

## The Strategy to Increase Women Farmer's Participation in The Program of Village Food Barn in East Java

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### ABSTRACT

Food Barn Village Programme is one of the government's efforts in achieving household food security which includes four components. The purpose of this study was to develop a strategy to increase women's participation in the Food Barn Village Programme. This research was conducted in three villages in the district of Malang, namely: Village Pamotan, Village Gading and Village Bantur. The analytical method used is descriptive qualitative analysis and SWOT analysis. The results showed that the best strategy from the SWOT is competitive strategy by pursuing standardization of wages between workers of peasant women and men, to develop the activities of food security (agro-food) for women farmers, providing regular training to women-related activities of food security, socialization and gender awareness of community and religious leaders, shaping and empowering women farmer groups, as well as to build and strengthen networks between women farmer groups.

### KEYWORDS

Food barns village programme, food security, women farmers, women's participation

### ARTICLE HISTORY

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### Introduction

Village food barn is a community empowerment program in the food shortage area by developing community food reserves to anticipate the harvest or famine, for three years. The Program of Village Food Barn (PVFB) aims at: 1) providing the finance for working capital with low interest rates, 2) optimizing the use of revolving funds to improve community food security through the development activities of Village food barn and to increase the farmer's income/farmer group's income 3) improving the ability of community institutions to develop into one of

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the drivers of rural economies, and 4) achieving food security at the household level.

In the context of food security, women have relatively important role as the main responsible persons for the needs of food intake for the entire family. Various studies show that women are a determinant factor in food security for their families, starting from on-farm production processes, marketing, to the food table. They participate in the production process starting from planting, nurturing plant, fertilizing, eradicating pests, harvesting post harvesting, and distributing food in the family (Yuliati, 2010; Sahunilawane, 2011; Yuliati, 2014). Nevertheless, in agricultural development programs in rural areas, women farmers are very rarely involved (Yuliati, 2014). Whereas in the Law No. 25 Year 2000 concerning the National Development Program (PROPENAS) 2000-2004 and Presidential Instruction No. 9 of 2000 on gender mainstreaming in national development, and in the Convention on the Elimination of Discrimination Against Women, ratified by the Government of Indonesia in Law of the Republic of Indonesia Number 7 of 1984 article 14 paragraph 2 item d, specifically mentions that rural women have the right to obtain all types of training and education, both formal and non-formal, including extension services in order to improve their technical skills to farm.

The research finding of Kiptot&Franzel (2011) showed that there are important points related to women's participation in agroforestry. Agroforestry provides benefits for women in Africa though women's participation are more likely in sectors that are considered to have smaller commercial value such as collecting and processing fruits and vegetables, producing fodder, managing soil fertility, and collecting timber. However, in the process of agroforestry product marketing activities, women only occupy the status as retailing which of course limit their control and income on the existing production. According to Kiptot&Franzel (2011), to cope with this there is a need of implanting various policies and the involvement of technology and institutions such as involving women in agricultural extension that is producing cattle feeding from bushes.

Setiawan (2012) expressed that if women farmers are not involved in the agricultural extension activities, group discussions, and other empowerment programs, it has resulted on low percentage of farmers' vegetable products which can meet the criteria of the modern market, uncontrolled use of external inputs, there is not any activities of sorting and grading, and the absence of records related to farming activities including financial records, thus lowering the farming productivity. Hence, the effort in increasing rural women's participation should be encouraged to devise appropriate strategies needed at the site.

In Malang regency, the fact shown by representatives of research villages shows that although the women involvement in family food security is quite high, their involvement or participation in the Program of Village Food Barn is still very low. Therefore the aim of this research is how to increase women's participation in the Program of Village Food Barn (PVFB).

In designing a strategy to increase women's participation, an analysis known as SWOT analysis (Strength, Weakness, Opportunity and Threat) is required. Every programme, project, development and management plan has its strengths and weaknesses, opportunities and threats (SWOTs), a project coordinator can deal more effectively with the problems that are likely to come up, and look at ways and means of converting the threats into opportunities, and off-setting the



weaknesses against the strengths. This analysis could be undertaken for any idea, organization, person, product, programme or project (Srivastava et al, 2005).

### Methods and Methodology

This research was conducted in Pamotan village, Dampit district; Gading village, Bululawang district and Bantur village, Bantur District, Malang Regency East Java, Indonesia by involving some informants who know and understand the things related to the Program of Village Food Barn. The determination of informants was done by using snowball sampling. The number of informants in Pamotan village was 7 males consisting of three community leaders and 4 farmers from Village Food Barn farmer member and 3 women farmers; there were 5 males from Gading village (2 community leaders and 3 farmers from village food barn group and 3 women farmers; in Bantur village, there were 5 males (2 community leaders and 3 farmers from Village food barn group and 3 women farmers. The type of data collected was primary data and secondary data. The analytical method used was SWOT analysis (Rangkuti, 2004) and a qualitative descriptive analysis (Milles & Hubermans, 1992). To support the analysis, the data were gathered through participatory observation technique, focus group discussions (FGD), in-depth interview, and documentation.

### SWOT Analysis

This analysis is used to formulate a strategy to increase the participation of women farmers in the program of Village Food Barn by measuring the strengths, weaknesses, opportunities and threats from both internal and external factors that become the strengths and threats in implementing the program. SWOT analysis consists of four stages, namely (Rangkuti, 2004):

- a. The identification of internal and external factors aims to determine the factors that become the strengths, weaknesses, opportunities and threats.

Having identified these factors, strategies are developed which may build on the strengths, eliminate the weaknesses, exploit the opportunities or counter the threats. The strengths and weaknesses are identified by an internal appraisal of the organization and the opportunities and threats are identified by an external appraisal. The internal appraisal examines all aspects of the organization covering, for example, personnel, facilities, location, products and services, in order to identify the organization's strengths and weaknesses. The external appraisal scans the political, economic, social, technological and competitive environment with a view to identify opportunities and threats (Dyson, 2004).

- b. IFAS and EFAS Matrixes

IFAS (*Internal Factory Analysis Summary*) is a matrix that is used to arrange internal strategic factors in the forms of strengths and weaknesses. The strengths are the advantages owned while the weaknesses are the deficiencies owned by the researched villages. EFAS (*External Factory Analysis Summary*) matrix is a matrix that is used to arrange external strategic factors which can affect the sustainability of the program. These external factors can be in the form of opportunities and threats as well. IFAS and EFAS matrixes compare the conditions between internal and external factors so that they can formulate a strategy which is in accordance with the conditions of the researched villages by using the following steps: a) the criteria for assigning weights, b) the criteria for rating, c) criteria for scoring, and d) the formulation of IFAS and EFAS matrixes.

- c. The Analysis of Internal and External (IE) matrixes
- d. SWOT Matrix

The steps of SWOT analysis in general is described as follow (Figure 1).

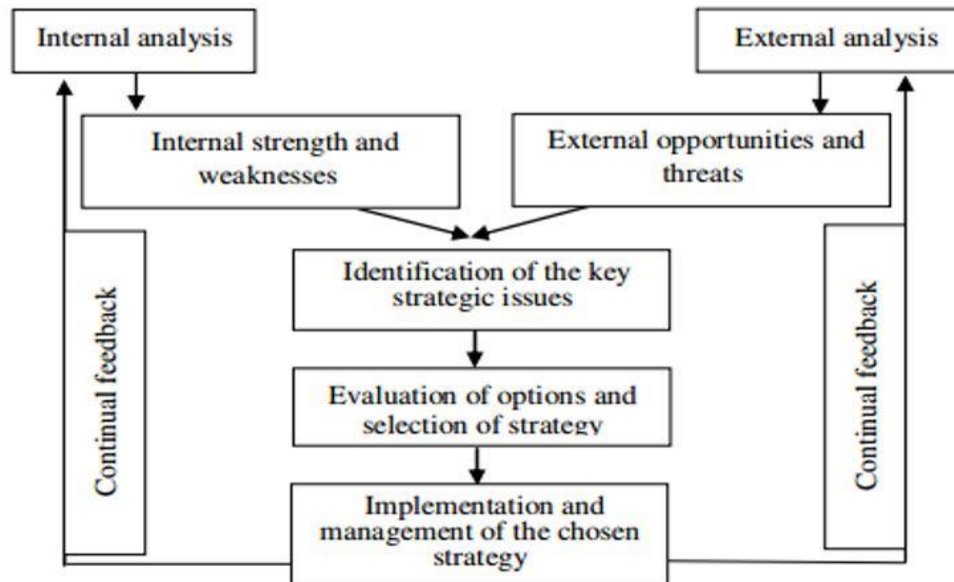


Figure 1.

## Results

The field phenomenon that becomes a classical problem of agriculture in Indonesia which is repeated every year is that every harvest season, the price of grain at the farmer level drops dramatically. On the other hand, in the famine season which is accompanied by the climate change, the retail price of rice rises dramatically at the consumer level. Therefore, to ensure the availability of food in the community, the Program of Village Food Barns (PVFB) is expected to be able to overcome the problems that occurred the agricultural sector. The community empowerment through the Program of Village Food Barn which is Gender-based is considered very important, so that there is a need to have a strategy to increase the women farmer's participation in the management of the Village Food Barn.

The formulation of the strategy to increase the participation includes the following steps:

### *The Identification of Internal and External Environmental Factors*

- a) Internal Environmental Factor (strengths and weaknesses)

The analysis of the internal environment is based on factors derived from aspects of the management of PVFB, which consists of the strengths in the form of quality managers and officers of PVFB, the quality of public figures and the farmer members, the quality of women farmers, the mindset of farmers about PVFB, the quality of the barn's building, stakeholders' support, the spirit of the work, a strong will in the maintenance of farming, the level of accuracy in the maintenance of farming, creativity in the provision of family nutrition, the source



of family's additional income and the ease in adapting. While the weaknesses include inadequate irrigation facilities, poor road access to the village, lack of equipment owned, lack of post-harvest technology, fading cultural values (mutual cooperation is fading), lack of women farmer's participating in group meeting, women less access to non-formal education (agricultural extension), physical weaknesses and under estimating on women farmer's involvement.

#### b) External Environmental Factor

The analysis of the external environment is an analysis which is based on a factor outside women farmers' participation in the PVFB which are in the forms of opportunities and threats. Opportunities owned include: good soil fertility, the reachable condition of agricultural land, the employment opportunities for women farmers, the availability of educational opportunities for women, the existence of groups of women farmers like the PKK (Family Welfare Programme), government policy on empowerment of women farmers in food security and the opportunity for women farmers to be the participants of SLPHT. While the existing threats include: the opportunities of women farmer to work in non-agricultural sector outside the village, higher wages for non farming sector, the existence of middlemen, climate change, discrimination against women, the past experience on the minimum performance of women farmers in PVFB, a protest from husband and children once a mother is working outside the home, the chance of women to work in non agricultural sector in the village, lower wages of women farmers compared to farmers, higher salary of women workers working a road, the existence of culture for not letting women work outside their home, the view of women which should not be leaders, gender discrimination at work, women's vulnerability to sexual abuse, cultural value which views women as "*koncowing king*" restrict women's movement, and lack of women's opportunity to have access in the form of network(aspects of production and prices in the market).

### ***IFAS (Internal Factors Analysis Summary) and EFAS (External Factors Analysis Summary) Matrixes***

Although women's role in crop production is quite high, but their participation in the Program of Village Food Barn is still very low, there is a need to have a good strategy to increase their participation. Based on the identification of factors that have been done which is then drafted respectively based on internal and external environment and then weighted, rated, and scored which is presented in Table 1 and Table 2.

Based on Table 1 (IFAS) above, it can be seen that: there are three major strength factors: creative in providing nutritious food for family (0.182), the level of accuracy in the farming maintenance (0.165), and a strong will in the farming maintenance (0.155). Meanwhile, there are also three major weaknesses factors: inadequate irrigation facility (0.152), women's inferior feeling (no self confidence) (0.146) and physical weakness (0.137). Thus the total score of strength factors is greater (1.421) compared to the total score of weakness (1.102). Thus, the effort in increasing women farmer's participation in PVFB can be done by empowering the internal strengths owned. Meanwhile, the EFAS environment can be seen in Table 2.

Based on Table 2 (EFAS matrix) it can be seen that there are three major opportunities factors: the employment opportunity for women farmers (0.204), the government's policy on women farmers' empowerment in food security (0.195) and the availability of educational opportunities for women (0.179). Meanwhile, there are also three major threat factors namely the opportunities for women to work in non-agricultural sector outside the village (0.215), gender discrimination at work (0.159) and women's opportunity to work on non-agricultural sector in the village (0.152). The total score of threats is greater (1.289) compared to the total score of opportunities (1.056) thus there will be greater threats faced in order to increase women's participation in PVFB.

### *The Analysis of SWOT Matrix*

- a) The Strategy Position of women's participation in the Program of Village Food Barn (PVFB)

The difference of calculation results of internal and external factors indicates the strategy position in increasing women's participation in the program of Village Food Barn (PVFB) is located in quadrant 2 that supports competitive strategy. This means that in order to increase women's participation in the PVFB, there are various threats faced, but still have the strengths in its internal sides (Figure 2).

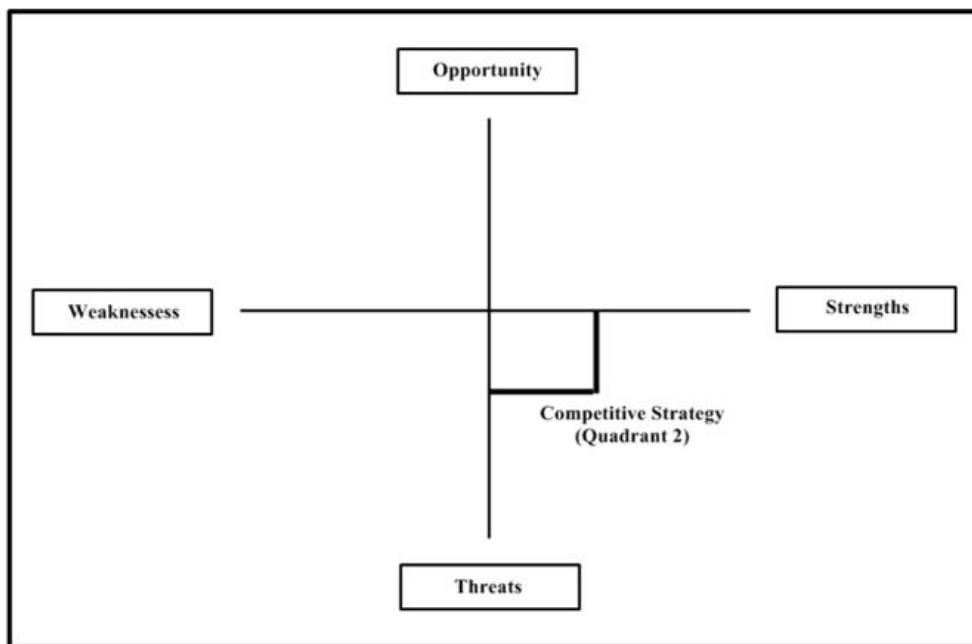


Figure 2.

- b) Alternative Strategy

The alternative strategy can be seen in Table 3.

### **Discussions**



From the analysis that has been done by using SWOT, it reveals that the position of the right strategy in increasing women's participation in PVFB in Malang is in quadrant II which is competitive strategy, in which the strategy intended is Strengths and Threats (ST). The ST strategies which can be designed are as follows:

1. Promoting the standardization of wages between men and women farmers. The level of farmers' productivity and income which is relatively low provides the reference for the village and local authorities to do intensive efforts to establish the standardization of wages so that the productivity in agriculture, especially in the Program of Village Food Barn (PVFB) is increasing.
2. Developing food security activities (agro industry) for women farmers. Women farmers need to be involved so that they can develop activities in the farmer groups with an effort to make the action program of empowerment that act as stimulants of revitalization program of community food barn.
3. Providing a gradual and continuous training model related to food security activities to improve the competence of women farmers especially in the field of food security.
4. Socializing the concept of gender awareness by community and religious leaders. This activity aims at raising the concept of gender awareness in the development of agriculture.
5. Establishing and empowering women farmer groups. This is important to improve food security activities through effective empowerment strategy.
6. Building and strengthening the networks among women farmer groups. The efforts in building and strengthening the networks among women farmer groups can serve as a means of deliberation on the business plan activities and it also aims at establishing mutually beneficial business cooperation with business partners.

## Conclusions

Based on the results of the research, the strategy in increasing women's participation in PVFB (The Program of Village Food Barn) which can be done in Malang Regency is Competitive Strategy which is in quadrant 2 by considering Strength and Threats (ST). Competitive Strategy can be formulated by seeking the the standardization of wages between men and women farmers, developing the activities of food security (agro industry food) for women farmers, providing regular training to women farmers on the activities related to food security, socializing the concept of gender awareness from community and religious leaders, forming and empowering the women farmer groups, and building and strengthening the networks among women farmer groups.

## Disclosure statement

No potential conflict of interest was reported by the authors.

## Notes on contributors

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