

STRATEGY TO IMPROVE RICE SEEDS BASED ON SOCIAL CAPITAL IN PANGKEP DISTRICTSOUTH SULAWESI

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ABSTRACT

This study analyzed the roles of social capital in rice breeding at Kassiloe village of La'bakkang Subdistrict, Pangkep District and provided recommendations on strategies to strengthen social capital based on informal institutions that can be applied or implemented by farmers groups. Data were solicited through face to face interviews and focus group discussion (FGD) to farmers and rice seed breeding practitioners. Qualitative and quantitative SWOT analyses were performed to determine the best strategy to improve rice seeds at the study site. Based on the research findings, a strategy was developed (Strengths - Threats) to improve extension agents' creativity to motivate farmers, enhance farmers groups meeting to utilize certified seeds. Strategy (Weakness – Threats) to centralize trainings using demplot seeds from the breeding sites, the use of efficient alsintan and application of modern agriculture technologies. Strategy (Strengths – Opportunities) to enhance communication and groups' meetings to widen the demplot using seeds from the breeding activities, continued planting schedule synchronization and strategy (Weakness – Opportunity) to agree on the selling price of the bred seeds so that all the groups' members can get some profit, massive and measured agriculture technologies application in order to give equal profit to all group members.

Keywords: Breeding, Rice, Strategy, Social capital.

INTRODUCTION

The availability of the seed in South Sulawesi still be an issue that has never been completed. The area of paddy fields in South Sulawesi ranges from ± 585,996 Ha consisting of technical irrigation rice field 161,006 Ha, simple irrigation 38,760 Ha, irrigated village/non PU 92,327 and rain-fed area 220,692 Ha (BPS South Sulawesi, 2011). Assuming the needs of the seeds 30 kg/ha and the intensity of planting two times a year for irrigated rice fields and one time a year for the rain fields, then the total needs of seed of 28,533.6 tons in the year 2011. While the government assistance through the BLBU Program (Excellent seed direct assistance) in South Sulawesi in 2011 amounted to 17,212.6 tons so that the number of seeds to be prepared at the

farmer level still ranges from 11,521 tonnes or 39,648% of the total needs seed in the year 2011. Related to this, it is not surprising if the problem of seed availability of farmers is a crucial problem that always arise and become an important problem. This phenomenon is also found in La'bakkang district of Pangkep Regency.

Crucial problems that always arise and become an important problem in breeding activities of rice seedlings are 1) The seed breeding business have not given a better return as expectation caused by the cheap purchase price of seed produced by a private seed merchant/state-owned BUMN, absence of market guarantees from the government/private that will accommodate the production of the breeders and the price of production facilities and the amount of wages in the implementation of captivity 2)

In term of technical, generally farmers have been aware of the procedure to produce the seed that has good quality but is constrained by marketing because of the institutional farmers who have not been well organized. 3) The farmer group around the breeders seems to be a competitor of the breeders where the grain in the production is made to seed without considering the quality so that the concern to buy a good quality of seed in the breeders production becomes neglected. 4) Most of the farmers have adopted the PTT technology component that can save the seed use of 50%. Obviously, this is one of the alternatives that can solve the problem of the number of seeds available at the farmer level, But there are problems in implementing this technology where farmers difficulty planting and expensive planting costs with this system.

If the phenomenon is examined it gives an inconsequential loss of elements of social capital in the community especially farmers ' communities. Nowadays, it is a big question mark about the social system that is still maintained or no longer the needs of today's farming community. The tendency of social values that exist in rural communities, especially in the farming community, are described in the problems complexity that arise in running the soil business. It is thought to be stuned by modernization that all things are being economic-oriented and so that the social values that have been preserved are transformed into individualistic behavior.

The social change that occurs in the community will have an impact on the growth of better ability for the society itself, in particular to solve its life issues. Talcott Parsons (1971) proposes four functions that each system must have: 1) Adaptation, 2) Goal Attainment, 3) Integration, 4) Latency,

Putnam in Hasbullah (2006) states that people who have high social capital tend to be more efficient and effective in carrying out policies to enrich and promote the lives of their people. Social capital can

raise individual awareness of the multitude of opportunities that can be developed for mutual benefit, having the ability to solve the complexity of various problems together, encouraging rapid changes in Community. It is awakened by mutual trust, cohesiveness, proactive actions and external internal relations in building social networks supported by a spirit of virtue for mutual benefit as a reflection of the power of society Regency of Pangkep.

In its application in the field of BLBU program does not necessarily solve the problem of seed. The complexity issue of the seed's availability at the farmer level clearly indicates the shifting value of social capital in the community. Social capital plays a very important role in functioning and strengthening the lives of modern society (Fukuyama, 1999). Various problems and irregularities that occur because of the small social capital that grows in the community. Weak social capital will dim the spirit of mutual assistance, worsening poverty, increase unemployment and impede any efforts to improve the welfare. Communities that have high social capital will open the possibility of solving the complexity of the issue more easily. Mutual trust, tolerance, and cooperation can build a better network in the group or with other community groups (Kallo, R, 2015).

The problems that are obtained in the rice-seed business is formulated in the form of the following research questions:

1. How the role of social capital in the rice-seed system in Pangkep District.
2. How to strengthen social capital strategy in an informal institutional-based in Pangkep District

Based on the description of the problem above, researchers are interested to do research on the development strategy of rice breeding in Pangkep district based on social capital.

The objectives of the study are:

1. To analyze the role of social capital in the rice breeding in Pangkep district.

2. Recommend the form of a social capital strengthening strategy that is based on non-formal institutions that can be applied by farmer groups.

This research is expected to be useful :

1. As a reference for future researchers who are interested in conducting research on the aspects of social capital that exist in the community.
2. As a reference for the Regency government of Pangkep in strengthening the institutional rice growth based on social capital in the community

Social Capital. Social capital is a resource that can be viewed as an investment to acquire new resources. The dimensions of social capital are quite broad and complex. Social capital differs from other popular terms namely human capital. In human capital, everything is more referring to individual dimensions, namely the power and expertise owned by an individual. On social capital, more emphasis on the potential groups and patterns of relations between individuals in a group and between groups with a space of attention to social networks, norms, values, and beliefs between people born from members Group and become a group norms social capital is also very close to other social terminology as well as social virtue. The difference is located on the network dimension. Social welfare will be very powerful and influential if there is inherent feelings of attachment for mutual interconnected in a form of social relations (Hasbullah, 2006).

Putnam (1993) defines social capital as a mutual trust among members of the community and the community to its leaders. Social capital is defined as a social institution involving networks (networks), norms (norms), and social trust that encourages a social collaboration (coordination and cooperating) for mutual benefit. It also contains a sense that there is a need for a social networks (networks of civil engagement) or ties/social networks that exist in the community.

According to Fukuyama (1995), a social capital contains several aspects of value. (Threat) ,At least four values are widely used , namely (1) universalism is the value of understanding others, appreciation, tolerance and protection of humans and God's creatures, (2) abenevolence is a value of maintaining and improving the welfare of others, (3) a tradition which is a value that contains appreciation, commitment and acceptance of cultural and ideas traditions, and (4) a conformity is the value associated with self-retention of encouragement and actions that harm others, and security's value that contain safety, harmony, stability in dealing with others and treat ownself.

Forms of Social Capital

Bonding Social Capital. Social capital is bound to be exclusivity, both group and group members, in the context of ideas, relationships, and attention, more inward looking. The variety of people or individuals who belong to this group is generally homogenous, for example all members of the group are from the same tribe. What concern focuses on the effort to keep the old values that has been acknowledged and executed as part of the behavior and moral behavior from the tribe or social Ethnitas. They tend to be conservative and tend to prioritize solidarity rather than more tangible things to build themselves and groups based on the demands of community's values and norm that are more open (Hasbullah, 2006).

Bridging Social Capital. This form of social capital adheres to the principle of equality – the value of diversity and humanity, open and independent. A nation that runs the principles of bridging social capital open the way for faster growth compared to other tribes dominated by tribal views that has cohesiveness' characterization into high groups (Hasbullah, 2006).

Elements of Social Capital

Trust. Trust or mutual trust is a form of desire to take risks in relationships – social

relations based on the feeling of confidence that others will do something as expected and will always act in a pattern of action. Who support each other, will not act self-harm and his group (Putnam, 1993).

Fukuyama (1995) states that the trust is a mutual trust in the community that allows the community to unite each other and contribute to the increase of social capital.

Network. Social capital is not built only by one individual but rather it will lie in the tendency that grows in a group to socialize as an important part of inherent values. Social capital will be strong depending on the capacity that exists within the community to build a number of the following associations on building its network. Social capital is also located on the ability of a group of people in an association or gathering to involve themselves in a network of social relations. Society has always been socially related to other communities through a variety of relationships that are mutually adjacent and carried out on the principles of volunteership (voluntary) and freedom. The ability of members-group or community members to always unite in a synergistic pattern of relationships will greatly influence the strong presence of a group's social capital.

Social's Norm. Social norm plays important roles in controlling forms of behaviour that grows in society. Norma is a set of rules that are expected to be obeyed and followed by members of the community at a particular social ethnicity. Norms are usually instutionized and contain social sanctions that can prevent individuals from doing something deviating from the habits in the community. These collective rules are usually unwritten but understood by each member of the community and determine behaviour patterns that expected in context of social relations. If in a community, association, group, or group, the norm will grow, mainted and will empower the community itself. It is the reason why the

norm is one element of social capital that will stimulate the continuity of a lively and strong social cohesiveness. The configuration of norms growing in the middle of society will also determine whether the norm will strengthen the confidentiality of relationships between individuals and make a positive impact on the development of the society.

Reciprocity. Social capital is always colored by a tendency to exchange goodness among the individuals who belong or members of the network. This reciprocal relationship can also be assumed as complementary and mutually supportive of each other. Social capital has not only been found in developed or established community groups. In groups that bear social problems, social capital is one of the capital that makes them strong and able continue their lives. Social capital has always characterized as mutual exchange of kindness (resiprocity) among individuals in a group or between groups in a community. This resiprocity is not an instantaneous form of exchange as well as the buying and selling process, but more nuanced altruism (the spirit to help and importance of others). (Hasbullah, 2006)

Values. Hasbullah (2006), stating that the value is an idea that is considered to be true and important by community members and inherited hereditary. These values are about the work ethic (hard work), harmony, competition and achievement. Not only an idea, value is also a driving motor for community members. The values of solidarity are ideas that move community members to do activities together. In many communities, performance is a driving force that strengthens its members to work harder to achieve a proud outcome. Social value is an idea that has been hereditary in society and is considered true and important by members of the community, such as the value of harmony, achievement, hard work, competition and others are examples of very common value known in people's lives. Social value always has a content of ambivalent consequences. The value of

harmony for example, is considered to be a creation of social relations' harmony, but on the other hand able to block competition and productivity.

Rice Seedling. Seed is one of the production inputs crucial for improving agriculture productivity. The utilization of high quality seed from prime variety is one of the factors determining high or low production (Ilgayani et al. 2019)

There are two systems to obtain the seed in the farmer's level (1) Formal determination and (2) informal perseverance. Seed production through the formal sector is usually characterized by planned production, management of seed with a certain level of mechanism, marketed in the packaging that is identified so that the resulting seed will be very clearly different from the grain and this sector usually only produce seeds from certain varieties.

The informal sector does not have similar traits as explained above, the grain that looks visually good, can be considered a seed. Most of the rice seeds used by

farmers come from the informal sector that is the grain that is set aside from the harvest of the previous season (Kallo, R, 2015).

RESEARCH METHODS

Problem Approach method. This research used a qualitative approach with descriptive form analysis. Qualitative analysis is a study aimed to understand a phenomenon in the social context naturally by advancing the process of deep communication interactions. This research is a qualitative-quantitative analysis study which aims to determine the strategy of breeding a rice seed-based seedling social capital in the district of La'bakkang Pangkep South Sulawesi Regency. The research was conducted from April to July, 2018. Method of this analysis used SWOT method, this method allows to identify, classify and compile all internal factors and external factors that affect the output (strategy) generated.

Mindset Framework

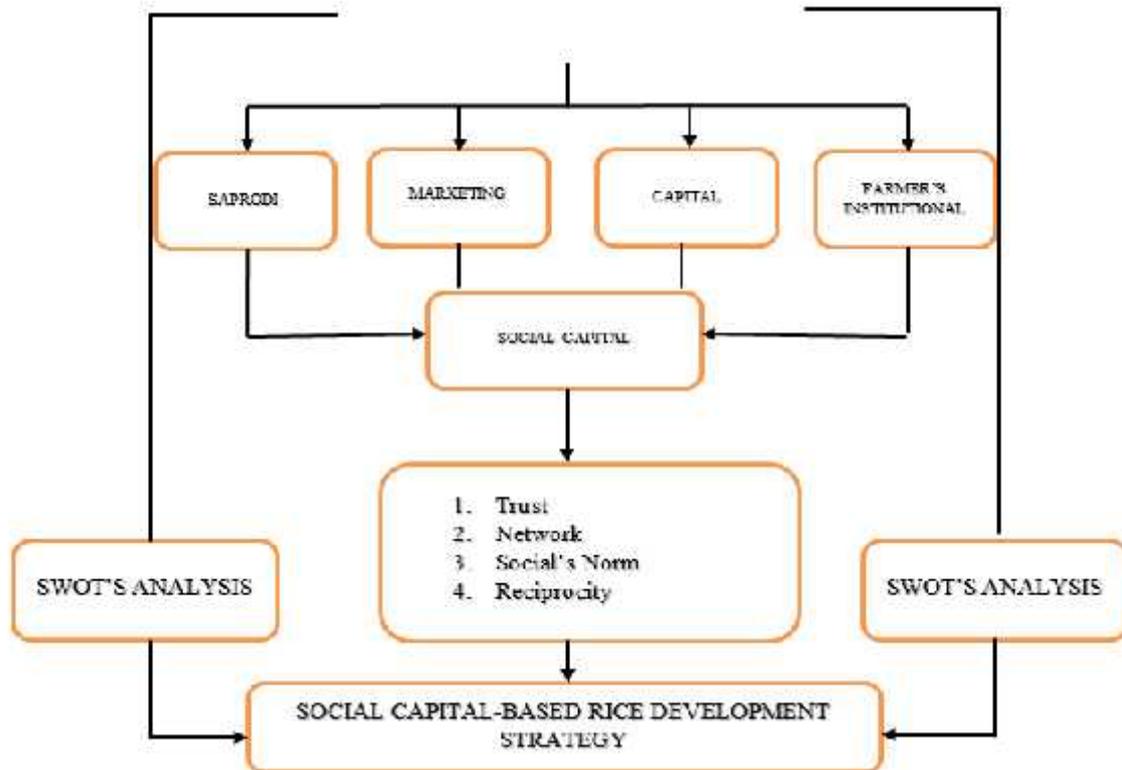


Figure 1. Research Mindset Framework

Research Informant. The informant in this research is rice farmer in La'bakkang district of South Sulawesi Pangkep, represented by Mr. Ridho and Mr. Subair (the rice seeder), Mrs. Salwah (Agriculture extension's agent) and Mr. Anto, Daeng Ngitung, Daeng Tuju, Saleh, Ridwan, Ansar, Awal and Daeng Sibali (farmer). The selection of informant using purposive sampling means choosing a sub-district with the most area of paddy field and the number of rice breeders. The village that has highest number of paddy fields in the district and agricultural extension Pangkep Regency. So the total of informant in this study was 10 persons.

Sources and types of data. Data type and source. 1) Primary Data. Data sources were collected directly from the location of the activity by involving the seeders, farmers and extension. 2) Secondary Data. Secondary data was obtained from the Pangkep District Statistical Center (BPS), the types of data taken relate to production and revenue data.

Data Collection. The data were collected through a face to face interview, using verbal questions to the subject of research, in this case is a rice breeder. *Focus Group Discussion* (FGD), was general participatory approach to obtain the data or information and general assesment in the field using direct group discussion. Analysis of data used was a qualitative SWOT analysis that can be developed quantitatively through the calculation of SWOT analysis (Syahyuti, 2003)

Data Analysis. To answer the first problem how the role of social capital in the rice breeding system in Pangkep District, the analysis was conducted using a qualitative descriptive data analysis through interviews with informant involved in seed breeding activities. To answer second's problem how to strengthen the strategy of social capital based on non-formal institutional in Pangkep district used SWOT analysis. According to Rangkuti (2016) SWOT analysis is identification as a systematic

factor to formulate the strategy of the company. At the data analysis, analyzing internal and external factors by giving gap value of 0-1. The determination based on field observations is used to determine priority's order which one is the most important and not that important. Total value of each condition (internal & external). Then give the rating with a scale of 1-4 with the following qualifications:

- Value 1 = not important
- Value 2 = less important
- Value 3 = important
- Value 4 = very important

Rating value is inversely proportional between odds, threats, strengths and weaknesses. The more it gets closer to reality the more value of opportunity and strength gets bigger so that the value of weakness and threats are smaller. (David, 2009)

Operational Concepts

- Social capital: a social resource that can be viewed as an investment to acquire new resources in the community and is believed to be one of the key components to achieve the progress.
- Trust: an expectation in a society demonstrated by honest, orderly and cooperative attitudes based on norms upheld together.
- Tied social capital: social capital that tends to be exclusive. Basic characteristics inherently to social capital as well as a characteristic.
- Bridging social capital: social capital usually heterogeneous from various cultural and tribal backgrounds
- Connecting social capital: social capital relate to the connection with the man power or has a good influential position by linking social capital in term of political or economic.

RESULTS AND DISCUSSION

General Situation of Research Location. Research located in La'bakkang Subdistrict,

Pangkep Regency including the west coast region of South Sulawesi. Pangkep Regency topography is quite flat to choppy. Altitude 17-35 meters above sea level with Alluvial soil types. The rainy season occurs in October to March and the dry season in April to September with a pattern of planting on paddy-rice-palawija-paddy fields. After the rice harvest, land is generally left to rest, farmers seek additional income by working in Pangkep City or Makassar City as pedicab drivers, construction workers and carpenters.

With the regional autonomy system in which the area should explore the potential of its area that can be used as a capital development and in order to increase local competitiveness. One of them in the field of agriculture is specialized in the development of rice seedlings as one of the main commodities of Pangkep Regency which is a food weaving region, especially the producer of rice as a staple food of South Sulawesi province.

The fundamentals of business development strategy is increasing the attractiveness, durability, competitiveness of local economies. After knowing there are huge opportunities to create a farmer group development in Pangkep district. Local governments are striving to continue to create economic growth that impacts surrounding communities and GAPOKTAN, expanding job opportunities, empowering producers and middle-down communities.

A small business that is generally a family business unit, has a very limited business network and low marketing. Therefore the products produced are very limited in number and has less competitive quality and weak implementation and absorption of social capital which is one of the supporting factors in the development of business in the community environment. This is different from large businesses that already have an extensive network.

Role of social capital on breeding activities of paddy seed in Pangkep District. The Role of Social Capital in

Cultivating Social capital activities as a value of mutual trust between community members and the community towards their leaders. Social capital is defined as social institutions which involve networks, norms and social trusts that encourage social collaboration (coordination and cooperation) for the common good. This also implies that there is a need for social networks (networks of civil engagement) or social ties/networks that exist in society.

The availability and needs of rice seeds needed by farmers in La'bakkang Subdistrict, Pangkep District, South Sulawesi are entirely from the government. Not only from the government, farmers can also obtain rice seeds from non-formal breeders in the area of farmers. This happens because it is difficult to get rice seeds from the government, when the planting season has arrived sometimes the seeds from the government are not available, to get seeds from the government every farmer must be incorporated in farmer groups as same as distribution of production input.

From the results of interviews with non-formal breeding owners it is known that the farmer's trust level is very low to use the seed produced by non-formal seed breeders compared to rice seeds from the government. This is due to farmers' fears of the risk of crop failure when using new seed types that they have not used before. So not infrequently farmers use a second derivative of the rice seedlings they planted earlier when the following planting season has arrived but they do not get seedlings from the government. Baksh (2013) stated that a strong network or rapport must be founded by trust where trust is highly dependent on kinship, collectivity, ethnicity and skills of each individual within the society.

Trust or mutual trust is a form of desire to take risks in social relations based on the feeling of confidence that others will do something as expected and will always act in a pattern of action who support each other, will not act self-harm and his group (Putnam, 1993). So to build the trust of

farmers to seed produced by non-formal breeders, can be done in an applicative way. With the manufacture of demonstration putty rice seed breeding results to gain the trust of the farmers against the seeds of nonformal handling.

Building good relations between farmers and non formal Seed breeders through information sharing and experience about handling problems in rice cultivation can increase the trust of farmers against the breeders. With the sense of trust can be held on the development of the rice seed breeding in the future.

Limitation of non-formal breeders capital affects the development of rice seed handling, by building a network in the form of engagement in rice seed-planting associations. To obtain information for the development of rice seed breeding in the future, including obtaining assistance through the association. The value of work ethic can be encouraged through associations due to sharing experience and various sciences among members of the association.

Strategy to strengthen social capital based on non formal institutional in Pangkep District. The description of the

SWOT analysis in this study is to know how much social capital role in rice breeding activities in Pangkep District. The use of SWOT analysis in determining the strategy in strengthening the social capital by comparing how much strength, weaknesses, opportunities and threats in the development of rice breeding in the future. A business can develop strategies to solve external threats and seize opportunities. The analysis process, formulation and evaluation of strategies is called strategic planning aimed at to look objectively at internal and external conditions so that it can anticipate external environmental changes. In this case it can clearly distinguish the management, consumer, distributor and competitor functions. So strategic planning is important to gain competitive advantage and have a product that suits with consumers' wishes with the optimal support of existing resources (Rangkuti, 2016). Analysis of internal environmental factors aims to identify all factors consisting of weakness and strength to create a business development strategy in order to overcome threats from the outside and take advantage of the opportunities owned.

Table 1. Internal Factor on Rice Seed Breeding Activities

Strength	Weight	Rating	Score (WeightxRating)
The relationship between farmer groups and rice seed breeders is very good	0,16	4	0,48
Solid farmer organization	0,12	4	0,48
There is a work ethic in rice seed breeding activities	0,08	3	0,24
Become a partner of the relevant agencies in supplying rice seeds	0,04	3	0,12
Weaknesses			
Limited capital for breeding activities	0,21	3	0,63
Technology absorption is still low	0,15	3	0,45
The level of farmers' trust in seedlings from breeders is low	0,12	2	0,24
The reciprocal relationship between farmers and breeders has not yet developed in terms of sharing information relate to plant maintenance	0,12	2	0,24
Total External Factors	1		

Table 2. External Factors in Rice Breeding Activities.

Opportunity	Weight	Rating	Skor (WeightxRating)
Marketing opportunities for captive-bred seedlings are still wide	0,16	4	0,64
Still lack of captivity in Pangkep Regency	0,14	4	0,56
The existence of KUR for business men	0,11	3	0,33
Cooperation relationship with rice seed provider Company	0,12	2	0,24
Training on increasing the knowledge of rice breeding	0,14	2	0,28
Threats			
Subsidized seeds	0,12	1	0,12
Seed quality is not the primary priority of farmers	0,11	1	0,11
Expensive breeding seed certification fee	0,10	2	0,2
Total External Factors	1		

Table 3. Alternative Matrix Development Strategy for Rice Breeding in Pangkep District

Internal	1. Strengths	2. Weaknesses
	<ol style="list-style-type: none"> 1. The relationship between fellow members of the group is excellent 2. Institutional solid farmers 3. Existence of work ethic in breeding rice seed 4. Related service Partners in the provision of rice seeds 	<ol style="list-style-type: none"> 1. Limited capital in breeding activities 2. Low Technology absorption 3. Farmer's confidence level of low-yield seedlings 4. Reciprocal relationship has not been established between farmers and the breeders in terms of sharing information on the maintenance of rice crops
	3 Threats	Strategy S-T
<ol style="list-style-type: none"> 1. Subsidized seedlings 2. Seed quality is not the priority of farmers 3. Expensive seed certification fee 	<ul style="list-style-type: none"> • Produce quality seeds at affordable prices • Manufacturing of putty for breeding of captive seedlings for farmers to be confident • Education on the use of quality seeds to get the best results. • 	<ul style="list-style-type: none"> • Sharing the knowledge with farmers on the use of quality seeds • Using appropriate alchemy for breeding activities for rice seedlings
Opportunity	Strategy S-O	Strategy W-O
<ol style="list-style-type: none"> 1. The marketing opportunities of breeding rice seeds are still extensive. 2. Still lack of captive perpetrators in Pangkep district 3. KUR for Business actors. 4. Cooperation relationship with the rice seed provider Company 5. Training on increasing rice breeding knowledge 	<ul style="list-style-type: none"> • Improve group communication and meetings to expand demplot use of seedlings from the • Cooperate with the share system for the development of rice seed breeding 	<ul style="list-style-type: none"> • Agree on the selling price of seeds from quarreling so all group members can benefit. • The application of massif and measureable agricultural technology to ensure the profit will be distributed equally between group members

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the identification of problems and discussions, it can be concluded as follows:

1. In this study, the social capitals between the farmers and paddy breeders are weak particularly trust and communication. The authors argue that the lack of trust and communication has hampered the potential collaboration to improve rice seed in Pangkep District.
2. Based on the ranking and weighing, the top three alternative strategies for improving social capital in Pangkep District are: :
 - a. The trust of farmers can be built by establishing demonstration plots of captive seed.

- b. Increase the value of work ethic by producing a good quality rice seed produced from breeding activities.
- c. Establish a network of cooperation with other parties for the development of breeding because of the limited capital.

Suggestions

Future programs initiated by any of the stakeholders should take into account the social capital between the farmers and the seed breeders particularly trust and communication. The authors argue that by strengthening trust and communication, the farmers and the seed breeders can work hand in hand to ensure the continuity of high quality seeds availability and consequently the sustainability of farmers and seed breeders livelihood.

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