

ANALYSIS PERCEPTION FARMER ONION RED TO SHALLOT DEVELOPMENT PROGRAM IN DELI SERDANG REGENCY

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Abstract

The purpose of this study was to analyze shallot farmers' perceptions of the shallot development program. The research method used was a survey, which involved interviews and direct observation or supervision at the broad development locations. Interview guidance and data collection were guided by a structured questionnaire. The sampling technique for locations/regions was purposive based on the potential and carrying capacity of the commodity's development. Respondents were drawn using a purposive cluster sampling method to group the sample according to the research objectives. A total of 100 individuals were selected from farmer groups involved in shallot production. The analysis technique used was descriptive research. The results showed that farmers' perceptions categorized as high were those for community support/involvement (114.10%), assistance with inputs (123.47%), and assistance with seeds (101.10%). This means that the average perception of shallot farmers in Deli Serdang Regency for these criteria exceeded 100%. The farmer perception criteria that fell into the low category were program clarity (93.27%), program targeting accuracy (89.74%), mentoring and extension (86.81%), and financial assistance (91.49%). This criterion is considered low because the average percentage of this criterion is less than 100%.

Keywords: *Development program, perception, shallots.*

INTRODUCTION

Various development policies and programs in Deli Serdang Regency, particularly in the agriculture and food security sectors, are systematically developed through the Strategic Plan (Renstra). This planning comprehensively considers the quantity, quality, and distribution of the region's potential resources. This situation has become increasingly crucial in the era of regional autonomy, where local governments have broader authority to design and implement regional development. However, this autonomy also presents challenges, as regions are required to increase creativity and innovation to accelerate development. In an effort to improve community welfare, the Deli Serdang Regency Government is developing the horticultural subsector, one of which is through shallot cultivation. This commodity was previously underdeveloped in the region due to the predominance of peatlands, which were considered unsuitable for shallot cultivation. However, with advances in technology and research, peatlands are beginning to be utilized as an alternative production area.

The Ministry of Agriculture has undertaken various research and development efforts to increase national shallot production, including the development of cultivation on peatlands. This program is an innovation aimed at expanding shallot planting areas, particularly in specific environmental conditions such as peatlands and seasons with high rainfall. Indonesia's vast peatland potential is a key foundation for developing this program. By utilizing these research findings and technology, the Deli Serdang Regency Government is striving to optimize opportunities to improve community welfare through the development of shallot cultivation. Currently, shallot production in the region is still limited to meeting local demand, but in the future, it is hoped to expand marketing reach to other regencies and provinces. The regional government is also targeting Deli Serdang Regency as one of the shallot production centers in Sumatra, with one of the main development locations being in Sungai Geringging Village, Kampar Kiri District.

According to Purbiati (2012), developing shallot cultivation on peatlands requires adapting technology to suit the local agro-ecosystem. This includes land preparation, soil pH adjustment, fertilizer application, weed control, and bed construction. Implementing this technology requires significant investment, so the government provides support through regional and national budgets (APBD), as well as assistance from the Ministry of Agriculture. Research by Yasid et al. (2015) shows that shallots in Sungai Geringging Village have the potential to become a leading regional commodity. However, their development still faces various obstacles, such as limited infrastructure, suboptimal cultivation technology, and low farmer skill levels.

Theoretically, the number of farmers involved in shallot cultivation could be an important indicator of increasing community income. However, to date, there is no quantitative data available that clearly demonstrates the extent of this commodity's contribution to farmer income. The success of a development program is greatly influenced by the perceptions of farmers as the primary actors. Positive perceptions of the program will motivate farmers to actively participate, ensuring its successful implementation and improving welfare. Furthermore, farmers' perceptions can also serve as evaluation material for the government in refining the program. The purpose of this study was to analyze farmers' perceptions of the program. shallot development program in Deli Serdang Regency.

RESEARCH METHODS

This research was conducted from March 2023 to September 2023. The types of data used in this study are primary and secondary data. The research method used is the survey method applied. technique interviews and observation or supervision direct on location development objects onion red. Direction interview as well as the accuracy of data collection required is guided by a structured questionnaire. The sampling technique for determining locations/regions was carried out purposively based on the potential and carrying capacity for the development of the commodity. Respondent samples were taken using the *purposive cluster sampling method* to group the samples according to the research objectives, with a total of 100 respondents. people who taken from member group farmer as perpetrator shallot production business.

To test the research results, Descriptive Quantitative Analysis (%) was used. Descriptive quantitative analysis is a way of analyzing by describing or depicting the collected data as it is without making conclusions that apply to the public or generalizations in the study. There were 100 respondents covering Program Clarity, Program Target Accuracy, Community Support, Program Success, Community Involvement, mentoring, Adequate funds, Programs towards increasing income. This descriptive percentage is processed by dividing the frequency by the number of respondents and multiplying by 100%, as stated by Sudjana (2001) as follows:

$P = \frac{F}{N} \times 100\%$

P = Percentage F = Frequency

N = Number of Respondents 100% = Fixed Numbers

In this way, the perception of shallot farmers regarding the shallot plant development program will be known with the existing percentage.

RESULTS AND DISCUSSION

Farmers' perceptions of the shallot development program in Deli Serdang Regency are very necessary, Because farmers are the objects of implementation of the program that has been designed by the government, based on field facts from shallot farmers in Deli Serdang Regency, currently an analysis of farmer perceptions is being carried out using a weighting and *scoring approach*. As for the principles of determination *weight* to criteria Which chosen customized with level of farmer assessment of the implementation of the shallot development program. Likewise, the *scoring classification* is differentiated as follows: not good (1), less good (2), good (3) and very good (4). Based on the results of the weighting of each criterion and its score, an assessment was conducted of shallot farmers' perceptions of government performance, particularly the shallot development program. Farmer perception was considered high if the average score was greater than 100, moderate if the average score was equal to 100, and low if the average score was less than 100. The results can be seen in the following table:

Table 1. Weighting of the Perception Level of Shallot Farmers towards the Shallot Development Program in Deli Serdang Regency.

Clarity Criteria Program		Accuracy program target	Support/ involvement	Company Penyuluhan & An	Help Production	Help Financing	Help Seeds	Total	
1 (tidak baik)	5	12	0	0	0	0	0	17	0.02
2 (kurang baik)	12	20	0	0	0	0	18	50	0.07
3 (baik)	52	67	72	13	92	23	69	388	0.55
4 (sangat baik)	31	1	28	87	8	77	13	245	0.35
Total	100	100	100	100	100	100	100	700	0.99

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After obtained weight each criteria Then done *scoring* For each criteria as following:

Table 2. Percentage Criteria Perception Farmer onion Red to Red Onion Development Program in Deli Serdang Regency.

No.	Criteria (perception against)	Weight x Score	Percentage
1.	Clarity Program	40.37	93.27
2.	Accuracy target program	38.84	89.74
3.	Support/involvement public	49.40	114.10
4.	Mentoring & counseling	37.60	86.81
5.	Help Production facilities	53.40	123.47
6.	Help Financing	39.60	91.49
7.	Help Seeds	43.76	101.10
	Total Weight x Score	302.97	700
	Average	43.28	100

From Table 2 above, it can be seen from the analysis results that farmer perceptions that are included in the high category cover several main criteria, namely community support or involvement at 114.10%, production facility assistance (saprodi) at 123.47%, and seed assistance at 101.10%. These values indicate that the average farmer perception of these three criteria is above 100%, so it is categorized as a high perception. Conversely, several other criteria are in the low category, including program clarity (93.27%), program target accuracy (89.74%), mentoring and extension (86.81%), and financial assistance (91.49%). These criteria are categorized as low because they have an average value below 100% (Slamet, 2018).

The strong perception of community support and involvement by farmers is inextricably linked to the active role of the local government, which has involved the community in program implementation from the outset. This is crucial given that shallot cultivation is a relatively new activity for farmers in Deli Serdang Regency. Based on previous research findings, the local government initiated the program through a pilot project, bringing in experienced farmers from Brebes and providing 13 hectares of land in Sungai Geringging Village as a pilot project site. This approach provided local farmers with the opportunity to learn firsthand about shallot cultivation techniques and increased trust in the program (Amalia & Putri, 2016). Furthermore, the government's market guarantees also strengthened farmers' interest in participating (Rogers, 2003).

Positive perceptions were also reflected in the criteria for agricultural input and seed assistance. This indicates that government support in providing production inputs is considered very helpful for farmers, especially in dealing with limited peatland conditions that require special treatment. The provision of agricultural inputs, such as dolomite lime to increase soil pH, and other supporting facilities like water pumps and tarpaulins, are crucial factors in successful cultivation (Mulyani & Sarwani, 2019). Furthermore, seed assistance is also crucial, given the high cost of red onion seeds per hectare. This assistance can significantly reduce farmers' production costs (Ministry of Agriculture, 2022).

However, several aspects remain suboptimal among farmers. Poor perceptions of program clarity and targeting accuracy indicate that improvements are needed in program outreach and planning. Furthermore, mentoring and extension services are also considered suboptimal, necessitating increased intensity and quality of farmer guidance, particularly given the program's relative nascence in the region (Mardikanto, 2017; Suhardiyono, 2020). Limited financial assistance is also a major obstacle, given that shallot cultivation on peatlands requires specialized technology and relatively high costs, from land preparation to plant maintenance. Therefore, increasing financial support is a crucial aspect to enhance the program's overall success (Suryana, 2019).

CONCLUSION

Farmers' perceptions of the Red Onion Development Program are in the high category, namely the criteria for community support/involvement of 114.10%, the criteria for assistance with agricultural inputs of 123.47%, and the criteria for seed assistance of 101.10%, meaning that the average perception of red onion farmers in Deli Serdang Regency with these criteria is more than 100%. Then the farmer perception criteria that fall into the low category are program clarity at 93.27%, program target accuracy at 89.74%, mentoring and extension at 86.81% and financial assistance at 91.49%. This criterion is said to be low because the average percentage of these criteria is less than 100%.

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SUGGESTION

1. The government needs to increase program socialization, mentoring and outreach for technology induction so that this program can be successful and sustainable.
2. There is a need to increase capital financing for shallot farmers considering the large amount of capital required for shallot cultivation in Deli Serdang Regency.

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