has been established by dairy farmers, namely a network of dairy companies, KUD, milk suppliers, markets or the Government plays a very important role in the contribution of economic sustainability where a certain level of expenditure and income can be maintained in the long run. The breeders embedded a full trust in clients who will be invited to work together so that the clients themselves are not hesitant in providing capital loans or animal feed because of the guarantee that everyday farmers cut the exchange of milk for loan payments. Because of the existence of capital in the form of dairy cows, it becomes a savings owned by dairy farmers and expenses, savings, capital, debt.

3. The Role of Social Capital in the form of a Network in Social Sustainability of Dairy Cattleman

In the continuation of the extensive network in the village community, it plays a role in social sustainability where discrimination, neglect, violence, and injustice can be minimized, whereas equity, equality, and justice are preferred and receive joint support through agreed agreements or rules. In a wide network, it has an impact on social sustainability, where more and more networks are created which must be socially ready to be built, such as if they have to visit if they die they must be condolence and so on.

4. The Role of Social Capital in the form of Networks in the Sustainability of Institution for Dairy Cattleman.

The concept of social capital in the world of livestock can be implemented through partnership patterns (contract farming). With the contract farming (CF) agreement, an agreement has been reached by one actor to take actions that have economic value to the other party. This will reduce the occurrence of violations in the management system, even able to improve coordination between levels. One of the network applications in the form of CF is the collaboration between dairy farmers

and individual investors/groups/ institutions with a pattern of the fattening of cattle in order to obtain added value. The implementation of this cooperation system is based on a profit-sharing agreement contract agreed upon at the beginning of the collaboration. Some requirements that are agreed upon by the two parties include: (1) all fattening costs are borne by farmers, starting from the cost of pens, provision of forages, feed concentrates to medicines, (2) owners of capital sometimes provide daily, and (3) Compaction breeders receive a share of between 40-60% of the added value of cattle during fattening, and the remainder becomes the portion received by the capital owner.

The concept of social capital in the world of livestock can be implemented through partnership patterns (contract farming). With the contract farming (CF) agreement, an agreement has been reached by one actor to take actions that have economic value to the other party. This will reduce the occurrence of violations in the management system, even able to improve coordination between levels. One of the network applications in the form of CF is the collaboration between dairy farmers and individual investors/groups/ institutions with a pattern of the fattening of cattle in order to obtain added value. The implementation of this cooperation system is based on a profit-sharing agreement contract agreed upon at the beginning of the collaboration. Some requirements that are agreed upon by the two parties include: (1) all fattening costs are borne by farmers, starting from the cost of pens, provision of forages, feed concentrates to medicines, (2) owners of capital sometimes provide daily, and (3) Compaction breeders receive a share of between 40-60% of the added value of cattle during fattening, and the remainder becomes the portion received by the capital owner.

Again, the key to the successful implementation of the CF in the collaboration of dairy farming lies in the building of mutual trust among the actors involved, the nature of the relationship between the actors prioritizes "partnership" relationships and not competing for relationships with each other. In important institutions and processes in the community, they can carry out their functions in the long term. The existence of social institutions, the existence of microfinance institutions, and the availability of regulations regarding the environment have an influence on sustainable livelihoods

5. The Role of Social Capital in the form of a Network in the Sustainability of Infrastructure for Dairy Cattleman

The infrastructure supports complex social and economic systems. According to Majale the effectiveness of sustainable livelihoods is based on the availability and accessibility of service assets. Availability of public infrastructure (health, education, economy, and transportation), conditions of road infrastructure, clean water, sanitation, drainage, and solid waste systems have an influence on sustainable livelihoods. This happened due to the role of networks owned by farmers and applied by dairy farmers besides that with the availability of adequate infrastructure to facilitate the development of existing farms.

CONCLUSION AND SUGGESTION

1. Conclusion

Based on the above research it can be concluded that the existence of social capital in the form of a very important role in the survival of dairy farmers through elements of social capital or survival. In this case, economic growth is highly positively correlated with the presence of the network. The network is well-formed because it is supported by a strong commitment by various stakeholders, thus our livestock will be able to face various challenges in the future in rural life guaranteed. By utilizing and improving the quality of networks that develops in the community through rural economic growth to realize the achievement of good survival.

2. Suggestion

This research can be a recommendation to the local government and other related parties in empowering dairy fire farmers to give better attention. Besides that, it should be noted that the youth in Singosari village are expected to develop social capital in the community and participate in empowerment activities to create new ideas or innovations to bring change to the community and can have an impact on the development of livestock and the community economy.

REFERENCES

- Daryanto Arif, Mec. 2011. PERANAN MODAL SOSIAL DALAM PEMBANGUNAN PETERNAKAN. <http://demo.mb.ipb.ac.id/output/popupPrint/id/e499c86c58c00251f90e0f9f0a96a9b5/tipe/entri/category/2.html>. retrieved in March 23rd, 2019 at 10.45 p.m.
- Central Java Province Fisheries and Livestock Service 2017 Boyolali Regency Fisheries and Livestock Service 2017
- Directorate General of Livestock and Animal Health 2015. DECREE OF THE MINISTER OF AGRICULTURE OF INDONESIA NUMBER 43 / Kpts / PD.010 / 1/2015 CONCERNING DETERMINATION OF COWS, BUFFALO, GOATS, DAIRY COWS, SHEEPS AND NATIONAL PIGS.
- Conway G, Chambers, R. 1992. Sustainable rural livelihoods: Practical Concepts for The 21 st Century. IDS Discussion Paper 296. Brighton: IDS. (pp.7-8). 33. DFID. 2005. Sustainable Livelihoods Guidance Sheets. Department for International Development (UK). London. Retrieved in http://www.livelihoods.org/info/info_guidancesheets.html February 20th, 2019.
- J, Hauberer. (2011). Social Capital Theory: Towards a Methodological Foundation. Germany: VS Verlag fur Sozialwissenschaften
- J, Hasbullah. 2006. Sosial Kapital: Menuju Keunggulan Budaya Manusia Indonesia. Jakarta: MR-United Press
- Ik Abdulgani , Sudono A, Najid H, Maheswari RRA, 1999. Penuntun Praktikum Ternak Perah. Jurusan Ilmu Produksi Ternak. Fakultas Peternakan, Institut Pertanian Bogor.
- Nabela Azizi Versia. 2013. Modal Sosial sebagai Srstrategi Kelangsungan Hidup Tukang Sampah TPS Nologaten Sleman Yogyakarta. Skripsi: UIN Yogyakarta
- Richard Nehring, (2014), "What Is Driving Economic And Financial Success Of US Cow- Calf Operations" , Journal of Agriculture Finance Review, Vol.74 No.3

Suharjo. (2014). Peranan Modal Sosial Dalam Perbaikan Mutu Sekolah Dasar di Kota Malang. Disertasi. Progam Pascasarjana Universitas Negeri Yogyakarta.

Sukardi. 2006. Penelitian Kualitatif-Naturalistik Dalam Pendidikan. Yogyakarta : Usaha Keluarga.

The World, The Initiative on Defining, monitoring and Measuring Social Capital: Text of Proposal Approved for Funding, Social Capital Initiative Working Paper No. 2. The World Bank, Social Development Family, Environmentally and Socially Sustainable Development Network, June 1998.

In <http://www1.worldbank.org>

[/pre/poverty/scapital/wkrppr/sciwp2 .pdf](http://www1.worldbank.org/prem/poverty/scapital/wkrppr/sciwp2.pdf). Retrieved on March 20th, 2019 at 8 P.M.

UNDP. 2007. Modul Pembelajaran Pendekatan Penghidupan Berkelanjutan Bagi Perencana dan Pegiat Pembangunan Daerah. UNDP. Jakarta. 176.