



Influence of Partnership Company Support on Increasing Broiler Farmer's (Plasma) Income in Gianyar District, Bali Province



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Abstract

This research aims to determine the influence of partnership company support (livestock production facilities, training on plasma, technical assistance, broiler marketing, and cooperation contract agreements) on increasing broiler farmer's income, as well as to find out what the most dominant indicators of the partnership company support that influence on farmer's income increase. The research was conducted in Gianyar Regency, Bali Province. The research location is determined using the purposive sampling method. The number of samples amounted to 45 farmers. Primary data collection was carried out using direct interviews with respondents using a structured questionnaire. Data were analyzed using Partial Least Square (PLS). The results of the direct influence test prove that the partnership company support has a positive and significant impact on increasing farmer's income, where livestock production facilities (X1) are the most dominant indicator of this variable.

Keywords

Broiler;
Company support;
Farmers income increase;
Partial least square (PLS);
Partnership;

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1 Introduction

The poultry industry is one of the industries in the livestock agribusiness that can be said to be quite successful in providing meat for the consumption needs of the Indonesian people. When compared to meat production from beef cattle, broiler production is still far superior in terms of quantity (tons) in supporting the meat self-sufficiency program that has been launched by the government. Nationally, chicken meat has been recorded to have achieved self-sufficiency, which is indicated by the fulfillment of community needs for chicken meat and there is even a production surplus. The government continues to maintain the surplus condition of broiler production in Indonesia and is directed to market it as an export product to several countries in the form of Day Old Chick (DOC) and processed products (SU, 2004; Hafsa & Usaha, 2000).

Broilers in the community are better known as meat-producing chickens. This type of chicken has many advantages compared to free-range chicken. Broiler is a superior breed of chicken obtained from crosses between superior chicken breeds that have high productivity, especially in terms of converting feed into meat. (1) states that broilers are a type of winged livestock originating from the Aves class which has undergone a domestication process where the way of life has been regulated by humans with the aim of obtaining economic value in the form of meat. These advantages have led to high public demand for meat from this type of chicken. Although overall there has been an increase in meat production from broilers over a ten-year period (2009-2019), broiler meat production always experiences significant fluctuations every year. Production fluctuations that occur in Bali are caused by several factors, including oversupply which causes the selling price of live chickens to drop for a long period of time and rising prices of broiler feed (Prabowo et al., 2016; Sirajuddin et al., 2015). The low selling price compared to the cost of production has caused many farmers to temporarily stop raising broilers.

The phenomenon of the low selling price of live chickens in the market and the increasing price of feed has caused many independent broiler farmers to fall. Some of them have switched to raising other types of livestock or joined a broiler partnership company. Facts in the field show that there are far more broiler breeders with partnership patterns than independent breeders. A business partnership is a business strategy carried out by two or more parties within a certain period of time with the aim of obtaining a number of mutual benefits based on the principle of mutual need and mutual support (2). The partnership pattern adopted by partnership companies and broiler farmers as plasma in Bali is the plasma-partnership pattern. The plasma-partnership pattern is a partnership relationship between a partnership company and broiler farmers as plasma. In this pattern, the partnership company is obliged to supply DOC, feed, vaccines, and medicines for the duration of the contract agreement. In addition, the partnership company is also obliged to provide assistance in the form of business management, management of the cage, and maintenance of broilers to plasma farmers (Singarimbun & Efendi, 1989; Ghozali, 2011). Meanwhile, plasma farmers are obliged to provide cages, labor and maintain the commitment of the agreement. (3) reported that the partnership program of PT. Jaguar Farm's to empower its plasma farmers is considered effective, where farmers consider that partnership company very important to help farmers who have problems related to capital, technology mastery, and marketing. On the other side, (4) found that the implementation of the partnership program was in accordance with the cooperation agreement (contract) that had been made together. However, there were several agreements that were not implemented by both parties, for example the harvest time and the slow payment of business results which were not in accordance with Law Number 5 of 1999 concerning the Prohibition of Monopolistic Practices and Unfair Business Competition (Hendrayani & Febrina, 2009; Mangkunegara, 2000).

This research aims to determine the influence of partnership company support (livestock production facilities, training on plasma, technical assistance, broiler marketing, and cooperation contract agreements) on increasing broiler farmer's income, as well as to find out what the most dominant indicators of the partnership company support that influence on farmer's income increase in Gianyar Regency, Bali Province (Mathis & Jackson, 2002; Suharto, 2005; Herlambang & Marwoto, 2014).

2 Materials and Methods

The research was conducted in Gianyar Regency, Bali Province. The selection of the research location was determined using the purposive sampling method, which is a method of determining the research area based on certain considerations [5]. The population studied in this research were broiler farmers in Gianyar Regency, Bali Province. Meanwhile, the target population is farmers who have been in the business of broiler for at least two years and raising at least 3000 broilers. Samples to be used as respondents in this research were taken from the target population group. The method used in sampling is simple random sampling. The total number of samples taken was 45 farmers (Soekartawi, 2007; Priyanto & Yulistiani, 2005).

The data collected in this research consisted of two types, namely primary data and secondary data. Primary data collection was carried out using the interview method which was directly carried out to broiler farmers (plasma) by using a structured list of questions that had been prepared in advance with the contents following the research objectives. The variables in this study consisted of independent variables and dependent variables. Partnership company support (X) are independent variables consisting of five indicators, including livestock production facilities (X1), training on plasma (X2), technical assistance (X3), broiler marketing (X4), and cooperation contract agreements (X5). Meanwhile, broiler farmer's increase income (Y) is the dependent variable (Hoddi & Rombe, 2011; Yulianti, 2012). To analyze the influence of partnership company support variable on broiler farmer's increase income and to the most dominant indicators of the partnership company support that influence on broiler farmer's (plasma) income increase in Gianyar Regency, Bali Province, structural equation modeling (SEM) analysis is used. Based on variance or component-based SEM, known as Partial Least Square (PLS) [11].

3 Results and Discussions

Partnership Company Support

- Livestock Production Facilities

The provision of livestock production facilities which include DOC (Day Old Chick), feed, medicines, cage equipment, and others plays a major role in business continuity, especially in broiler farmers. In the broiler partnership pattern, the activities of providing livestock production facilities for partners are carried out entirely by the partnership company. The distribution of respondents based on livestock production facilities support of the partnership companies in this research can be seen in Table 1 below.

Table 1
Distribution of respondents based on livestock production facilities support of partnership companies

No	Variable Category	Number of Respondents	Percentage of Respondents (%)
1	Very Good	18	40,1
2	Good	21	46,6
3	Moderate	5	11,1
4	Bad	1	2,2
5	Very Bad	0	0
	Total	45	100

Based on the research results, it was found that most of the respondents (46.6%) stated that the livestock production facilities support from the partnership companies was good (Hashim, 2005; Izat et al., 1990). Then, as many as 18 respondents (40.1%) stated that it was very good, five respondents (11.1%) stated that it was moderate and only 1 respondent (2.2%) stated that the livestock production facilities support from the partnership company was very bad. From the data above, it can be seen that most of the plasma farmers are satisfied with the support of the livestock production facilities provided by the partnership company for the

sustainability of their broiler farming business. Here, it can be seen that the partnership companies have fulfilled their obligations by providing livestock production facilities both in quality and quantity to plasma farmers. This result is in accordance with the opinion of [7] which explains that in the early stages of implementing partnerships with partnership patterns, partnership companies must facilitate all of the plasma needs, especially livestock production facilities, DOC, medicines, and services in the form of technical assistance during the livestock raising process (Castellini et al., 2002; Mast & Goddeeris, 1999).

- Training On Plasma

Training activities on broiler farming techniques organized by partnership companies and the Department of Agriculture as representatives of the government have a major role in the success of plasma farmers in running their businesses. The distribution of respondents based on training by partnership companies to broiler farmers (plasma) can be seen in Table 2.

Table 2
Distribution of respondents based on training on plasma

No	Number of Training Ever Followed	Number of Respondents	Percentage of Respondents (%)
1	> 10 Times	3	6,7
2	> 7-9 Times	3	6,7
3	> 4-6 Times	5	11,1
4	> 1-3 Times	13	28,9
5	Never	21	46,6
	Total	45	100

In Table 2, it can be seen that most of the plasma farmers (46.6%) said that they had never received or participated in technical training in broiler maintenance organized by the partnership companies they were invited to cooperate with. A total of 13 respondents (28.9%) said they had attended training activities >1-3 times, five farmers (11.1%) said they had attended training activities >4-6 times. Meanwhile, each of the 3 respondents (6.7%) said that they had attended the technical training of broiler chicken cultivation > 7-9 times and > 10 times the training (Bilgili et al., 2009; Grissemann & Stokburger-Sauer, 2012). The training carried out for plasma farmers by partnership companies usually targets farmers who are just starting their business, where they do not have sufficient knowledge and skills in raising livestock or doing partnership cooperation. [8] defines training as an educational process in a short period of time using systematic and organized procedures, with the hope that operational employees gain knowledge about workmanship techniques and expertise for specific purposes. On the other side, [9] says that training is a process where people achieve certain abilities to help achieve organizational goals, therefore this training process is tied to various organizational goals, training can be viewed narrowly or broadly.

- Technical Assistance

Technical Assistance carried out by partnership companies is useful for improving the quality of farmer's resources, so that they are able to identify the problems experienced and seek to find alternative solutions to these problems (Schoenherr et al., 2008; Ceballos et al., 2020). The distribution of respondents based on technical assistance by partnership companies to broiler farmers (plasma) can be seen in Table 3.

Table 3
Distribution of respondents based on technical assistance

No	Benefit Technical Assistance	Number of Respondents	Percentage of Respondents (%)
1	Very Helpful	18	40,0
2	Helpful	20	44,4
3	Quite Useful	4	8,9
4	Less Useful	3	6,7
5	Useless	0	0
Total		45	100

From the research results, it was found that most of the respondents stated that the Technical Assistance provided by the partnership company was considered useful (44.4%) and very useful (40.0%) for the development and continuity of their livestock business. Meanwhile, as many as 4 farmers (8.9%) stated that Technical Assistance was quite useful, only three (6.7%) respondents stated that it was not useful and none of the respondents stated that the Technical Assistance provided by partnership companies was useless. These results indicate that the Technical Assistance activities provided by the partnership company to plasma farmers are quite successful in solving the problems faced by farmers in running their business. [10] mentions that technical assistance is one of the strategies that will determine the success of community empowerment programs (Akbari et al., 2020; Vachon & Klassen, 2006).

- Broiler Marketing

One of the problems faced by smallholder farmers is broiler marketing. However, these problems will be resolved by their participation in business partnerships. In broiler marketing, it is the obligation of the partnership company to take all the produce from the farmers who become the plasma. The distribution of respondents based on broiler marketing by partnership companies to broiler farmers (plasma) can be seen in Table 4.

Table 4
Distribution of respondents based on broiler marketing

No	Marketing Broilers Category	Number of Respondents	Percentage of Respondents (%)
1	Very Good	25	55,6
2	Good	19	42,2
3	Moderate	1	2,2
4	Bad	0	0
5	Very Bad	0	0
Total		45	100

The research results showed that as many as 25 respondents (55.6%) stated that broiler marketing carried out by partnership companies was very good. This means that all of the broilers (100%) are absorbed and marketed by the partnership company. A total of 19 respondents (42.2%) stated that the marketing carried out by the partnership company that oversees them is good and only 1 farmer (2.2%) stated that it was moderate. [11] describes marketing as an activity that aims to make the products marketed can be liked and accepted by the market and can meet the needs of the market/community. Furthermore, [12] defines marketing as the overall system of a business activity aimed at planning, pricing, promoting, and distributing products or services to buyers with the aim of satisfying the wants and needs of actual and potential buyers (Mhyre et al., 2014; Mantra, 2017).

- Cooperation Contract Agreements

Prior to entering into a cooperation agreement, both the partnership company and plasma farmers agree and sign a cooperation contract. This cooperation contract agreement is important to be made to prevent the absence of one of the parties to the agreed terms of the agreement. The distribution of respondents based on cooperation contract agreements made by partnership companies to broiler farmers (plasma) can be seen in Table 5

Table 5
Distribution of respondents based on cooperation contract agreements

No	Cooperation Contract Agreements Category	Number of Respondents	Percentage of Respondents (%)
1	Very Profitable	20	44,4
2	Profitable	24	53,4
3	Quite Profitable	1	2,2
4	Less Profitable	0	0
5	Unfavorable	0	0
Total		45	100

The research results showed that, as many as 24 respondents stated that the cooperation contract agreements made by plasma farmers with partnership companies were considered profitable. A total of 20 respondents (44.4%) stated that the cooperation contract agreements made were very beneficial for both parties. Meanwhile, only 1 respondent (2.2%) stated that the cooperation contract agreements made were considered quite profitable. A business partnership is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefits, with the principle of mutual need and mutual enlargement [2]. Because it is a business strategy, the success of the partnership is largely determined by the compliance between the partners in carrying out business ethics. The cooperation contract agreements contain business ethics that must be obeyed by both parties (Singh et al., 2016).

Farmer's income increase

Net farm income is the gap between the gross income of the farm and the total expenditure of the farm. Based on the results of data analysis obtained, most of the respondents (48.9%) obtained an increase in income of >Rp 7,500,000 - Rp 10,000,000, - after they partnered with the partnership company currently. A total of 15 respondents (33.3%) received an increase in income of > Rp. 10,000,000, - and as many as 5 respondents (11.1%) received an increase in income of >Rp. 5,000,000 - Rp. 7,500,000. Meanwhile, only 3 respondents (6.7%) received an increase in income of >Rp 2,500,000 - Rp 5,000,000,- after they joined the partnership company currently. [13] says that in estimating the gross income of farmers/breeders, all components of the product that are not sold must be assessed based on market prices, so that the gross income of farmers is calculated as livestock sales plus the value of livestock used for household consumption or in other words gross income. Farming is the value of the total product of the farm in a certain period of time, both sold and unsold. Furthermore, [14] state that livestock business income is largely determined by the sales capacity of production in a certain period. The more sales, the greater the income from the livestock business.

Validity and reliability test

Based on the recapitulation of research instrument validity test results, it can be seen that all the calculated r-values are greater than the r-table namely 0,50. Therefore, all items in each research variable are declared valid. It means that livestock production facilities (X_1), training on plasma (X_2), technical assistance (X_3), broiler marketing (X_4), dan cooperation contract agreements (X_5) are valid indicators to reflect the partnership company support (X). Where livestock production facilities (X_1) is the most dominant indicator influencing this variable. For more details, the results of the validity and reliability tests can be seen in tables 6 and 7 below.

Table 6
Recapitulation of research instrument validity test results

Variable	Indicator	r-value	r- table	Explanation
Partnership Company Support (X)	Livestock Production Facilities (X ₁)	0,793	0,50	Valid
	Training On Plasma (X ₂)	0,548	0,50	Valid
	Technical Assistance (X ₃)	0,694	0,50	Valid
	Broiler Marketing (X ₄)	0,582	0,50	Valid
	Cooperation Contract Agreements (X ₅)	0,513	0,50	Valid

Table 7
Recapitulation of research instrument reliability test results

Variable	Cronbach's Alpha	Explanation
Partnership Company Support (X)	0,772	Reliabel

Evaluation results of the measurement model (Outler Model)

The evaluation of the outer model is also called the evaluation of the measurement model which use to assess the validity and reliability of the model. The more complete results of the evaluation of the measurement model (outer model) can be seen in Figure 1.

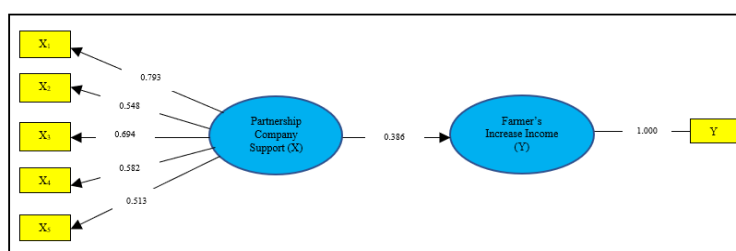


Figure 1. Outer Model

The Effect of partnership company support (X) on Farmer's Increase Income (Y)

Nilai *p-value* variable partnership company support on farmer's income increase is 0,002 which is compared with a significant value of 0,05. The *p-value* < significant (0,002 < 0,05) with a positive beta value of 0,386 and a t-statistic value of 3.183 compared to the t-table of 1,645. Since the t-statistic value > t-value (3.183 > 1,645), it can be concluded that the partnership company support have a significant and positive effect on farmer's income increase. More details can be seen in Table 8 below..

Table 8
Direct effect test results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Partnership Company Support (X) → Farmer's Income Increase (Y)	0.386	0.385	0.121	3.183	0.002

These results indicate that the five indicators reflecting the variable partnership company support have an effect on increasing the farmer's income. It can be said that every time there is an increase or increase in the five indicators of the variable partnership company support (X), it will cause an increase in the income of broiler farmers in Gianyar Regency, Bali Province. The main income obtained by plasma farmers comes from the broiler sale, which is supported by the sale of manure which is a side income. The profits obtained by broiler farmers come from the proceeds from the sale of livestock minus the costs incurred during the production/maintenance period [15]. [16] defines a partnership pattern as a form of cooperation between partnership companies with farmers as plasma in an effort to manage livestock businesses. Furthermore, [17] mentions the factors that encourage farmers to join the partnership pattern, including: 1) the availability of livestock production facilities by the partnership company; 2) availability of experts as assistants; 3) working capital sourced from partnership companies; and 4) there is a guarantee of broiler marketing. In line with this, [18] states that the dependence of farmers on partnership partnership companies is due to the high use of capital, the technology used, business management and the risk of partnership failure.

4 Conclusion

From the results of the direct effect test, it was proven that the partnership company support consisting of indicators of livestock production facilities (X1), training on plasma (X2), technical assistance (X3), broiler marketing (X4), and cooperation contract agreements (X5) had a positive and significant impact on farmer's income increase, where livestock production facilities (X1) is the most dominant indicator influencing this variable. Every single time there is an increase in the five indicators of the partnership company support variable (X), it will cause an increase in the income of broiler farmers in Gianyar Regency, Bali Province.

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