

ANALYSIS OF FARMING BUSINESS AND STRATEGY FOR INCREASING CORN PRODUCTION (ZEA MAYS)

Susan Novrini¹, Murni Sari Rahayu², Surya Dharma³, Mhd. Ilham Riyadh⁴, Henny Pratiwi⁵

^{1,2,3,4}Faculty of Agriculture, Universitas Islam Sumatera Utara

⁵Business Administration Study Program, Politeknik LP3I Medan

E-mail: susan.novrini@gmail.com

Abstract

The research objectives were: (1) to find out how much corn farming income was in the research area, (2) to find out the efficiency level of farming income in the research area, (3) to find out strategies for increasing production in the research area. The sampling method uses saturated sampling method (census) with a sample of 30 farmers, the data used are primary and secondary data. Data were analyzed using $I = TR - TC$ to calculate income, to calculate the level of efficiency $a = R/C$, and SWOT analysis. The results showed that the average income of corn farmers per hectare in Sena Village was Rp. 6,455,000. R/C value of 1.51 means corn farming is efficient and feasible to cultivate. From the results of the IE matrix, it can be found that the internal X point is 0.9 and the Y point is 0.

Keywords: *Revenue, Efficiency, Strategy, Production*

1. INTRODUCTION

Indonesia has been known as a country that has abundant natural resources, so it is often referred to as an agricultural country that has the potential to develop agribusiness amidst the era of globalization. This business is expected to be able to provide a greater contribution to the agricultural sector in order to improve the economy. One of the points in the "triple track strategy" mentions the need to revitalize agriculture as an effort to build Indonesian agriculture from simple to agribusiness-based agriculture (silvyaningrum, 2013).

For Indonesia, corn is the second food crop after rice. Even in some places, corn is the main staple food as a substitute for rice or as a mixture of rice. The need for corn in Indonesia is currently quite large, namely more than 10 million tons of dry shelled per year (Khalik, 2010).

The largest maize production in Indonesia is in Java, namely East Java and Central Java, each of 5 million tons per year. After that followed several areas in Sumatra, including North Sumatra and Lampung, so that Indonesia's production reached 16 million tons per year (Team Karya Tani Mandiri, 2010).

In 2008 North Sumatra is expected to become the center of the largest corn producer in Indonesia. This is attempted to answer the challenge of corn shortages in North Sumatra. For various purposes, North Sumatra still lacks corn. North Sumatra's need for corn reaches 2,000 tons per day, while this need is only met by 700 tons. As a result of the shortage that must be met by way of imports. In order to reduce imports, North Sumatra continues to develop corn production (Subhana, 2010).

The main problem with corn is that there is not enough production to meet needs as staple food or industry, where what needs to be done is to increase the amount of production so that all needs are met, besides production problems also do not rule out the welfare problem of farmers by selling agricultural products at reasonable prices that can be profitable. farmer.

Development Agricultural business in Deli Serdang Regency is carried out in every village. One of them is the use of corn farming land in Batang Kuis District, Deli Serdang Regency,

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which was developed for the welfare of farmers and to meet the needs of the community so that it continues to run according to development goals. One of the agricultural commodities in Indonesia which is a potential commodity is rice. Rice plants are one of the plants that play an important role for the country's economy, namely as a material to meet the basic needs of the community as well as a livelihood and as a source of income for farmers to meet their daily needs.

Batang Kuis District, Deli Serdang Regency, is one of the centers for corn production. Most of the population make a living as farmers. The results produced are usually for consumption as food and some are sold with the aim of increasing family income. The following is data showing the planting area, harvested area and production of corn plants in Deli Serdang Regency by District.

Table 1. Land Area, Harvested Area, Corn Production by District in 2016

Subdistrict	2016		
	Planted Area, Harvested Area, Estimation of Corn Production by District		
	Planted Area (ha)	Harvested Area (ha)	Production(tonnes)
Meriah Mountain	153	106	520
Upper STM	423	371	1905
Sibolangit	212	168	870
Limbaru Kuta	2070	2400	12316
Stone Fountain	1590	1952	9703
Name Rambe	2454	540	2454
Blue-Blue	521	399	2010
STM Downstream	1478	1129	5855
Ancient Wake	68	71	330
Poor	45	29	150
Cape Morawa	790	746	3991
Patumbak	828	1128	5738
Old Deli	9	11	52
Sunggal	1642	1746	8951
Silver Expanse	687	705	3603
Labuhan Deli	235	237	1190
PercutSei Tuan	3780	2925	14916
Quiz Bar	1160	894	5833
Pumpkin Beach	175	90	404
banyan	188	67	293
Lubuk Pakam	21	21	85
Merbau Fence	-	-	-
Deli Serdang	18263	16001	81169

Source: BPS Deli Serdang Regency 2016

In table 1. It can be seen that the Batang Kuis District has a planting area of 1160 ha with a harvested area of 894 ha and a production yield of 5833 tonnes per year. Overall, Deli Serdang Regency has a planting area of 18,263 ha with a harvest area of 1,6001 ha and a production yield of

8,1169 tons per year. This shows that farmers in Deli Serdang Regency rely on the agricultural sector, especially the corn sub-sector as their livelihood and concentrate more on corn crops.

Based on the background and formulation of the problem, the purpose of this research is to find out how much corn farming income is in the research area, to find out the efficiency level of farming income in the research area, to find out strategies for increasing production in the research area.

2. IMPLEMENTATION METHOD

Research Locations Research Time

The research was conducted in Batang Kuis District, Deli Serdang Regency, North Sumatra Province. The selection of research sites in Deli Serdang Regency was chosen purposively (intentionally), with the consideration that Batang Kuis District is a District that has agricultural potential, especially corn which can be managed to improve the economythe people.This research was carried out in 2018.

Method of collecting data

The data used in this study are primary data and secondary data. Primary data was obtained through direct interviews with respondents using a list of questions (questionnaire) that had been prepared beforehand. Secondary data was obtained from the Department of Agriculture and related agencies as well as literature related to this research.

Sampling Method

The size of the sample is determined by the formula and meets the criteria, inclusion and exclusion criteria, where these criteria determine whether or not the sample can be used (Arikunto, 2002)

Sampling for corn farmers is done by means of a census. According to Arikunto (2002) if the subject is less than 100, it is better to take all of them, if the number of sample subjects is more than 100, it can be taken between 10-15 percent or 20-25 percent or more.

$$n = 20\% \times N$$

Information :

- n = sample size
- N = Population size
- n = 20% x 149
- = 29.8 (rounded 30 samples)

Data analysis method

The analytical method used in this research is to analyze the primary data collected through a questionnaire that has been made in advance which contains a list of questions needed in the research. The data obtained is classified, tabulated, and processed according to the analysis tool used.

To answer the first problem, Farming Income, to calculate farm income use the formula:

$$I = TR-TC$$

Where:

- I = Income / Income TR = Total Revenue / Total Revenue

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tc = Total Cost/ Total Cost

To calculate the total cost of farming used the formula:

$$TC = FC + VC$$

To answer the second problem, calculate the level of efficiency of corn farming using the Retrun Cost analysis with the formula:

$$a = R/C$$

Where:

R = Revenue / Receipt

C = Cost/ Cost. If $a > 1$

= Efficient and $a < 1$ = Inefficient.

To answer the third problem using a SWOT analysis, namely what strategies and policies can be used to develop the Deli Serdang Regency area in the leading sector. SWOT analysis is a systematic identification and can harmonize factors from the internal and external environment and can direct and act as a catalyst in the strategic planning process. SWOT analysis is carried out by focusing on two things, namely opportunities and threats as well as identification of internal strengths and weaknesses. This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities and minimize weaknesses and threats (Muljianto, 2007).

SWOT elements include S (strength) which refers to competitive advantage and other competencies, W (weaknesses), namely obstacles that limit choices in developing strategies, O (opportunity), namely providing favorable conditions or opportunities that limit barriers and T. (threats) related to conditions that can hinder or threaten to achieve goals. This matrix can produce four possible alternative strategy cells, namely SO strategy, WO strategy, WT strategy and ST strategy. There are eight stages in forming a SWOT matrix, namely:

1. Make a list of the area's internal key strengths.
2. Make a list of key internal areas weaknesses.
3. Make a list of regional external opportunities.
4. Make a list of external threats to the area.
5. Align internal strengths with external opportunities and record the results in the SO strategy cell.
6. Match internal weaknesses with external opportunities and record the results in the WO strategy cell.
7. Align internal strengths with external threats and record the results in the ST strategy cell.
8. Matching internal weaknesses with external threats and recording the results in the WT strategy

Table 2. SWOT Matrix

efas	IFAS	STRENGTHS (S) Determine 5-10 internal strength factors	WEAKNESSES (W) Determine 5-10 factors of internal weakness
	OPPORTUNITIES (O) Define 5-10 external opportunity factors	SO STRATEGY Create a strategy that uses strengths to capitalize opportunity	WO STRATEGY Create a strategy that minimizes weaknesses for take advantage of opportunities
	TREATHS (T) Define 5-10 External threat factors	STRATEGY ST Create strategies that use strengths to overcome threats	WT STRATEGY Create strategies that minimize weaknesses and avoid threats

3. RESULTS AND DISCUSSION

Cost of Corn Farming

The costs incurred by farmers are production costs used to purchase seeds, manure, chemical fertilizers and medicines, as well as labor wages for land preparation, planting and plant maintenance.

The total cost per planting season incurred by the farmers is Rp.10,185,000. For the use of fertilizers, pesticides, data obtained from farmers are not the same in terms of the physical units used. Therefore for the use of fertilizers, pesticides, it can only be known from the average amount of costs incurred by each respondent for these expenses.

Farming activities in the research area require manpower from human workers (male and female), human workers and machine workers. Human labor comes from within and outside the family. Labor outside the family is needed in the process of tillage, maintenance, planting, fertilizing, eradicating pests and diseases. Most of the workforce used is male, while female workers are needed when planting, maintaining and weeding grass and weeds.

The cost of revenue earned by corn farming farmers on 1 Ha of land is Rp.18,900,000, the total cost of expenditure for farmers is Rp. 12,455,000, while the income/ha is Rp. 6,455,000, so the average farm income in Sena Village, Batang Kuis District, Deli Serdang Regency, North Sumatra Province in 1 Ha is Rp. 6,455,000.

SWOT Analysis and Discussion

SWOT is a strategic planning method used to evaluate the strengths, weaknesses, opportunities and threats in a project or a business venture. These four factors make up the SWOT acronymy.

- 1) Formulation of the IFAS Matrix and EFAS Matrix, this stage summarizes the basic input information.
- 2) Matching that focuses on alternative strategies uses the SWOT Matrix and internal and external (IE) matrices.

a. SO Strategy (Strength and Opportunity)

This strategy is used to capture and take advantage of existing industry opportunities by maximizing the internal strengths of a company.

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b. WO (Weaknesses and Opportunities) Strategy

This strategy is intended to improve or fix the weaknesses that a company has so that it can take advantage of them or Take advantage of existing opportunities in the industry.

c. ST Strategy (Strength and Threat)

This strategy is intended to reduce or minimize a company's industrial threats by utilizing the company's internal strengths.

d. WT Strategy (Weakness and Treat)

This strategy is used to improve existing weaknesses in the company to minimize threats. This strategy is a strategy to survive in the competition.

IFAS Matrix

Internals factor Evaluation (IFE Matrix) is the final step in carrying out an internal strategic management audit. The IFE Matrix provides important information for strategy formulation. This strategy formulation tool summarizes and evaluates the main strengths and weaknesses in the functional areas of the business, and also forms the basis for identifying and evaluating the relationships among these areas. For more details, see below:

Table 3. IFA Matrix

	Internal factors	Amount	Ratings	Weight	Weight x Rating
Strength					
1	Availability of land	120	4	0.09	0.36
2	Strategic location	120	4	0.09	0.36
3	Corn quality is better	120	4	0.09	0.36
4	Professional manager	120	4	0.09	0.36
5	Gapoktan	120	4	0.09	0.36
6	Have good marketing	120	4	0.09	0.36
Total Strength		720		0.54	2,16
Weakness					
1	Seasonal ingredients	90	3	0.07	0.21
2	Gapoktan HR capability limited	90	3	0.07	0.21
3	Weak access to capital	90	3	0.07	0.21
4	Alsin capacity no balanced	90	3	0.07	0.21
5	Production costs are greater	90	3	0.07	0.21
6	Capital return rate slow	90	3	0.07	0.21
Total Weaknesses		540		0.42	1.26
TOTAL		1260		0.96	3,42
Difference (Strength-Weakness)					0.9

Source: Data processed in 2018



Information :

Weight

>0.20 : Very strong
0.11-0.20 : Strength above average
0.06-0.10 : Average strength
0.01-0.05 : Strength below average

Ratings

4 : High response
3 : Response above average
2 : Average response
1 : Poor response

EFAS Matrix

EFAS is External Factors Analysis Summary, namely the conclusion of the analysis of various external factors that affect the sustainability of the company

Table 4. EFAS Matrix

External Factors	Amount	Ratings	Weight	Weight x Rating
Opportunity				
1 Potential market share	93	3	0.08	0.24
2 government policy	94	3	0.08	0.24
3 Local government support	92	3	0.08	0.24
4 opportunity to partner with animal feed	120	4	0.10	0.4
5 The demand for corn is increasing	92	3	0.08	0.24
6 Good relationship with buyers	120	4	0.10	0.4
Total Chances	611		0.52	1.76
Threat				
1 Level of business competition	90	3	0.07	0.21
2 Changes in weather and climate	90	3	0.07	0.21
3 Changes in the culture of society	91	3	0.08	0.24
4 Corn price fluctuations	90	3	0.07	0.21
5 Loan interest rates	90	3	0.07	0.21
6 High import of jangug	90	3	0.07	0.21
Total Threat	540		0.42	1.29
TOTAL	1151		0.94	3.05
Difference (Opportunity-Threat)				0.47

Source: Data processed in 2018

a. Strength Description

1. Land Availability

Rating 4: Availability of land is very important because the area of land greatly affects production.

2. Strategic Location

Rating 4: Strategic location is very important because it is in a suitable place to plant corn.

3. Better Corn Quality

Rating 4: The quality of corn is very important because we can expect maximum yields.

4. Professional Manager

Rating 4 : Professional manager is very important because it will be a role model to carry out a number of obligations.

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5. Gapoktan
Rating 4: Gapoktan is very important because it invites farmers to work together to improve the economy and business efficiency.
 6. Have Good Marketing
Rating 4 : Because good marketing is a good strategy to use to manage and provide related products.
- b. Weaknesses Description
1. Seasonal Ingredients
Rating 3: Due to the raw materials that are difficult for farmers to obtain, such as obtaining from the local government.
 2. Limited Gapoktan HR capabilities
Rating 3: Due to the lack of cooperative groups in increasing corn production.
 3. Access to Weak Capital
Rating 3: There is no capital system for farmers.
 4. Unbalanced Machine Tool Capacity
Rating 3 : Because it is expensive to rent machines (machine tools)
 5. Greater Production Costs
Rating 3: Production costs are so strong influence farmer capital
 6. Return Rate Slow Capital
Rating 3: Insufficient addition of new road-building goods and services in society, such as the addition of new machines.
- c. Opportunity Description
1. Potential Market Share
Weight 3 : Lack of involving farmers in marketing to increase market potential.
 2. Government policy
Weight 3: lack of policy from the government area in increasing production.
 3. Local Government Support
Weight 3 : Weak support from the government For increase corn production.
 4. Opportunity to Partner with Animal Feed
Weight 4 : Due to good cooperation with animal feed in the sale of corn.
 5. Corn Demand Increases
Weight 3 : Weak demand for corn Forfarmers so that the demand for corn decreases.
 6. Good Relationship With Buyers
Weight 4: Build good cooperation between buyers and farmers to increase buying and selling.
- d. Threat Description
1. Level of Business Competition
Weight 3 : Lack of level of competition business for price stability.
 2. Weather and Climate Change
Weight 3 : Weather changes that can damage corn production Andlead to a decrease in production.

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<ol style="list-style-type: none"> Potential market share Good relationship with buyers The demand for corn is increasing Government policy (procurement) Opportunity to partner with the animal feed industry Local government support 	<ol style="list-style-type: none"> Availability of land will increase production and better quality to meet market needs. (S1, S6, O1, O3) Increase cooperation and support between local governments, Gapoktan and partners with the animal feed industry. (S3, S5, O4, O5, O6) 	<ol style="list-style-type: none"> Looking for information about increasing corn production.(W1,W2,W3,O1 ,O2) Improving effective and efficient processing and maintenance. (W3, W4, W5, O4)
Threat-T	ST Strategy	WT Strategy
<ol style="list-style-type: none"> Changes in weather and climate Corn price fluctuations Level of business competition Credit interest rates High imports of corn Changes in the culture of society 	<ol style="list-style-type: none"> Create own market to increase revenue.(S2,S3,S5,T 4,T5) Creating a household scale in utilizing corn farming waste. (S3, S5, T2, T6) 	<ol style="list-style-type: none"> Increasing farmer groups in the research area to increase human resources (W1,W2,W3,W4,W6T3,T4,T 6)

Matrix IE (Internal External Matrix)

The Internal External Matrix is a model that was developed from the General Electric model, the parameters used include parameters of the company's internal strengths and external influences faced by the company. The purpose of using this model is to obtain a more detailed business strategy at the corporate level

Identification of the 9 cells of corporate strategy, according to Rangkuti (2001, p42) in principle the nine cells can be grouped into three main strategies, namely:

- Growth strategy: is the growth of the company itself (cells 4, 5 and 8) or diversification efforts (cells 7 and 8).
- Stability strategy: namely the strategy that is applied without changing the direction of the strategy that has been implemented.
- Retrenchment strategy: namely efforts to reduce or reduce the efforts made by the company.

Matching Internal and External Matrix

The IE matrix is used to formulate the strategy that has been used, namely the internal and external matrices. This matrix is based on two key dimensions, namely IFAS on the X axis and EFAS on the Y axis. Desa Sena Kec.Batang Quiz Kab. Deli Serdang has a total value of X 0.9 on internal factors and a total Y of 0.47 on external factors.

4. CONCLUSION

- The average income per hectare of corn farming in Sena Village, Kec. Batang Quiz Kab. Deli Serdang Prov. North Sumatra Rp. 6,455,000.
- The R/C Ratio value is 1.51 which means it fits the criteria that if $R/C > 1$ then corn farming is efficient and feasible to cultivate.

3. From the results of the IE matrix, it can be found that the internal X point is 0.9 and the Y point is 0.47 in quadrant 1, namely an aggressive strategy, meaning that this position indicates that demand and marketing have strengths and become opportunities, so that they can use strengths to take advantage of opportunities to increase demand and marketing.

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