

THE ENTREPRENEURIAL PATTERN SOUGHT TO IMPROVE FOOD SECURITY

Zumaeroh, Agus Prabawa, Siti Muntahanah, Tjahjani Murdijaningsih, Bagus Adhitya, Sodik Dwi Purnomo

Universitas Wijayakusuma Purwokerto, Indonesia

Email: Zumaeroh1234@gmail.com, Agusprabawa@gmail.com,
muntahanahsiti@gmail.com, cahyaniyubi@gmail.com,
bagus.adhitya26@gmail.com, sodikdwipurnomo@yahoo.com

ABSTRACT

Agriculture is a sector that has the potential to be developed because it is a buffer for food sovereignty. Therefore it is necessary to change a new paradigm in agricultural development. Agricultural management is not through a farming approach but is business-oriented. The younger generation who are familiar with digital technology is the hope in the regeneration of old farmers. To support the realization of food security, young farmers known as millennial farmers need to be educated about entrepreneurial patterns in agriculture or agripreneurship. The method of community service carried out is counseling which begins with the presentation of the material, continued with discusi, and mentoring is carried out. The target group for community service is millennial farmers in Kroya village who are members of Karang Taruna. The number of participants was 35 people. Counseling is carried out face-to-face. The result of this activity is that young farmers understand that they can develop their business even better, so that this farmer profession can become a decent livelihood for them

KEYWORDS *millennial farmers; agripreneurship; food sovereignty*



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

INTRODUCTION

Food security with the principle of independence and sustainability must always be realized from time to time, as a prerequisite for the sustainable existence of the Indonesian nation (Nadhira & Kurnia, 2020). Efforts to realize food security are inseparable from the influence of internal and external factors that continue to change dynamically. In the implementation of food security, the role of provincial

How to cite:

E-ISSN: 2775-3727

Published by: <https://greenpublisher.id/>

Zumaeroh, Agus Prabawa, Siti Muntahanah, Tjahjani Murdijaningsih, Bagus Adhitya, Sodik Dwi Purnomo (2023). The Entrepreneurial Pattern Sought To Improve Food Security. Journal Eduvest. 3 (1): 191-200

and regency/city governments in realizing food security as mandated in Article 13 of Government Regulation Number 68 of 2002 is to implement and be responsible for the implementation of food security in their respective regions and encourage community participation in the implementation of food security, through entrepreneurship (Anwarudin et al., 2020).

Food security is the availability of food and the ability to access it. For example, a household has food security if its inhabitants are not in a state of hunger or famine. The food security assessment is divided into external dependencies that divide a series of risk factors and individual resourcefulness or self-sufficiency. The definition and paradigm of food security has continued to evolve since the *1943 Conference of Food and Agriculture* which proclaimed the concept of *secure, adequate and suitable supply of food for everyond*'. The definition of food security varies widely, but generally refers to the definition from the World Bank (1986) and (Maxwell & Frankenberger, 1992) which is "everyone's access at all times to food sufficient for a healthy life (*secure access at all times to sufficient food for a healthy life*).

The fulfillment of food with sufficient availability conditions, defined as food availability in a broad sense, includes food derived from plants, livestock, and fish to meet the needs for carbohydrates, proteins, fats, vitamins and minerals and their derivatives, which are beneficial for the growth of human health. The fulfillment of food with safe conditions, is defined as being free from biological, chemical, and other contamination that can interfere with, harm, and endanger human health, and is safe from religious rules. The fulfillment of food with equitable conditions, means food that must be available at all times and evenly distributed throughout the country. The fulfillment of food with affordable conditions, means that food is easy to obtain by households at affordable prices.

Agriculture is a very prestigious business sector, because it plays a very important role in providing food for mankind. But apparently this does not automatically attract the attention of the public, especially the younger generation to pursue the field of agricultural business. The younger generation is starting to be unfamiliar with agriculture, seen with the decreasing number of young people engaged in agriculture.

(Sembara, 2009) explained that there are several things that cause agriculture not to be part of their future, including: (1) people are not familiar with agriculture specifically, where people know agriculture is only a farming activity, (2) there is still a negative stigma against agriculture, so parents tend to prohibit their children from becoming a "farmer", (3) there is a perception that farmers are synonymous with villages and poverty

(Nasution, 2013), explained that nowadays it is difficult to invite young people to go directly into the world of agriculture, extraordinary steps are needed to change the face of agriculture so that young people can look at it again. Therefore, the rational step now that can be taken is to optimize the existing farmers, namely by increasing the competence of farmers so that they can optimize their production results. (McElwee, 2006) states that the development of farmer entrepreneurship competencies can be a problem, because the development of these competencies is more of an art than a science. Nevertheless, entrepreneurship

education is still very much needed by farmers in Indonesia. Agriculture with very heterogeneous actors is certainly a challenge for the process of teaching entrepreneurship to farmers.

(de Lauwere et al., 2004) in his research found that criticism, perseverance, leadership, creativity, initiative, and market orientation positively influence entrepreneurship in agriculture; While a passive attitude towards an advance has a negative effect on development in agriculture. (Carter, 2003) and also (McElwee, 2006), mentioned that nowadays agriculture would be better if it was done by young people, because younger and better trained farmers in business activities are more diverse, tend to have a positive attitude towards new market opportunities, are more sensitive to customer needs, and are better prepared to engage in new ventures.

Agriculture is one of the sectors that has great potential to be developed because it is the main buffer for food sovereignty. In addition, agricultural products are also suppliers of raw materials for most industries. Therefore the future development of agriculture should be business-oriented. The paradigm in agricultural development in the future is no longer through a farming approach but an agribusiness approach (Nasruddin et al., 2015). Agricultural development with an agribusiness approach needs to change the way farmers think about farming. The thinking pattern of agricultural actors is no longer subsistence agriculture but modern agriculture. This can be done by educating farmers about agripreneurship

Agripreneurship refers to entrepreneurship in agriculture (GFRAS, 2021). Rahmawati (2018) in Jazilah (2018) explained that agripreneurship is the application of innovative entrepreneurial activities in the agricultural industry. Agripreneurship actors are called agripreneurs, namely entrepreneurs who support and manage a business in agriculture (Jazilah, 2018). Based on this understanding, an agripreneur must be able to create innovations, take risks, manage business companies, find solutions, and make various breakthroughs in overcoming their business problems.

McElwee (2008) in (Mukti et al., 2018) identifies two types of farmers in terms of entrepreneurship. First, farmers as farmers. In this group, business strategies are cost efficiency, price maximization, still product-oriented, and not yet market-oriented. They are still running a business individually and not yet in a group/community. Second, farmers as entrepreneurs. In this group market opportunities are already being exploited, and agricultural resources are already being utilized flexibly and innovatively.

The ability to adopt technology and innovate in the agricultural business quickly can be done by young farmers or so-called millennial farmers (Rokhati et al., 2022). But currently, there is a decrease in the interest of the younger generation to enter the world of agriculture. The younger generation prefers to run businesses outside the agricultural sector. This condition, if left unchecked, will affect people's food availability and food sovereignty. Meanwhile, (Nugraha et al., 2016) explained that food security and self-sufficiency are concepts that dominate the government's food policy.

Based on data from the Ministry of Agriculture, it is known that currently the number of Indonesian farmers reaches 33.4 million people. The number of older generations (91%) with an age close to 50 years to 60 years. This older generation

is lacking in mastery of technology. Farmers who belong to the category of the younger generation are only about 9% or 2.7 million people. This younger generation is between 19-39 years old (Farizi, 2020). The decline in the number of young people pursuing agriculture is due to structural changes in the workforce, the bad image of the agricultural sector, and changes in the perception of the younger generation along with the current modernization. The younger generation is less interested in pursuing the agricultural sector because the land area is narrow and economically unprofitable. In addition, there is also limited access to financing services (capital) support for young farmers. The younger generation the higher the level of education, the more selectively choose jobs (Werembinan et al., 2018) and (Arvianti et al., 2019).

The declining interest of the younger generation in agriculture is a concern. This is because millennial farmers are the hope of realizing farmers as entrepreneurs. Agriculture in the future increasingly relies on millennial farmers who are familiar with digital technology, thus strengthening production and distribution activities. Young agripreneurs are strategic partners in solving marketing and distribution constraints that are often experienced by older generation farmers today. Therefore, efforts to attract the interest of the younger generation in agriculture can be done through the Education process (Adhitya et al., 2022).

The purpose of community service is to educate entrepreneurs about the values of product improvement and marketing, about the distribution process and improvement of production techniques to be able to compete (Purnomo et al, 2021). In addition, to improve the ability of the community, they can apply entrepreneurial values in their daily lives to improve food security

RESEARCH METHOD

This community service uses counseling and mentoring methods. Counseling is carried out by presenting material, discussion and training.

- a. The initial preparation stage is a survey and coordination with the head of Kroya village regarding the problems faced in agricultural management, then assembles a service team to take care of permits.
- b. The implementation of counseling is carried out through *a zoom meeting*. The activity began with a maeri presentation from the service team followed by a discussion session, and the counseling material was distributed to all counseling participants
- c. Training to explore knowledge about entrepreneurship and business management, as well as mentoring by the team so that their business activities can be more controlled so that they can then develop their business independently.
- d. The next stage is evaluation. Evaluation is carried out at the end of the service by analyzing counseling activities and the activeness of participants during the discussion session, Evaluation aims to find out the extent of the presentation of counseling material acceptable to the participants of the extension.

- e. The last stage is the preparation of a community service report as the final stage of activities
- f. In this activity, the participation of young farmers and communities is the main thing because they are the main objects that determine the success and sustainability of this program. All stages of activities are carried out in a participatory manner involving the target group

RESULT AND DISCUSSION

Food security is a condition of food availability that meets the needs of everyone at all times to be able to live healthy, active and productive lives. The meanings contained in food security include physical dimensions (availability), economy (purchasing power), nutrition (fulfillment of individual nutritional needs), cultural and religious values, food safety (health), and time (available on an ongoing basis) food security is fundamentally defined as everyone's access at all times to food needs in order to live a healthy life. There are 4 components that must be met to achieve food security conditions, namely: 1) adequacy of food availability; 2) stability of food availability without fluctuations from season to season or from year to year; 3) accessibility/affordability to food and 4) food quality/safety. These four components can be used to measure food security at the household level. Food security is a condition for the fulfillment of food for households which is reflected in the availability of sufficient food, both in quantity and quality; safe; Evenly; and affordable (*Department of Agriculture, 2001*).

Efforts to improve people's food security include empowering the millennial generation to be able to become entrepreneurs so that they can participate in increasing family income. The involvement of millennials in society as an increase in family income has indirectly helped improve food security and improve the welfare of society in general. Therefore their empowerment is something important and must be pursued. These efforts are not enough just for the government but how to motivate the people themselves to make efforts to change. The role of non-governmental organizations and social organizations in this regard is very reliable.

In the early stages of extension activities, coordination and preparation of counseling are carried out. The Service Team coordinates with the Kroya village administrator to determine the schedule and concept of the activities to be carried out. The target consists of millennial farmers who have high motivation to advance and increase related knowledge in managing agricultural businesses. Although the participants belong to the millennial generation, in managing agricultural businesses, they do not fully understand business science.

In the preparation stage, the Community Service Team conducted a preliminary survey and looked for information related to the needs of the target community. The results of the preliminary survey obtained data that in general millennial farmers are familiar with digital technology. All have *Smartphones* and utilize social media for communication. There is a small percentage who use social media to streamline a business or venture. Social media is used for promotion and sales. However, the target community is still weak in the use of business knowledge in business management and running an agricultural business. Management is still

conventional so that the profits obtained have not been maximized. Millennial farmers do not yet have the insight as agripreneurs. This is what causes the agricultural business that is run to be underdeveloped. Based on this information, community service activities are focused on agripreneurship education for millennial farmers in Wonotulus village so that they add scientific insight and can change the mindset or way of thinking in managing agricultural businesses.

The activity stage begins with the opening, presentation of the material by the speakers, discussion and question and answer, and finally the closing. Counseling is carried out online using zoom meetings and the material has been shared with the target community through WA so that all participants have read and studied the material. The goal is that the transfer of science and technology can run smoothly and more optimally. This is also in anticipation of signal interference. The target community who first studies the material is expected at the time of the discussion to be able to directly submit questions to the speakers. The student team at the service location plays a role in guiding the course of activities, discussions, and closing events.

Based on the results of counseling and discussion, data was obtained that the use of technology in running a business, especially in marketing activities, is still very limited. The target audience has an Android cellphone, able to use social media such as WA, Facebook and Instagram, but only 10% use technology to support business management. Social media is used to promote and sell new products of WA and facebook. Based on this, it can be concluded that millennial farmers have not utilized digital technology to the fullest to run and develop a business. The target community also has not dared to take risks to expand the market using e-marketplaces and other ecommerce. The target community has also not innovated in terms of product processing. Most new millennial farmers sell locally produced products in the local area. Whereas as an agripreneur is required to be creative and innovative.

The community's home yard is quite large but has not been optimally utilized as a business land. People still think that agricultural activities are carried out in rice fields or large areas outside the yard of the house. The potential of abundant local resources in Kroya village has not been utilized and cultivated to the fullest. The community still depends on paddy rice farming. Marketing also still depends on the collecting merchants so the selling price is low. The mastery of business knowledge used is only limited to setting selling prices, calculating costs and profits. How to do promotion on social media, expand marketing areas, determine market segments and branding has not been done. People's mindset is very simple, that is, the products are sold, do not lose and are able to meet the needs of their families, they are quite satisfied.

The target community after listening to the material presented by the resource person felt open to scientific insights and knowledge in business management. The agricultural sector is a sector that supports the community's economy and plays a role in realizing food sovereignty nationally. The target community was very enthusiastic at the time of the discussion, and many questions were asked to the speakers. The following are the results of the discussion and question and answer of the speakers with the target community.

How to motivate the younger generation to be interested in entering the world of agriculture and developing agricultural business in the village, is done by giving a real example of millennial farmers who have successfully managed an agricultural business. Many millennial farmers in Indonesia are successful. The younger generation should also be given the knowledge that the agricultural business does not have to be dirty and muddy. Many technologies have been developed to support the development of agriculture from upstream to downstream. As a businessman, you don't have to plant or struggle in the cultivation sector but can be in the processing, packaging and marketing sectors. Based on news sourced from wartatani (2020), here is the success story of a millennial farmer from Cianjur, West Java, namely Sandi Octa Susila (26 years old) who is in the agricultural business and produces around 141 kinds of horticulture. Sandi fostered 385 farmers and managed 120 hectares of land spread across various regions. The turnover earned is around Rp 500 million per month. Another millennial farmer success story according to wartaekonomi (2020) is Jatu Barmawati (29 years old). Jatu comes from Lampung and is successful as a mangosteen exporter in the European region. Ayobandung (2020) also covers Wisnu Saepudin (26 years old) a millennial farmer from Pasirlangu village, Cisarua, West Bandung. Vishnu Saepudin was successful as a paprika farmer at a young age.

How to cultivate the spirit of agripreneurship in young farmers can be done by motivating and providing an understanding that farmers are not as a job but as an entrepreneurial activity. The concept of farmers as agripreneurs, then farmers not only become farm laborers, but as farm business owners. Farmers as agripreneurs who are young and old do not only dwell on the upstream aspect (production), but also must master the downstream aspect (processing) as an agribusiness system. This change in mindset requires a strong process and motivation from within the farmer himself.

The results of research by Nugroho, Waluyati & Jamhari (2018) show that the younger generation is interested in entering the world of agriculture due to financial factors, parental heritage and government incentives. Therefore, it is necessary to increase the role of youth in agricultural institutions, the introduction of agriculture through early childhood education, improving the quality of agricultural actors, developing integrated agriculture, strengthening *cooperative farming*, as well as agricultural insurance and marketing guarantees.

This is also in accordance with Herawaty (2016) which states that to encourage entrepreneurship improvement programs, the government must look at external and internal factors of the younger generation. External factors include motivation from other parties, facilities for setting up a business, clear and non-discriminatory regulations, and an atmosphere conducive to developing entrepreneurship. While internal factors come from within the entrepreneur himself related to the motivation to be entrepreneurial.

DISCUSSION

Some of the achievements that can be obtained from this service activity can be seen from several things, including the Knowledge and Skills of Participants . Hasil achieved is the occurrence of cognitive improvement of knowledge and

skills of participants psychomotorly. At first, most participants did not yet understand the concept of entrepreneurship and how it is applied in agriculture. After the training activities, farmers have another view of their business, they begin to understand that professional business management can develop their business. Young farmers understand that to get success in the agricultural business, they must implement the right business management, according to their respective business conditions. The feedback from the participants was very good, they were able to follow the training activities well, then they were also able to re-practice the material that had been given. After being given training, assistance was carried out to these young farmers, which aimed to see the application of the material in the field directly.

The mentoring process carried out to program participants is a participatory process starting from the beginning to the end of the activity. Learning begins with an explanation of entrepreneurship in the field of agribusiness. After that, discussions and business simulations were carried out with participants so that they understood their business potential and how to optimally utilize this potential. On this occasion, the technique of processing reject products was also introduced, so as to increase their income. Some of the products processed in this training activity include *butternuts*, radishes and carrots into processed foods of economic value. As a result of this mentoring activity, farmers are able to carry out the process of recording their business activities. They can compile books so that their activities can be recorded properly. In this process, farmers can also understand their business potential, so they can determine the next productive step.

After farmers are able to document each of their activities properly, then they are accompanied to make SOPs in the garden, so that they have standards and guidelines in their farming activities. The existence of this SOP can help farmers to produce relatively uniform yields, so that the harvest is more easily accepted by the market. This mentoring process is carried out for 2 months so that in the end they are able to compile their own SOPs for other farming activities.

In this Community Service activity, the service team becomes a facilitator to bring together practitioners, village officials who are related to groups of young farmers. Through this activity, the results are obtained that young farmers have an interest in trying something new in their farming activities, of course, which can provide additional income for them. Unlike farmers in general who prefer the way they are used to doing, young farmers tend to be more willing to take risks in running their business. This makes training and facilitation activities more dynamic, they are more active to learn business management so that they can apply it in their business.

CONCLUSION

This Community Service activity provides changes to the aspects of knowledge and abilities of participants in aspects of entrepreneurship and business management, so that farmer participants can develop their businesses become more commercial and professional. This change can be seen from the improvement of farmers' abilities, especially in terms of recording, financial

bookkeeping and documentation of activities so that they are able to compile SOPs for farm business activities in their respective lands. Farmers also understand that they have the potential to further develop in their business. Thing this is often not realized by the farmers themselves, so it is necessary for the participation of the University to always provide an understanding of the importance of entrepreneurial patterns for farmers.

One of the outputs of this activity is that young farmers understand that they can develop their business even better, so that this farmer profession can become a decent livelihood for them. Through this service activity, it was obtained that young farmers have an interest in trying something new in their farming activities, of course, which can provide additional income for them. Unlike farmers in general who prefer the way they are used to, young farmers tend to be more willing to take risks in running their business. This makes training and facilitation activities more dynamic, they are more active to learn business management so that they can apply it in their business. From this activity, young farmers are now starting to network, because they think it is very necessary to develop their business value. By networking, young farmers become easier to access market information and also information about the development of innovations in their field of business, so it can be concluded that farmers' awareness of themselves and their communities is getting better.

Based on the results of community service activities and the discussion mentioned above, it can be concluded that there is a need for knowledge and understanding of food security for the people of Kroya Village, Kroya District, Cilacap Regency. The target community is very enthusiastic and motivated to apply business knowledge in business management in agriculture. To improve the ability and skills of farmers in managing agricultural business, it is necessary to provide assistance and training so that farmers are young. Journals and elders are really able to apply business knowledge in managing a business

REFERENCES

- Adhitya, B., Prabawa, A., & Kencana, H. (2022). Analisis Pengaruh Pendidikan, Kesehatan, Sanitasi Dan Rata-Rata Jumlah Anggota Keluarga Per Rumah Tangga Terhadap Kemiskinan Di Indonesia. *Ekonomis: Journal Of Economics And Business*, 6(1), 288–295.
- Anwarudin, O., Sumardjo, S., Satria, A., & Fatchiya, A. (2020). Peranan Penyuluh Pertanian Dalam Mendukung Keberlanjutan Agribisnis Petani Muda Di Kabupaten Majalengka. *Jurnal Agribisnis Terpadu*, 13(1), 17–36.
- Arvianti, E. Y., Masyhuri, M., Waluyati, L. R., & Darwanto, D. H. (2019). Gambaran Krisis Petani Muda Indonesia. *Agriekonomika*, 8(2), 168–180.
- Carter, I. (2003). *Positive And Negative Liberty*.
- De Lauwere, C. C., Balk-Theuws, L. W., De Buck, A. J., & Smit, A. B. (2004). *Omschakelen Doe Je Samen: Oriënterend Onderzoek Naar De Rol Van Samenwerkingsverbanden In De*.
- Maxwell, S., & Frankenberger, T. (1992). Household Food Security: Concepts, Indicators, Measurements. *A Technical*.
- Mcelwee, G. (2006). *Farmers As Entrepreneurs: Developing Competitive Skills*.

- Journal Of Developmental Entrepreneurship*, 11(03), 187–206.
- Mukti, G. W., Andriani, R., & Pardian, P. (2018). Transformasi Petani Menjadi Entrepreneur (Studi Kasus Pada Program Wirausaha Muda Pertanian Di Fakultas Pertanian Universitas Padjadjaran). *Agricore: Jurnal Agribisnis Dan Sosial Ekonomi Pertanian Unpad*, 3(2).
- Nadhira, D. A., & Kurnia, G. (2020). Karakteristik Wirausaha Petani Sukses (Studi Biografi Pada Pemilik Agrowisata Kebun Edukasi Eptilu). *Jurnal Ekonomi Pertanian Dan Agribisnis*, 4(3), 561–575.
- Nasruddin, W., Junaidi, E., Musyadar, A., & Dayat, D. (2015). Tingkat Kewirausahaan Berbagai Pelaku Agribisnis Di Wilayah Bogor. *Jurnal Agribisnis Indonesia (Journal Of Indonesian Agribusiness)*, 3(1), 54–66.
- Nasution, B. J. (2013). Negara Hukum Dan Hak Asasi Manusia, Penerbit Cv. Mandar Maju, Bandung.
- Nugraha, A., Hestiawan, M. S., & Supyandi, D. (2016). Refleksi Paradigma Kedaulatan Pangan Di Indonesia: Studi Kasus Gerakan Pangan Lokal Di Flores Timur. *Agricore: Jurnal Agribisnis Dan Sosial Ekonomi Pertanian Unpad*, 1(2).
- Rokhati, N., Kusworo, T. D., Prasetyaningrum, A., Hamada, N. 'Aini, Utomo, D. P., & Riyanto, T. (2022). Effect Of Surfactant Hlb Value On Enzymatic Hydrolysis Of Chitosan. *Chemengineering*, 6(1), 17.
- Sembara, R. (2009). Menurunnya Minat Siswa Dalam Studi Pertanian. *Melalui: Http://Www. Repository. Ipb. Ac. Id/.../Pk M-Gt09. Penurunan-Minat-Ray-Ipb. Html [12/08/12]*.
- Werembinan, C. S., Pakasi, C. B. D., & Pangemanan, L. R. J. (2018). Persepsi Generasi Muda Terhadap Kegiatan Pertanian Di Kelurahan Buha Kecamatan Mapanget Kota Manado. *Agri-Sosioekonomi*, 14(3), 123–130.