International Journal of Multi Disipline Science (IJ-MDS)
e-ISSN: 2615-1707 DOI: http://dx.doi.org/10.26737/ij-mds.v1i1.438

The Analysis Of The Development Strategy Of Chilli Pepper (Capsicum Frutescens L.) For The Improvement Of The Economy Of Farmers 'Society In Sub District Of Sungai Kakap Kubu Raya District

Rahmatullah Rizieq [1], Donna Youlla [2], Maskuri[3]
Department of Panca Bhakti University
d_youlla@yahoo.com

Keywords :
Chilli pepper, SWOT Analysis, Development Strategy

ABSTRACT
The development of farming can be seen from the increase of production and productivity. The condition of land in Kakap subdistrict of Kubu Raya District is swamp furthermore the land is affected by tidal area so that it becomes the limiting factor to get high production and productivity. This study aims to determine the condition of chili pepper business in the village of Kalimas in Sungai Kakap District of Kubu Raya. And also to formulate alternative strategy of development of chili pepper farming. In this study it is known that chili pepper farming in the village of Kalimas has internal factors that become the main strength of the ease of marketing factors of production. While the main weakness is the capital factor of farming. The external factor that becomes the main opportunity is the demand factor of chili pepper and the main threat is the attacking factor of plant disturbing organism. Through SWOT matrix analysis, it is known that internal factors that become strength and weakness are combined with external factors into opportunities and threats so that there are several alternative strategies for the development of chili pepper farming. SO strategies obtained are: Increased production through intensification and extensification, application of agribusiness farming system by partnering to subsystems of input providers and production facilities and marketing subsystems. For the WO strategy gained are: Strengthening of stakeholders through improvement of cooperation relationship with all related parties, improvement of training and socialization and optimization of production. While for strategy of ST and WT that is obtained is: efficiency of use of means of production and diversification of farming without leaving chili pepper farming.

INTRODUCTION

Strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs and resource allocation priorities (Chandler, 1962 in Umar, 2010). Strategies can define the framework of the company's activities and provide guidance for coordinating activities, so

that the company can adapt and influence an ever-changing environment (Itami, 1987 in Kuncoro, 2009). According Rangkuti (2004), strategic planning should analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions. A popular model for situational analysis is the SWOT analysis. SWOT stands for environmental strengths and weaknesses as well as the external environment of opportunities and threats while facing the business world. SWOT analysis compares the external factors of opportunities and threats with internal factors of strengths and weaknesses. So that eventually can be determined strategy by utilizing the strengths to take advantage of existing opportunities, as well as to minimize or even overcome the weaknesses it has to avoid the threats that exist.

Chili pepper as a farm production that is widely used as a spice kitchen, but it is also an important vegetable horticulture commodity that is almost inseparable from the life of our community. The pattern of Indonesian consumption of chili has increased from year to year. Chili consumption is currently quite stable. From 2007 to 2009, consumption of red pepper ranged from 0.28 to 0.30 ounces / capita / week and consumption of chili ranged from 0.25 to 0.29 ounces per capita per week (BPS, 2011). Thus, if using a time frame of one year then the consumption of red pepper by the community of 1.47-1.52 kg per capita per year, while the consumption of chili pepper 1.28-1.51 kg per capita per year (Farid and Subekti, 2012) . In terms of price, chili has a characteristic that is often occurring in a very high price fluctuations and fluctuations itself. For example, a surge in prices above 100% is very common. Even in January 1996 the price of chili jumped about 327% compared to the previous month's price. Chili price increases recur within 2-3 months and then decrease for 2-3 months. By using the value of Coefficient of Diversity (KK) as an indicator of stability, the price of chili pepper in 2010 reached 57% and the price of red chili pepper in 2010 reached 35%, much higher than the price of rice and sugar in the region, at 6.6% and 3,7% (Center for Domestic Trade Policy, 2011 in Farid and Subekti, 2012).

Saptana et al. (2006) stated that the main problem in the development of chili agribusiness is not the realization of the variety, quality, continuity of supply, and quantity in accordance with market demand, especially for the purpose of modern market (supermarket / hypermarket), processing industry, institutional consumer (hotel, hospitals), and export markets. One of the problems is caused by lack of coordination among agribusiness actors. This causes the institutional structure of chili commodity agribusiness becomes fragile and the linkage of supply chain management becomes weak so that pepper commodity competitiveness becomes weak.

The weak competitiveness of chili commodities is a challenge in the implementation of agricultural development in the future so it needs a strategy to improve pepper commodity competitiveness in order to compete in domestic market and export market. The agribusiness development strategy of sustainable vegetable commodities in the future is directed to developing the production according to the need, creating a uniform cropping pattern throughout the year, improving the competitiveness and capability of Human Resources (HR), strengthening farmer institution, capitalization, and marketing, and optimizing land use As well as facilities and infrastructure (Taufik, 2012 in Tsurraya and Kartika, 2015).

METHOD

The location of the study was determined intentionally, in Kalimas village, Sui Kakap Sub-district, Kubu Raya Regency, considering that the area is one of the centers of chili pepper production in Sui Kakap sub-district. The study took place for three months starting from January to March 2017.

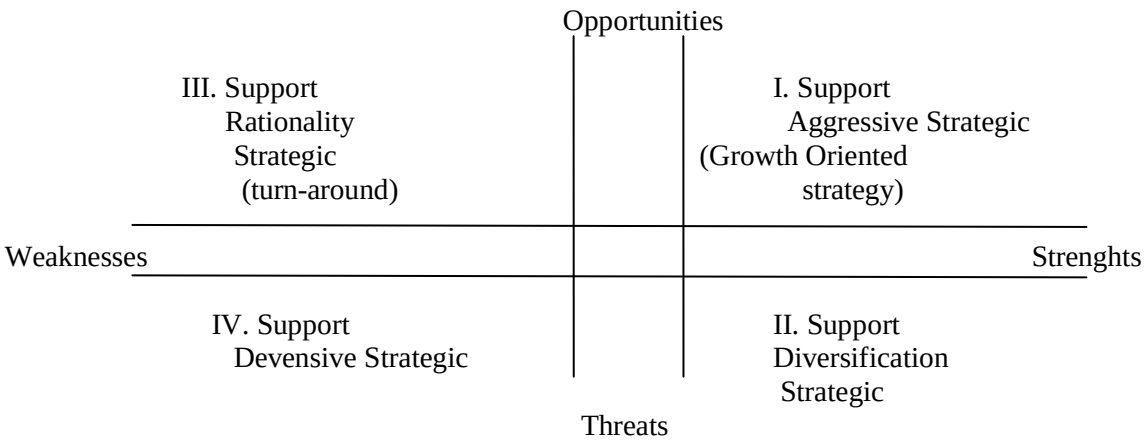
The type of data used in this study includes primary data and secondary data. Primary data were collected through direct observation and interviews with farmers of respondents based on a pre-prepared questionnaire. The secondary data as supporting data obtained from the literature and data available from various related agencies. The agency is the Office of Agriculture of Food Crops and Horticulture of West Kalimantan Province and Agricultural Extension Institute of Sungai Kakap District. Method of analysis formulation of strategy analysis of farming development used analysis of strenght, weakness, opportunity and threat (SWOT). The analysis was conducted to compare the external factors of opportunity (threats) with internal strength factor (weaknesses) and weaknesses (Rangkuti, 2002). SWOT elements given weight (value) and then linked to obtain some alternative strategy with the highest ranking are an alternative policy strategy in improving the development of chili farming. The process of formulating the strategy includes three stages:

1. Evaluation of internal and external factors. Steps of analyzing internal and external strategic factors are as follows:

A. Inventory internal factors that affect the achievement of goals / targets, vision, and mission that has been defined in detail with brainstorming techniques. Then discuss any internal factors whether including strength or weakness compared to other groups, which is finding by opinion polls. Strength is a positive internal factor. Weakness is a negative internal factor.

B. Inventory external factors that affect the achievement of goals / goals, vision and mission that has been specified in detail with brainstorming techniques. Then discuss any external factors whether including opportunities or threats over other groups, finding by opinion polls. Opportunities are a positive external factor. Threats are negative external factors.

2. Making internal and external matrices. The goal is to see how many positions of each factor has included into strengths, weaknesses, opportunities or threats after weighting, polling, and valuation. Formulation of general strategy in the form of SWOT matrix. The goal of formulating a grand strategy is to develop group upgrades by utilizing the results of SWOT Analysis into a format by selecting 5-10 main factors per strength, weakness, opportunities, and threats.



Source : Rangkuti (2004)

Image 1. SWOT Analysis Diagram

RESULTS AND DISCUSSIONS

A. Internal Factors

Internal factor analysis is needed to identify the strengths and weaknesses of cayenne pepper as a consideration in the formulation of development strategy. From the observation and the result of the analysis on the respondents of chili farmers at the research location that is in Kalimas Village, Kakap District of Kubu Raya Regency, the factors that are identified as the strengths and weaknesses of the respondents are as follows:

a. Strength

Based on internal factors that become the determinant in supporting the success of chili pepper farming in Kecamatan Sungai Kakap Kabupaten Kubu Raya such as;

1) Land ownership, land ownership status which is used as a place in doing chili cultivation activity, can be own land, lease land, share land or as a cultivator and others.

2) Availability of manpower for example; the level of ease of obtaining labor outside the family at any time needed to complete the work.

3) The ease of marketing of production, which becomes the hope for every farmer so that the products can be marketed as soon as possible so that they do not bear the damage of production.

4) The feasibility of price, for example the level of satisfaction of farmers of respondents on the price received on their products.

5) Cultivation techniques, such as the ability of farmer's respondents in conducting cultivation activities to produce the production of chili pepper appropriate of post-farming activities,

6) The resulting production, such as the level of satisfaction of farmers of respondents to the results of the production of chili pepper in trying so far.

b. Weaknesses

1) Cultivation area of chili pepper, such as the area of chili pepper planted by the farmers of respondents

2) The level of education of farmers, such as the level of formal education ever pursued by farmer's respondents.

3) The number of workers in the family, the level of the number of family members who usually help complete the work in chili pepper farming.

4) Management / management of farming, namely the management ability of farmers of respondents in managing their farms include planning, implementation of work, supervision and evaluation such as employment records and financing records owned by farmers.

5) Farming capital, namely the availability of capital that has farmer respondents to make chili pepper farming and how they can obtain additional capital if still in need.

6) Training or socialization activities can be intensity of training or socialization activities that have been followed by respondent farmers as non-formal education.

B. External Factors

The analysis of external factors identifies the factors that become opportunities and threats for the development of chili pepper farming in Kecamatan Sungai Kakap Kabupaten Kubu Raya. External

factors that become opportunities and threats in chili peppers farming in the research location, as follows:

a. Opportunity

1) The demand of chili pepper, for example the level of demand for chili pepper in the market that can be known by measuring the distribution and the time required for the distribution of production from farmers (respondents) to consumers.

2) Land suitability and climate, as the suitability of the land conditions used for chili farming site in the location of research on the requirement of growing chili pepper plant.

3) The use of technology is the level of technology that can be used by farmers of respondents in doing chili farming measured based on the equipment used.

4) Availability of suppliers of production facilities can be the existence of a number of parties that provide or sell fertilizer and pesticide production facilities needed by farmers and can be easily reached by farmers of respondents in the study sites.

5) Availability of credit institutions as well as individual loans, is the existence of a number of parties that can be used as a place to borrow capital for the respondent farmers in need, and with easy and affordable requirements.

6) The role of agricultural extension officers in chili pepper.

7) Government policies on chili pepper plants that can cause damage or failure of farming.

3) Risk of chili pepper farming, which is the level of risk faced by respondents as the farmer who grew this plants where the business is basically have expectations of success and considerable profit, but also requires substantial capital and their plant pests.

4) Transportation / transportation facilities, is the condition of the means of transportation, especially the road condition as a determinant factor for the good transportation of the results, both for the marketing of results or transportation of production facilities or input production materials.

Factors internal and external factors mentioned above are basically inseparable from experts, as mentioned by Hermanto (1996) and also Anonymous (2011), showed that the factors that influence the success of farming are internal factors as well as external factors such as:

1. Internal Factors

Factors in farming that can affect the success of farming include: farmers, farming land, labor, capital, technology level, farmer's ability to allocate family income, and the number of families.

2. External factors on farming

Factors outside the farm that can affect the success of a farm are: the availability of means of transportation and communication, the aspects related to marketing of products and farming materials, the availability of credit facilities and extension facilities for farmers/ programs, such as the existence of government policies or programs as a form of support to farmers of chili pepper for farming that can be more developed.

B. Threats

1) Price fluctuations, is the impact of changes in the price of chili pepper that often occurs on the profit level of chili pepper farming by farmers respondents.

2) The attack of plant disturbing organisms (OPT), for example the level of pest and disease.

C. Strategy Analysis of Chili peppers Development

1. IFE Matrix Analysis (Internal Factor Evaluation)

Based on the results of data analysis of questionnaires answered by respondents, the research respondents to internal factors in chili pepper farming are as follows:

A. Strength

1) Ownership of land, is land used as a place for chili farming by respondents are generally private land and lease land. Some of the respondents farmed their own chili pepper with a percentage of 40%. While the rest, 60% of farmers respondents cultivate this plant on land rented.

2) Availability of manpower. In conducting chili pepper business, a job that requires a large enough labor is at the stage of preparation of the land that is making a bed. At this stage, chili pepper farmers generally need a workforce outside the family. At the research site, the skilled workforce performs the job; the workforce has the skills to carry out the job adequately available and easily obtainable.

3) The ease of marketing of products. In connection with chili pepper farming that has lasted long enough and the scale of business that is intended to be marketed, so that has formed a network of equality between farmer's respondents with retailers. Thus, farmers of respondents argue that marketing of chili pepper products is very easy.

4) Feasibility of price. With regard to price differences at producer and consumer level that often occurs, the feasibility factor of chili price received by farmers of respondents is important enough to be observed. Marketing system that occurred in the research location that is; the results of the production of chili pepper that has been weighed, submitted by the farmers of the respondents to the collecting traders (as well as retailers) to be marketed. The retail price at the time the marketed chili is used as a benchmark selling price at the farmer's level, with the reduced cost and profit margins taken by the traders to the farmers and the farmers' trust to the traders, the respondents generally feel that the price of chili they received is quite feasible.

5) Cultivation techniques. Chili pepper farming has been cultivated for many years to make the farmers of respondents have experienced and have the ability of good cultivation techniques in the existing environmental conditions. In general, farmers of respondents have done cultivation techniques as in the five forms of farms, namely; processing of soil, balanced fertilization, water regulation, and pest control, disease and weeds. However, as farmers, the respondents did not use good quality of seeds or seeds in packages sold in farm shops. They prefer to use the seeds from previous crops because the percentage of the products obtained by the same rail, and the level of resistance to pest and disease attacks are also relatively similar. In addition, the farmers of the respondents did not need to spend the procurement of seeds, so they argued that using the derived seed was more efficient.

6) Production result. Qualitatively, the production of chili pepper made by farmers of respondents has been quite high and satisfactory, in 2015 productivity of chili pepper at Kakap district reached 5.27 ton / ha, which is able to offset national productivity that is 5,01 ton / ha.

B. Weaknesses

1) Area of farmland. Respondents of chili pepper grow this plant with plant size less than 0.5 ha, although there are some farmers who work on chili pepper on an area of more than 0.5 ha to 1 ha. The farmers of the respondents did not want the chili pepper as the main crop, so chili is a side farming done with a scale of business that is not too large. In addition to anticipate losses due to the amount of chili pepper circulating in the market which is too much, farmers also work on other types of crops on their land so that farmers have to divide the area of land to plant the desired crops.

2) Level of education. The average level of formal education that has been taken by farmers of respondents is elementary school education. This shows that the level of education of most farmers is still relatively low, thus affecting the ability of farmers in the recipient and absorb new innovations for chili farming activities and the mindset of farmers in decision-making related to their farming.

3) Number of workforce in the family. In implementing chili farming, generally respondent farmers are always assisted by family members to complete a job that is not too big like a job in the maintenance phase. The number of family members who assist in carrying out this work is relatively different between one respondent with other respondents, with the number ranging from 1 person 2 people, 3 people, and 4 people or more. The average number of family members who assist the implementation of chili pepper farming is 2 people, with an average rating of 2.15.

4) Management / management of farming. Qualitatively the average of farmers' ability in management / farm management is relatively low, where most of the farmers plan the work only in thought, and do not have a record of either activity plan record or finance record or income of chili pepper.

5) Farm capital. Farm capital can be cash capital or capital input production material. In general, farmers of respondents do not have sufficient capital for chili pepper farming so it must increase capital through loans. Limitations of capital owned enough to inhibit the development of chili pepper farms cultivated.

6) Training activities or socialization about chili pepper. Training or socialization activities that discuss chili pepper in particular have never been done by the relevant government agencies. Existing training or socialization activities are activities undertaken by private parties as distributors / suppliers of agricultural production facilities, with limited agencies. If training or socialization activities can be increased intensity, then it will greatly support the farmer's respondents in the face of field constraints. The existence of internal factors above that describes the strengths and weaknesses of chili pepper farming is summarized into the IFE matrix (Internal Factor Evaluation) in table 1 below:

No	Internal Factors	Quality	Average Rate	Amount (QxA)
Opportunity				
1	Demand of chilli pepper	0,07	3,80	0,27
2	Sustaibility of land and climate	0,07	2,93	0,21
3	Techonology	0,08	2,50	0,20
4	Avaibility of suppliers of production factor	0,10	3,35	0,34
5	Availability of credit institutions	0,05	1,35	0,07
6	The role of agricultural extension officers	0,05	1,20	0,06
7	Government program policies	0,05	1,35	0,07
Threats				
1	Price Fluctuation	0,15	3,00	0,45
2	Pest organism attack	0,20	3,05	0,61
3	Risk of chili pepper farming	0,05	2,50	0,13
4	Transportation facilities	0,08	2,05	0,16
TOTAL		1,00	Nilai IFE = 2,83	

(source : analysis results, 2017)

Regardless of the number of opportunity and threat factors included in the EFE Matrix, the highest total weighted sum for a business is 4.0 and the lowest weighted value is 1.0. Total weighted average value 2.5. Total weighted values above average indicate that the organization responds well to the opportunities and threats that a business. While values below the average indicate that the organization does not take advantage of opportunities or does not avoid external threats (David, 2006). Based on the EFE Matrix analysis table, the total value of EFE is 2.83 in the range of values between 1 (very small) to 4 (very large), indicating that basically chili pepper farmers can respond to the existence of

these external factors quite well , So taking into account the factors of opportunities and threats that are considered.

3. Alternative Strategy Development of Chilli Rawit Farming After identifying the external and internal factors that become opportunities and threats and strengths and weaknesses in the chili farming system in Kalimas Village, Sungai Kakap District, Kubu Raya Regency, then by combining these factors in the SWOT Matrix analysis, there are several alternative strategies that can be considered Development of chili pepper farming. The alternative formulation of the strategy is as follows:

External Factor / Internal Factor	*Strenght (S)* **1.** Land Ownership **2.** Manpower avaibility **3.** Ease of Marketing **4.** Kelayakan harga **5.** Cultivation Techniques **6.** Production	*Weaknesses (W)* **1.** Area of farm **2.** Formal Education **3.** The amount of the family labour **4.** Farm Management **5.** Farm Capital **6.** Training/organization Activities
Opportunities (O) **1.** Demand of cayenne pepper **2.** Land suitability and climate **3.** The use of technology **4.** Availability of suppliers of production facilities **5.** Availability of credit / lending institutions **6.** The role of agricultural extension officers **7.** Government policies / programs	*Strategy S-O* **1.** Production Increased (S1, S2, S5, O1, O2, O3, O4) **2.** Agribussiness System (S1, S2, S3, S5, O1, O4)	*Strategy W-O* **1.** Stakeholders Strengthening (W3, O4, O5, O6, O7) **2.** Training Increased (W2, W4, W6, O4, O5, O6) **3.** Production Optimization (W1, W3, W5, O1, O2, O3)
Threads (T) 1. Price fluctuations 2. Attack of plant-disturbing organisms 3. Risk of chillipepper 4. Transportation / transportation facilities	*Strategy S-T* **1.** efficient use of production facilities (S5, S6, T1, T2, T3)	*Strategy W-T* **1.** Efficient use of production facilities (W5, T1, T2, T3) **2.** Farm Diversification (W1, W5, T2, T3)

(source : analysis results, 2017)

A. S-O Strategy

1. Increased production through intensification and extensification by utilizing the resources owned such as adequate land ownership for cayenne pepper cultivation, availability of labor and production facilities, the ability of farming techniques owned by farmers by applying technology better so that will obtain greater production . The chance of success of farming becomes bigger because it is supported by the ease of marketing and demand of chili sauce which is high enough and the price is quite feasible.

2. Application of agribusiness farming system, by making the parties related as partners by establishing cooperative relationships between farmers as perpetrators of farming subsystems with distributors and credit / lending institutions as subsystems provider input and production facilities, and with traders as marketing subsystem of pepper production Rawit.

B. W-O Strategy

1. Strengthening of steakholder, that is improvement of good relationship between all related institution / party like; Loan providers, suppliers / distributors of production facilities, government agencies as program / policy holders, extension officers as farmers' assistants in the implementation of production, as well as the merchant as the marketer of the production.
2. Increased training and socialization through extension officers and distributors and credit institutions to improve human resources, especially in the management / financial processing and the use of production facilities effectively and efficiently.

3. Optimization of production, which is to optimize the production that may be achieved on a limited area of farming but supported by adequate environment, utilizing capital loan facilities to meet the needs of production facilities, in order to still be able to supply cayenne needed by consumers.

C. S-T Strategy
1. Efficient use of production facilities. With deep power in terms of cultivation techniques and capable of obtaining high enough production, farmers should also keep an eye on pests and diseases that can reduce the production of cayenne pepper, because the possibility of loss or failure persists. By doing efficiency can reduce the cost of production so that when production occurs when the price of cayenne pepper is low, farmers still gain profit.

D. W-T Strategy
1) Efficiency of production means. Given the limited condition in terms of farmland area and human resources and farming capital, cayenne pepper farming can continue to be run by efficiently using production facilities to face the possibility of pest and disease attack and low price of cayenne pepper.

2) Diversify by cultivating other vegetable horticultural crops in intercropping or part of the land, but still keeping the cayenne pepper part of the same land. Selected plant species that do not require substantial capital and low pest and disease rates but still have a good market opportunity.

CONCLUSION AND SUGGESTION

1) Internal and external factors for chili pepper farming in the village of Kalimas Sungai Kakap District is; for the internal factors that become the main strength is the factor of ease of marketing of production, while the main weakness is the capital factor of farming. In external factors that become the main opportunity is the demand factor of chili pepper, while the main threat is the attacking factor of plant disturbing organism.

2) Due to the condition of chili pepper farming in quadrant 1 position, then alternative strategy that support the growth of chili pepper farming is S-O strategy that is; a) increased production through intensification and extensification by using the power of resources owned to obtain greater production and take advantage of high demand opportunities supported by ease of marketing and reasonable prices, b) the application of agribusiness farming system, for farmers as partnership farming system with subsystems of input providers and production facilities as well as with marketing subsystems.

REFERENCES

Anonymous, 2011, Faktor-faktor yang mempengaruhi keberhasilan usahatani (online) http://kumpulanbungamawarku.blogspot.com/2011/04/faktor-faktor-yang-mempengaruhi_22.html diakses tanggal 19 desember 2016

Amir, M. Taufiq. 2011, Manajemen Strategik: Konsep dan Aplikasi, Jakarta, Rajawali Pers

Balai Penyuluh Pertanian Sungai Kakap, 2015

Cahyono, Bambang, 2003, Cabai Rawit; Teknik Budi Daya dan Analisis Usahatani, Kanisius, Yogyakarta

David, F, R. 2006, Manajemen Strategis: Konsep, edisi 10, Salemba Empat, Jakarta

Dinas Pertanian Tanaman Pangan dan Hortokultura Provinsi Kalimantan Barat, 2015, Statistik Hortikultura Tahun 2015, Dinas Pertanian, Pontianak.

Direktorat Jenderal Hortikultura, 2016. (online) http://www.deptan.go.id diakses tanggal 2 Januari 2017.

Farid, Miftah dan Subekti, Ari Nugroho. 2012, Review of Production, Consumption, Distribution and Price Dynamics of Chili in Indonesia, Buletin Ilmiah Litbang Perdagangan, Vol 6 No 2, Desember 2012.

Grant, Robert, M. 1999, Analisis Strategi Kontemporer: Konsep, Teknik, Aplikasi, Erlangga. Jakarta

Herlambang, Tedy. 2002, Ekonomi Manajerial dan Strategi Bersaing. Edisi I cetakan I, PT Raja Grafindo Persada, Jakarta.

Rangkuti, Freddy, 2004, Analisis SWOT : Teknik Membedah Kasus Bisnis Cetakan ke 11. Gramedia Pustaka Utama, Jakarta.

Rukmana, Rahmat, 2002. Usaha Tani Cabai Rawit. Cetakan ke-5. Kanisius. Yogyakarta

Suparmoko, M. 1997, Metode Penelitian Praktis (untuk ilmu-ilmu sosial dan ekonomi), edisi ketiga, BPFE, Yogyakarta.

Tsurraya, Silmi dan Kartika, Lindawati. 2015, Kelembagaan dan Strategi Peningkatan Daya Saing Komoditas Cabai Kabupaten Garut, Jurnal Manajemen & Agribisnis, Vol 12 No 1, Maret 2015.

Umar, Husein. 2010, Desain Penelitian Manajemen Strategik: Cara Mudah Meneliti Masalah-masalah Manajemen Strategik untuk Skripsi, Tesis, dan Praktik Bisnis, Edisi I, Rajawali Pers, Jakarta.