

MANAGEMENT OF PINEAPPLE FARMING BASED ON DEPENDENCE LOGIC IN TANI TUNAS MAKMUR COOPERATIVE AS A SUSTAINABLE DEVELOPMENT EFFORT

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ABSTRACT

PT. KPI RU II Production of Sungai Pakning has a Community Empowerment-based Peat Village program. This program has one sub-program, namely integrated pineapple farming. The focus of this program is to increase pineapple cultivation which is able to provide high economic value. The integrated pineapple farming program began in 2017 under the name of the Tunas Makmur Farmers Cooperative. The purpose of this program is to analyze the dependency logic-based management of pineapple farming in the Tunas Makmur Farmer Cooperative as a sustainable development effort. This research method uses a descriptive qualitative approach. The location of this research is in Kampung Jawa Hamlet, Sungai Pakning Village, Bukit Batu District, Bengkalis Regency, Riau Province. the technique of informants using purposive and data collection techniques using interviews, observation, and documentation. Data analysis techniques using Miles and Huberman. And the technique of checking the validity of the data uses triangulation and extension of participation. The results of this study are that the management of pineapple farming based on dependency logic can improve sustainable development in agriculture and the environment. This means that the management of pineapple based on this dependency logic can be found in two elements, namely: 1). Community elements consisting of the Tunas Makmur Farmers Cooperative and CSR PT KPI RU II Pakning River Production. 2). The communication element formed is horizontal (sideways) communication. With this formula, it will strengthen the Tunas Makmur Farmers Cooperative in managing pineapples (fresh fruit, derivative products, and pineapple waste).

Keywords: Pineapple Farming, Dependency Logic, and Sustainable Development

INTRODUCTION

Riau Province has the largest peatland in Sumatra with an area of 4.04 Ha (Wahyunto, et.al in (Responsibility, 2022). Bukit Batu District is a sub-district that has the potential for peat to be used for pineapple management. This potential is optimized for cultivation for farmers. pineapple farmers. In its implementation it is focused on community empowerment-based Social and Environmental Responsibility (TJSL) programs. Community empowerment-based CSR programs are carried out by PT. KPI RU II Production Sungai Pakning. This corporation exists because of problems and needs in pineapple management.

PT. KPI RU II Production of Sungai Pakning has a Community Empowerment-based Peat Village program. This program has one or two sub-programs, namely integrated pineapple farming. The focus of this program is to increase the cultivation of pineapple agriculture which is able to provide high economic value (Fathurohman et al., 2020). For pineapple farmers it is maximized to process pineapples into derivative products. In its management through the Tunas Makmur

Farmers Cooperative as a forum for community empowerment with the aim of improving the economy.

The integrated pineapple farming program began in 2017 under the name of the Tunas Makmur Farmers Cooperative. Currently the pineapple land owned by the Tunas Makmur Farmers Cooperative reaches 30 hectares with a total of 33 members per year 2021. The use of peat land for pineapple processing can have an impact on the environment and the economy. After conducting a preliminary study, it is known that in managing pineapple, training is needed. 1). Planting method with legowo row system (planting spacing), 2). Pineapple plant care, 3). Pineapple leaf waste management, 4). Management of snack products such as chips, sweets, dodol, cookies, 5). Design training for packaging for pineapple products, marketing and business management.

From the efforts made by PT KPI RU II Sungai Pakning Production to the target group of the Tunas Makmur Farmers Cooperative, significant economic results have been obtained. The following is a table during agricultural management based on economic impact.

Table1. Economic Impacts of Pineapple Agriculture

Year	Economic Impacts
2019	Increase group income by Rp. 143,000,000,- per year
2020	Increase group income by Rp. 257.000.000,- per year
2021	Increase group income by Rp. 292.000.000,- per year

Source: PT KPI RU II Production of the Pakning River in (Responsibility, 2022)

Based on this table it can be seen that the Tunas Makmur Farmer Group was successful in managing pineapple farming. If seen from 2019 to 2020 there was an additional income of Rp. 114,000,000,- per year. From 2020 to 2021 there will be an additional income of Rp. 35,000,000,-. If it is concluded that for two years there has been a decrease in additional income due to Covid-19. This is also in accordance with the interview conducted by the chairman of the Tunas Makmur Farmers Cooperative, namely:

"During this covid, our marketing was hampered. Not much demand for pineapple. But we still sell fresh fruit to our customers. But for pineapple chips, lunkhead, kueh, sweets, the production has stopped. Because there are no fans. And to return to the beginning is rather difficult. The members are too lazy to continue. But that's not the case, while Sayo the chairman will continue to focus on this pineapple farm." (Interview with Mr. Samsul 15 September 2022)

Based on this phenomenon, it is inseparable from community participation which seeks to maximize community empowerment. If the group economy experiences very rapid growth, it will increase the income and welfare of the community. Strengthening social and economic aspects encourages group independence. Group participation is strengthened by the division of tasks and responsibilities which can improve the process of developing a group (Group et al., 2022). Regardless of group participation in being formed through the logic of dependency as a formula in the pineapple management process. Dependency logic as a rationale is used to make it easier for someone to understand communication holistically. The logic of dependency will give birth to a relationship of mutual dependence between the Tunas Makmur Farmers Cooperative fostered group and PT KPI RU II Production Sungai Pakning CSR. This is one of the reasons for the author to raise this title with the formulation of the problem of how to manage

pineapple farming based on the logic of dependencies in the Tunas Makmur Farmer Cooperative. The purpose of this research is to analyze the management of dependency logic pineapple farming in the Tunas Makmur Farmers Cooperative.

1. RESEARCH METODOLOGY

The preparation of this research study uses a qualitative descriptive approach. This research began from August to September 2022. Then the location of this research was in Kampung Jawa Hamlet, Sungai Pakning Village, Bukit Batu District, Bengkalis Regency. The technique for determining informants used a purposive technique representing the Tunas Makmur Farmers Group and CSR PT KPI RU II Sungai Pakning Production. Informants were selected based on certain predetermined criteria. The total number of informants was three people. The informants came from the chairman of the Tunas Makmur Farmers Cooperative and members. Then one more person came from PT KPI RU II CSR Production Pakning River. Data collection techniques using direct and semi-structured interviews, observation, and documentation. Data analysis techniques use Miles and Huberman with three concepts, namely: data reduction, data presentation, and drawing conclusions (verification). For data validation techniques using extended participation and triangulation.

2. RELATED RESEARCH/LITERATUR REVIEW

This research is similar to research by (Ezaki et al., 2022) which says that cooperatives will connect farmers with markets which can increase farmers' income. Cooperatives also provide support to farmers equally and the utilization involved. This research, which was conducted in a rural Filipino community, turned pineapple farming into a major event (Pinyasan Pineapple Festival) that showcased the main agribusiness product of Camarines Norte, which is the sweetest pineapple (Formosa). This effort has motivated some farmers to cultivate pineapples.

The second study by (Daud et al., 2021) explains that sustainable pineapple farming adopts agricultural techniques with zero burning (ZB) methods such as the clean development mechanism (CDM). This research was conducted in a part of Sarawak Malaysia as an area famous for agricultural activities. Responsible agencies such as Integrated Agricultural Development Areas (IADA). In fact, farmers grow pineapples for consumption and sale in local markets as a form of hereditary tradition. Ways of cultivation such as burning residue (RB) after harvest and taking pineapple suckers. With the new method ZB can reduce the release of carbon into the atmosphere as an environmentally friendly method.

The third study by (Begum et al., 2022) explains that in the management of pineapples the obstacles are harvesting, sorting, storage, packaging, transportation and marketing. Therefore, there is a need for sorting and sorting pineapples for more effective efforts. This Bangladesh-focused research suggests that managing pineapple farming through transportation infrastructure can reduce post-harvest losses. Because pineapple is one of the leading commercial fruit crops in this country.

From this relevant research it can be concluded that in the management of pineapple farming there are many methods used in various parts of the world. The new formula for this research is to use the dependency logic method, namely a

communication method that creates interdependence relationships. Communication is born because of language and it will be difficult to unify each other's languages. Within the pineapple farming group you will find various member languages with one another. So how communication is packaged in a very relevant form. The picture of the dependency logic can be seen as follows:

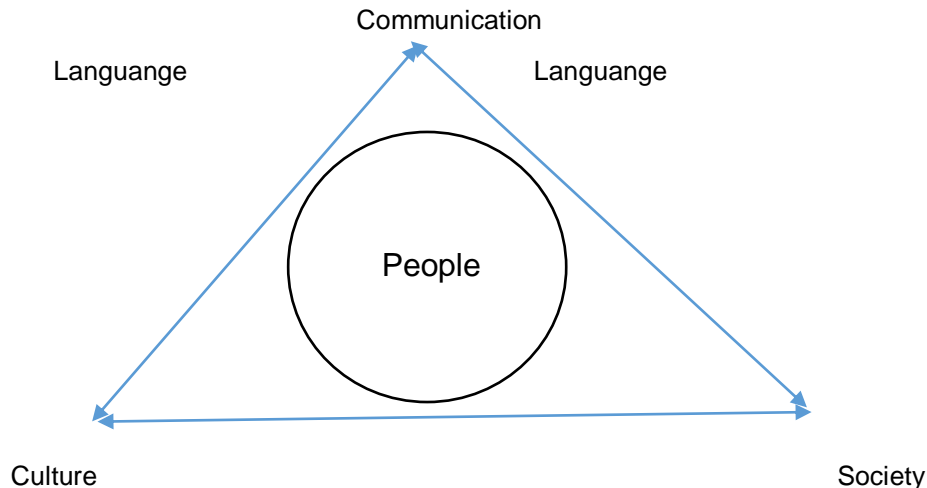


Figure 1. Dependency Logic Image
Source: Purwasito (2015)

The description of the dependency logic elements is as follows: 1). Humans are referred to as the central subject in communication. Then communication underlies the formation of society and culture (2 & 3). Meanwhile, language is a medium that performs interactive and transactional functions (4) (Purwasito, 2015). According to (Geertz, 1974) the logic of dependency in his book *The Interpretation of Culture* is also known as the cultural power triangle. His way of thinking explains that interrelated elements and the power of communication such as human elements, language, communication, social environment and culture influence each other.

As a result, there will be an attitude of interdependence that influences each other between humans and society, the linkage of human communication and culture is a series that cannot be separated. Jhon Dewey in (Purwasito, 2015) says that humans try to understand each other and solve problems by using logic of inquiry as an intellectual activity that aims to find something involving methodology. Dependency logic explains that there is a causal relationship that is interdependent and intertwined in a bound system. Humans as actors or central actors and communication participants who live and grow up in the environment.

Then sustainable development can be defined as a development process (land, city, business, community) which has the principle of meeting present needs without compromising the needs of future generations (Brundtland Report, 1987 in (Runa, 2012). The goal of sustainable development is very important for the country and able to make the country progress in all aspects so that it can carry out and apply the concept of a sustainable economy in a good and comprehensive manner (Puja Pangestu et al., 2021).

3. RESULTS AND DISCUSSION

Tunas Makmur Farmers Cooperative is a cooperative formed to foster a pineapple farming group by PT KPI RU II Sungai Pakning Production. Then this cooperative formed a good relationship between Pertamina and the pineapple farming group. This of course will add to the company's good image to the community both within its target area and outside its target area. The involvement of the two will answer the objectives of the pineapple farming program, namely for environmental, social and economic programs. The management of pineapple farming has been developed since it was formed in 2017. The area of pineapple farming land is around 30 hectares for 2021. Increased income from pineapple farming with a total of Rp. 149,000,000, - for two years.



Figure 2. Signpost of the Tunas Makmur Farmers Cooperative
Source: Processed by the Author 2022

Tunas Makmur Farmers Cooperative is also known as institutional capacity. This means that the actors are tasked with doing things that are successful. The ability to carry out relevant tasks effectively, efficiently and sustainably is referred to as capacity (Grindle in (Jannah Dan Zulkarnaini & Publica, 2021). This cooperative also serves as organizational development as a long-term application of behavioral science information to improve institutions. So that in the context of management pineapple, the Tunas Makmur Farmers Cooperative is said to be quite significant in the management of agriculture.

Pineapple management in the Tunas Makmur Farmers Cooperative assisted by CSR PT KPI RU II Sungai Pakning Production has three concepts, namely: 1). Pineapple management to support the economy. Fresh fruit management can be done by packing it with a plastic zipper and extending the fruit storage period so that it can maintain nutritional value and increase the economy (Accounting et al., 2022). In addition to managing fresh fruit, pineapple is also processed into other derivative products. These products will be produced as snacks for pineapple chips, candied pineapple, and pineapple cookies. Not only that, pineapple waste can also be used for more useful things. For example, for making bags, papershop, hand soap, dish soap, and so on. This derivative product will become a very abundant potential if managed properly. According to (Shidiq et al., 2022) pineapple management usually leaves organic solid waste that is easily rotten (garbage) from the pineapple itself. It is better if the waste is used for goods that are more useful in order to improve the economy. For the management of pineapple waste in the Tunas Makmur Farmers Cooperative, it can be in the form of a shopping bag.



Figure 3. Shopping Bag From Pineapple Skin Waste
Source: Processed by the Author 2022

The Kampung Gambut Berdikari program is oriented towards community empowerment, one of which is the pineapple farming program. The goal is to realize sustainable agriculture and improve people's welfare. 2). Pineapple management to support the environment. This means that community-based environmental management must be in accordance with local characteristics and the context of pineapple cultivation (Kurniawan et al., 2022). Overall, the pineapple farming program fostered by PT KPI RU II CSR Production Pakning River, namely in areas with a majority of peat soils. This is to minimize forest and land fires that often occur in the hamlet (Dusun Kampung Jawa). The technique of managing pineapple farming is not by burning but in a fairly simple way.



Figure 4 : Management of Pineapple Farming in Peatlands
Source: Processed by the Author 2022

In addition, pineapple management is not only oriented in the economic and environmental fields. 3). Pineapple management to support welfare. So far, the Tunas Makmur Farmers Cooperative has succeeded in creating the welfare of its neighbors. This cooperative is not only in the pineapple farming sector, but also in the peat arboretum program, the Fire Care Community (MPA) program, and the production sector or UMKM. Pineapple management is expected to become an agro-tourism potential that can be developed into the tourism sector. This cooperative does not discriminate between genders, even men and women have joined in the success of the Self-sufficient Peat Village program. However, according to (Ezaki et al., 2022) the participation of men in the production of pineapple farming is greater than that of women.

Therefore, pineapple management focuses on three concepts, namely economic, environmental and social. The new formula in analyzing these three concepts through dependency logic with several elements is as follows:

1). Public. What is meant by the community is the people involved in the management of pineapples such as the people involved in the Tunas Makmur Farmers Cooperative and the PT KPI RU II Sungai Pakning Production CSR. The people here act as communicators, namely people who convey messages about pineapple management. Communicators are people who have appeal, credibility, and strength (Cangara & Sendjaya in (Rasyid, 2019). If combined, it will be clear that the Tunas Makmur Farmers Cooperative and companies both have power in conveying messages.

2). Communication. The communication formed in the pineapple farming program can be seen horizontally. Where there is horizontal communication between the Tunas Makmur Farmers Cooperative and CRS PT KPI RU II Sungai Pakning Production. One that encourages enthusiasm is good communication (Mashyuni, 2022). Horizontal communication is a flow of communication that shows information flowing sideways that flows functionally between the same people (Ikwan et al., 2022).

4. CONCLUSION

From this study it can be concluded that the management of pineapple farming based on dependency logic can improve sustainable development in agriculture and the environment. This means that the management of pineapple based on this dependency logic can be found in two elements, namely: 1). Community elements consisting of the Tunas Makmur Farmers Cooperative and CSR PT KPI RU II Pakning River Production. 2). The communication element formed is horizontal (sideways) communication. With this formula, it will strengthen the Tunas Makmur Farmers Cooperative in managing pineapples (fresh fruit, derivative products, and pineapple waste).

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