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Social Enterprise Community Model forOptimising Women's Economic Productivity in Integrated Maize, Cattle, andBananaFarmingAreainPamekasanRegency, Indonesia Country

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Abstract:- Social enterprise offers an innovative concept for solving social problems through empowerment and socialreinvestment activities. Business actors can add the social business model as a choice if they areinterested in building a business with the concept of community empowerment to overcome various socialproblems, especially to optimize the economic productivity of women in the integrated farming developmentarea, wherewomenareoneofthepillarsofthehouseholdeconomy.Targetedobjectives: (1).Characteristicsand time devotion of women in the Integrated Farming Development center, 2). Social Enterprise CommunityBusiness Model for Improving the Economic Productivity of Madura Women in the Centre of Banana-cow-cornIntegrated Farming Development inPamekasan, Indonesia.

The research methods were survey, in-depth interview, and Focus Group Discussion (FGD). The outline of thework plan in this research group study consists of (1) research preparation, (2) secondary data collection, (3)fieldsurvey,(4)in-depthinterviews,(5)FGDs,(6)dataanalysis, and (6)reportpreparation.FGDs,(6).dataanalysis, (6). report preparation. The results showed that of the three integrated commodities, cattle farmingprovidedthelargestshareofleisuretimecomparedtocornandbananas. Inaddition, thelevelofincomeobtained from cattle cultivation is the largest, while the most suitable Social Enterprise Community model is theCapitalSupportModel.

Keywords:*SocialEnterpriseCommunity,IntegratedFarming,EconomicProductivity,MaduraWomen*

1. Introduction

Poverty is still a problem that threatens Indonesian society. The number of poor people in Indonesia in March2020 was 26.42 million people or 9.78 percent, an increase compared to the number of poor people in theprevious year, which in September 2019 was 24.79 million people or 9.22 percent [1]. Creative

economicdevelopment in districts/cities can be done by utilizing regional potential that becomes the identity of the city/district, one of which is in the form of introducing regional specialty products. Identity or landmark here isinterpretedasacharacteristicthatmakesanareauniqueanddifferentfromotherareas.Thisregionalidentitycan be rooted in local wisdom, namely cultural values, sociocultural conditions, and geographical and demographicconditions [2].

The identity of Madura Island is batik, Madura cattle, salt, tobacco, corn, and lately the development of bananacommodities. The term that is often raised is Madura as Salt Island and Cow Island. The recorded number ofcattle in 2015 was917,061 heads or 22% of the total cattle population in East Java [3]. This condition is apotential that can provide opportunities for the development of the livestock sub-sector both beef cattle and otherlivestockcommodities towards the development of livestock-based agribusiness areas.

This local potential is then used as the basis for a program to improve the welfare of farmers throughincreaseddevelopmentofintegratedfarmingbetweentheagriculturalandlivestocksectors.However,toincreas eproductionproductivityandqualitymustbesupportedbysupportingfacilitiesandinfrastructure[4]. Combining several types of commodity businesses in a certain area is an opportunity that can increaseincome [5]. It is expected that the integration of food crops and plantation farming can increase farmers' income[6]. However, farmers can increase the production of food crops and beef cattle either through intensification,extensification,and/or integration.

Integrated farming strategies between agricultural and livestock commodities are also being developed in EastJava. Samatan Village, Proppo Sub-district, Pamekasan Regency, East Java, which is famous for its cattle andcorn crops, is now set to become the center of Cavendish banana crops in the Madura region. In 2022 the VillageHead and farmers simultaneously planted 4,000 banana seedlings with the Cavendish variety. Low maintenanceand an available market are the main reasons this integrated farming venture was launched by the Village Headto increase the income of farming households in Samatan Village. The integration system is an application ofintegrated farming, this system is very profitable because livestock can use grass and forage that grows wild,straw, or agricultural waste as feed, in addition to producing manure as organic fertilizer to improve soil fertility.Integratedfarmingistherightchoiceduetotheincreasinglylimitedabilityofagriculturalresources,inconnectio n with that, the integration system of cow corn, and banana is one of the alternative integrated farmingsystem models in agriculture. The development of banana-cow maize integration is a strategic program tosupportmaize self-sufficiency and bananademand.

Themaize,cattle,and bananaintegrationsystemisazero-wastefarmingsystemwherecropwastesareusedasinputs for animal feed, and livestock wastes are used for maize and banana crops. The advantage of the maize,cattle integration system model is the positive integration between the two or more commodities combined. Anycombinationthat interactspositively indicates thatthey supporteach other inone farmproduction system [7].

The maize-cattle integration system can have positive impacts on cultivation, and social and economic aspects. Thepotential availability of feed from crop waste is large enough every year. The integration system can increasehousehold income by processing livestock manure into compost. Compost fertilizer can then be sold to otherfarmers.Someresearchresults ofthe integrationsystemof cattleand cropscan increasefarmers' income.

The acceleration of this village government program can be done by applying the concept of social enterprisecommunity that focuses on women/farmer households involved in banana, cattle, and corn farming developed inSamatanVillage.Theroleofvariousparties,includingthegovernment,universities,non-governmentalorganizations, banks, and the media in creating an ecosystem for social business by providing moral and materialsupportisvery meaningfulforbusiness growthand othersocialimpacts invillagesthatdevelopthis concept.

Social Enterprise offers an innovative concept for solving social problems through empowerment activities.Business actors can add this social business model as a choice if they are interested in building abusiness with the concept of community empowerment to overcome various social problems, especially

foroptimizing the economic productivity of women in the integrated farming development area, where women areone of the pillars of the household economy. Social entrepreneurship also has challenges faced in its applicationincluding;includingstrategicchallenges,legitimacychallenges,missionmeasurementparadoxes,andgovernancechallenges[8].

Inanalyzingwomen'sworkload,theconceptoftriplerolesisused,whichreferstothedoubleburdeninwomen's daily lives to handle domestic work, production, and community management simultaneously [9]. Concerning Moser's findings, Madurese women have played these three roles simultaneously. The social rolescarried out by coastal women are rooted in the sexual division of the labor system that prevails among coastalcommunities.

The sexual division of labor system in coastal communities places strict emphasis on the roles of men andwomen. The sea is the domain of men (fishermen) and the land is the domain of coastal women. The mainactivity of men is fishing, while the women process and sell their husband's catch. Most of the time is spent byfishermen to handle sea work, there is not enough opportunity for fishermen to take care of socio-economicactivities on land. In contrast, coastal women spend most of their time dealing with land-based chores. Thegeographical and livelihood characteristics of coastal areas have shaped the unique socio-economic roles offishermenand their wives.

Therefore, it is important to conduct a study on Optimising the Economic Productivity of Madurese Women inthe Development Area of Integrated Farming of Cow Banana, and Corn based on the Social Enterprise CommunityinPamekasan Regency.

2. Literarure Review

Several empirical studies related to the concept of Social Enterprise Community development as a way out andguarantee the improvement of the economic welfare of farmer households have been conducted. There are threemain problems experienced by the national agricultural sector, such as production, distribution, and priceaffordability [10]. The three main problems boil down to the problem of farmer welfare which deserves attention.In the context of social entrepreneurship, it is clear that there will be at least three interrelated terms: socialentrepreneurship,socialentrepreneur, and social enterprise.

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This local potential is then used as the basis for a program to improve the welfare of farmers throughincreaseddevelopment ofintegrated agricultural businessesbetweenthe agricultural and livestock sectors.However, to increase production productivity and quality must be supported by supporting facilities andinfrastructure [12]. Combining several types of commodity businesses in a certain area is an opportunity that canincrease income [5]. It is expected that the integration of food crops and plantation farming can increase farmers'income[6].However,farmerscanincreasetheproductionoffoodcropsandbeefcattleeitherthroughintensification,extensification, and/or integration.

3. Methods

MethodofDeterminingResearchLocationandResearchSample

ThelocationdeterminationwascarriedoutPurposively,namelyinSamatanVillage,ProppoSubdistrict,PamekasanRegency, Indonesia country.AccordingtoSugiyono(2017),theappropriatesamplesizeinresearchisbetween30and 500.Thisstudyusedasampleof100femalerespondents/motherhouseholdsofbanana, maize, orcornfarmers and cattlefarmers.

DataCollectionandDataAnalysisMethods

The data used in this research is primary data, which was collected through interview techniques and in-depthobservations, usingquestionnaires.

Data analysis in this study used quantitative descriptive analysis and qualitative descriptive analysis. Quantitativedescriptive analysis was used to determine income, women's contribution and time devotion calculated using a simple tabulation method. Qualitative analysis was used to determine income, women's contribution in fulfillinghouseholdneeds,andwomen'stimeinproductive,domestic,andsocialactivitieswhichwereexplaineddescriptively by thefacts in the field.

HouseholdIncome

Household income is obtained by adding up the income of the husband, wife, and other sources. According toMardianaet al, (2005) [14] the household income of respondents wascalculated by the formula:

$I_R = I_S + I_I + I_O$

Where$\mathbf{I_R}$is household income, $\mathbf{I_I}$is the husband's income, and$\mathbf{I_O}$isothersourcesof income.

Women'sIncomeContribution

Women's income contribution is used to determine how much they contribute to family income. According toMesra(2018)(12), the contribution of housewives' income to the family is calculated by the formula:

$$\textbf{ContributionofHousewifeIncome} = \frac{\text{Housewife Income}}{\text{Family Income}} \text{ x } 100\%$$

Ifthecontributionis$\leq$**50%**ofthetotalfamilyincome,thecontributionofwomenisclassifiedassmall, and if the contribution is > **50%** of the family income, the contribution of Ngojurwomenis classified as large.

TimeDevoted

According to Munawaroh et al,. (2013) [15] the allocation of time or the outpouring of ngojur your women in productive,domestic, and social activities is calculated by theformula:

$$P = \frac{t}{\sum t} \text{ x } 100\%$$

Where**P**isthepercentageoftimedevoted(%),**t**isthetimeallocation(hours),and**Σt**isthenumberofhoursordays (24 hours).

TheverificationandenrichmentstageoftheSIMmodelofempowermentmappingwascarriedoutusingFocus GroupDiscussions(FGDs)were conductedatvariouslevels,namely:Stakeholderssuchaslocalgovernmentofficialsatthevillagelevel,district,department, andeducationalinstitutionsrelatedtoIntegratedFarminginPamekasan.

4. Results and Discussion

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CharacteristicsandRolesofWomeninIntegratedFarmingAreas

The main occupational characteristics of women farmers in Samatan Village are generally farmers, includingcorn farmers, tobacco farmers, and cucumber farmers. Then the profession of a farmer is only a side job for people who on average have main jobs as civil servants, entrepreneurs, and some farmers who own land forfarming[16].

The main and side jobs carried out by women farmers are generally also caused by educational factors, lack ofexperience, and skills possessed [17]. Usually, the higher the education, the lower the desire to make thefarming profession the main job, such as the case of young people who are reluctant to work as farmersbecause of the weak market access of farmers, causing the profits obtained to be small. In Samatan Village,most of the education of women farmers is only elementary school graduates. This is because there is anassumption that farming does not require workers to have higher skills, therefore women in Samatan Villagehave no interest in continuing their education to a higher level. In addition, based on the results of interviewswith respondents, it was stated that to continue higher education, more money must be spent, while theeconomic conditions in the family do not allow for higher education costs. Therefore, female farmers inSamatan Village choose to work directly rather than continuing their education. The statement is in line withresearchconducted by Ngamal(2022)[18]that many Indonesians have problems due to the high cost of education, so people prefer not to get highereducation rather than increase expenses to improve their quality, which causes a complexity of farmer laborproblemsinterms of nurseries to post-harvest managementof poor quality.

Based on the results of interviews with respondents, the data related to the income obtained by farmers inSamatanVillage,ProppoSub-district,PamekasanRegencyisillustratedinthediagrambelow:

Commodities	**TotalIncomeofRespondents**		
	<1,000,000to1,000,000	>1,000,000to2,000,000	>2.000.000
Corn	26	4	5
Cow	0	0	35
Bananas	35	0	0

Table1.Incomeofwomenfarmers

The number of respondents related to income in the Corn crop commodity in Samatan Village is less thanRp.1,000,000 to Rp.1,000,000, lower than the Banana commodity and higher than the Cattle commodity,namely 26 respondents in the Corn crop, 35 respondents in the Banana commodity, and no respondents who haveincome in the range in the Cattle commodity. This is because farmers who just work to meet their dailyneeds Maize production is small due to limited land and capital and the production costs of Maize crops arelarge, the statement is in line with research conducted by Moonti&Wibowo (2020) [16] which states thatproduction costs are closely related to the income earned by farmers because the greater the costs incurred, theless income earned and vice versa. As well as several obstacles that also cause low productivity of Maize cropssuch as problems with irrigation systems where farmers still rely on erratic rainwater to water their Maizeplants, causing less optimal plant growth due to lack of water. This statement is in line with research conductedby Supriyanta et al., (2020) [19] which says that lack of water in corn plants will cause fatigue, disruption ofplant growth, and even death due to stress because it is not optimal in absorbing water and cannot replacetranspiration.

Meanwhile, the low income on Banana commodities in Samatan Village is because most of therespondents directly sell the Banana harvest in fresh form or without processing with an inadequate level ofquality results, whereas Banana commodities can provide added value to income if processing and marketing arecarried out[20].

Other farmers chose to consume their produce or share it with neighbors rather than sell it. The absence ofrespondents who have income in the range of less than Rp.1,000,000 to Rp.1,000,000, in cattle commodities inSamatan Village is due to farmers who make cattle as an investment. In general, farmers make the cattle assavings that can be withdrawn if they are involved in an emergency that requires material solutions [21]. Theincome ranges from more than Rp.1,000,000 to Rp.2,000,000, there were 4 respondents in the Maize commodityand no respondents had income in this range in the Banana and Cattle commodities. This is because women cornfarmers in Samatan Village have started to process corn crops but have not maximized their marketing. Theamountof incomeof women farmers who aremore thanRp.2,000,000, inthecommodity ofCorn crops, 5 respondents have innovated the Corn crop and have maximized their marketing, so that the incomeearned is greater than those who do not do any processing at all. In the Banana commodity, no respondent had anincome in that range. However, in the cattle commodity, all 3 respondents had an income of more thanRp.2,000,000. This is due to the investment of farmers in cattle who raise cattle for a longer period thancornandbanana commodities,thus makingthecattleofhigh qualitywhich thenincreasesthe sellingprice.

Women farmers in Samatan Village, Proppo Sub-district, Pamekasan Regency generally have several problemsthat cause a lack of crop productivity. Among them are lack of capital to buy seeds, fertilizers, labor costs, andmaintenance costs. Another problem is that most farmers do not own their land but cultivate land ownedby others so the harvest must be shared with the landowner. Furthermore, there is also a problem with theirrigation system where farmers still rely on erratic rainwater to water the plants, causing plant growth tobe less than optimal due to lack of water. This statement is in line with research conducted by Supriyanta et al.(2020) [19] which says that lack of water in plants will cause fatigue, disruption of plant growth, and even deathdue to stress because it is not optimal in absorbing water because it cannot replace transpiration. The workingtime of women farmers in Samatan Village consists of three times which include time for productive activities,time for domestic activities, and time for social activities. The results of the analysis of the average of the threeworktime outlays are as follows:

Timespent(productive)	Total respondents	%
1Hour	1	3%
1hour30 minutes	1	3%
10hours	2	5%
12hours	1	3%
3Hours	3	7%
3Hours30minutes	2	5%
4Hours	5	13%
5Hours	7	18%
5Hours30minutes	1	3%
6hours	4	11%
7hours	1	3%

7hours30minutes	2	5%
8hours	7	18%
9hours	1	3%
Average	3	7%
Total	38	100%

Table2.Women'sTimeDevotedtoBananaFarming

From the banana commodity data above, it can be seen that the most time spent is 5 hours and 8 hours with apercentage of 18%. The second highest amount of t i m ei s is4 hours with a percentage of 13%, and the lastmost time is 6 hours with a percentage of 11%. The productive time spent by farmers from less than 5 hours tomorethan 5 hours is the productive time of farmerscaring for bananatrees.

Timespent (Productive)	Total respondents	%
1Hour	1	3%
1hour30minutes	1	3%
10hours	2	6%
12hours	1	3%
3hours	2	6%
3Hours30minutes	2	6%
4Hours	5	14%
5Hours	5	14%
5Hours30minutes	1	3%
6hours	4	11%
7Hours	3	8%
7 hours 30 minutes	1	3%
8 hours	7	19%
9 hours	1	3%
Average	2	7%
Total	**36**	**100%**

Table3.Women'sTimeDevotedtoMaizeFarming

From the corn commodity data above, it can be seen that the most time spent is 8 hours with a percentage of19%. Time 4 hours and 5 hours with a percentage of 14% And the last largest amount is time 6 hours with apercentage of 11%. This time is used by farmers to care for corn starting from watering corn and cleaning fromweeds. The productive time used by farmers is less than 5 hours with a total of 7 and more than 5 hours with atotalof8. Thistimeisused byfarmers tocareforcorn cropsstarting fromwatering andcleaning fromweeds.

Timespent(productive)	Total respondents	%
1Hour	1	3%
1Hour30Minutes	1	3%
3Hours	3	8%
3Hours30Minutes	2	6%
4Hours	5	14%
5Hours	8	22%
5Hours30Minutes	1	8%
6Hours	3	8%
7Hours30Minutes	1	3%
8Hours	6	17%
8Hours30Minutes	1	3%
9Hours	2	6%
10Hours	2	6%
Average	3	8%
Total	36	100%

Table4.Women'sTimeDevotedtoCattleFarming

From the cattle commodity data above, it can be seen that the most time spent is 8 hours with a percentage of22%. Time 6 hours with a percentage of 17% And the last largest amount is t i m e4 hours with a percentage of14%. This time is used by farmers to cut grass to feed the cattle, feed and water the cattle, and bathe the cattle.Theproductivetimeusedbyfarmersislessthan5hourswithatotalof6andmorethan5hourswithatotalof 7.This time is usedby farmers to cut grass,feed and drink cowsand bathe the cows.

Based on the pattern of women's work in the three integrated farming commodities, it can be compared that themost time used by farmers is in banana and corn commodities. Because these two commodities are considered,especiallyinthebananacommodity,ifthetreatmentisdoneinappropriately,thebananatreebecomes fruitless and damaged as well as in the corn commodity. Requires care for watering and cleaning fromweedssothat corn yields areas expected.

OrganizationalSupportModelforImprovingWomen'sEconomicProductivityinBanana, Cow, Corn IntegratedFarmingDevelopmentAreainPamekasan

Theorganizationalsupportmodelusesabusinessmodelwheresocialenterprisesselltheirproductsandservicestothepublicinaprofit-orientedmanner.Netprofitsareusedtofundtheorganization'ssocialprograms. This model is successful when all or most of the social program capital is funded by the socialenterprise.

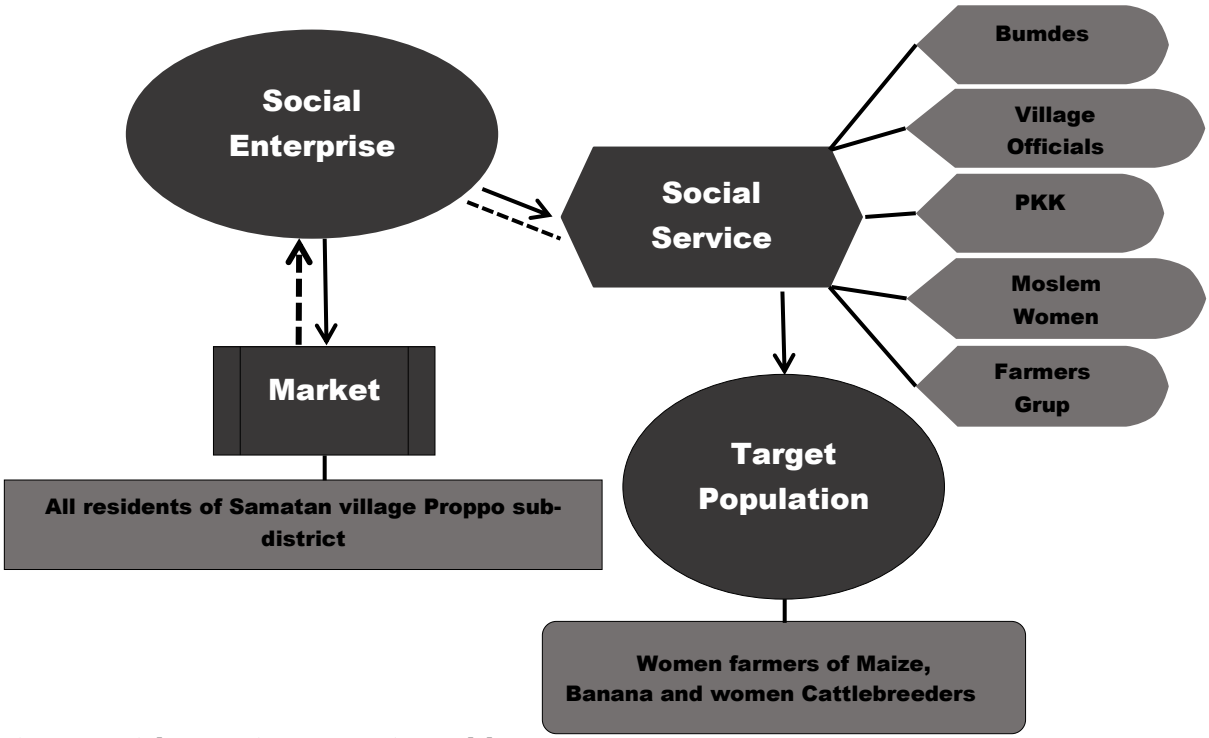

Figure1.SocialEnterpriseCommunityModel

SocialentrepreneurshipinSamatanVillagecanbeseenintheactivitiesoftheBUMDes (Village Owned Enterprises)thatundertakeeconomic development in the village. These types of activities can boost the economy in rural areas at theindividual, group, or village community level. At the individual level, it can create jobs, reduce unemployment, and improve family welfare. At the group level, it consists of economic activities organized by communityorganizations in villages that work together with BUMDes, such as PKK (Family Welfare Programme), Gapoktan (The Farmer Group), KarangTaruna (Youth Organization), Dasawisma, orPosyandu (Integrated Healthcare Center), as collective activities in realizing social values. At the community level, as a whole, it can reducerural poverty, resulting from social entrepreneurship activities at the individual and group levels [22]. Theeconomic and social entrepreneurial activities in Samatan Village represent a successful management of villagefunds, one of which is managed through BUMDes. In a different context, the following villages have succeededinencouragingvillageeconomicactivities andbeing ableto strengthenentrepreneurship inthe village.

- Economic Development a) Development of Village Tourism by BumdesRahayu and making photo spotsfortourists.b)DevelopmentofPamekasanculinaryspecialtiesinthetouristareaforvisitorstoenjoy.
- SocialEntrepreneurshipa)Tourismvillagedevelopmentcanincreaseemploymentandreduceunemployment. b) BUMDes has a savings and loan business unit as well as payment and transfer servicestofacilitatecommunity economic activities.

5. Conclusion

Basedontheresearchresults,itcanbeconcludedthat

a) Ingeneral,womenin integratedfarmingareas havealowlevelofeducation
b) Characteristicsofwomen'sworkonintegratedfarmingasasidelinetotheirdomestichouseholdwork
c) The most time is spent on maize and banana cultivation, while the highest income is derived from cattlecultivation.

d) A suitable Social enterprise Community model in integrated farming areas is at the group level consistingof economic activities organized by community organizations in villages working together with BUMDes,suchasGapoktan,KarangTaruna,Dasawisma,orPosyandu,ascollectiveactivitiesinrealizingvalues.

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