



Economic Empowerment of Peasants Victims of Agrarian Conflict Through the Production of Mocaf Flour in Mekar Jaya Village, Wampu Subdistrict, Langkat

Randa Putra Kasea Sinaga^{1*}, Berlianti¹

¹[Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara, Medan, Indonesia]

Abstract. Peasants victims of agrarian conflict located in Mekar Jaya Village, Wampu Subdistrict, Langkat Regency formed a cooperative as a container for improving economic conditions. However, they still have problems running a business, such as a lack of understanding and experience in trying. Based on the partners' problems, the solution offered in this service is to intervene in the economic empowerment of Peasants through the production of Mocaf flour, which is hopefully to impact the increasing economy of Peasants independently. The proposed activity plan is Business Management Education, Mocaf Flour Making Training, Marketing Strategy Education, and Cooperative Business Unit Monitoring.

Keyword: Empowerment, Peasants, Mocaf

Abstrak. Petani korban konflik agraria yang berada di Desa Mekar Jaya, Kecamatan Wampu, Kabupaten Langkat membentuk koperasi sebagai wadah untuk memperbaiki kondisi ekonomi mereka. Namun, mereka masih menghadapi masalah dalam menjalankan bisnis, seperti kurang pemahaman dan pengalaman dalam mencoba. Berdasarkan masalah yang dihadapi mitra, solusi yang ditawarkan dalam layanan ini adalah campur tangan dalam pemberdayaan ekonomi para petani melalui produksi tepung Mocaf, dengan harapan dapat berdampak pada peningkatan ekonomi petani secara mandiri. Rencana kegiatan yang diajukan meliputi Pendidikan Manajemen Bisnis, Pelatihan Pembuatan Tepung Mocaf, Pendidikan Strategi Pemasaran, dan Pemantauan Unit Bisnis Koperasi.

Kata Kunci: Pemberdayaan, Petani, Tepung Mocaf

Received 21 February 2022 | Revised 25 February 2022 | Accepted 26 June 2023

1 Introduction

Indonesia is known to have vast plantation land on the Asian continent. These plantations are the entrance of western capillaries into third world economies, and this system was introduced primarily to produce the raw ingredient and tropical crops needed for the benefit of industrialized

*Corresponding author at: Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Sumatera Utara, Medan, Indonesia

E-mail address: randasinaga@usu.ac.id

countries. In general, large plantations held by Dutch companies in colonial times were oriented to the export sector on a large scale, so they needed a large amount of energy. There is an imposition on the people to work to cut expenses and has come under fire from the natives and even experts from the Netherlands so that ethical-political policy emerged at the turn of the XIX and XX centuries [1].

This is a trigger for many agrarian conflicts, especially in plantation areas. The approach taken by the government in solving problems is by By-Pass Approach. This happens because the government encourages the largest influx of foreign investment to manage large plantation land to spur rapid economic growth. It is intended to attract an influx of capital and foreign aid assuming the proceeds can be used for development. The consequences of this policy actually bring uneven social justice for the people [2].

One of the cases of agrarian conflict that still occurs is in Mekar Jaya Village, Wampu Subdistrict, Langkat Regency. The Peasants who are members of the Indonesian Peasants Cooperative (KPI) of Mekar Jaya Village are also peasants members of the Indonesian Peasants' Union (SPI) Basis of Mekar Jaya Village who face agrarian conflicts with PTPN II and PT. LNK in Mekar Jaya Village, Gohor Lama Garden. This conflict began in 1967 (land grabbing) and 2003 (land reclaiming action by Peasants) until the last eviction of farmland and Peasants homes on land conflict in 2016-2017. Not a few assets belonging to Peasants were lost when there was an eviction. In addition, the traumatic effects are still being felt by Peasants and their families, including children who had dropped out from school after an eviction.

After the eviction to date, some Peasants who do not have farmland have switched jobs to odd workers. Peasants who own agricultural land (outside the conflicting land) continue to run agricultural production even with an area that is considered insufficient.

The establishment of cooperatives carried out by Peasants is intended as an economic institution of Peasants in developing the economy and intended as an incorporated institution in carrying out administrative strategies for reclaiming the conflicting land. As in line with the notion of cooperatives which are joint business entities struggling in the economic field by taking the right path to free themselves its members of economic difficulties [3].

Although carrying out the organizational strategy of land acquisition of the conflicting land has been ongoing, peasants' economic institution has not worked at all in the business. This is due to the lack of capacity of Peasants in developing cooperative business units [4].

Amid the fact, there are still some of the peasants who have agricultural land (outside the conflicting land) who continue to run agricultural production, and it is known in the observation that the peasants have the potential to develop the selling value of agricultural products, which can be produced as a business unit of Indonesian peasants' cooperative Mekar Jaya Village. There

are cassava plants, where this is a type of plant that can be processed into Mocaf flour (modified cassava flour). Mocaf flour is a flour product from cassava processed using the principle of modifying cassava cells by fermentation by microbial. Mocaf flour has economic value because flour from cassava modification is a flour that is similar in function and usefulness to wheat flour. As [5] explained, Mocaf, which is cassava flour modified with fermentation treatment, has similar characteristics to wheat to be used as a substitute for wheat. By market conditions and the high demand for wheat in the country and at the local level, the processing of cassava into Mocaf flour by Peasants in Mekar Jaya Village will provide more value for Peasants and open up employment opportunities for other communities [6].

The demand for increasing the ability of these Peasants is also a form of improving welfare for Peasants. As an achievement of social welfare as a condition is a situation where the needs of human life can be met and can maximize social opportunities and Able to manage social problems well [7]. Therefore, community development programs, especially economic development, are needed for Peasants' victims of agrarian conflict, including for Peasants of Mekar Jaya Village, Wampu, Langkat Regency.

As victims of agrarian conflict, Peasants' form cooperatives as Peasants' economic institutions to develop the economy collectively. However, Peasants still do not have the capacity and experience to run other businesses outside of farming. In difficult situations (loss of access to agricultural land), Peasants (who still own land) only sell agricultural products without first being processed to increase agricultural products, including cassava crops sold at unstable market prices. In this case, It was agreed that the partner's problems were the ability in business management, agricultural processing skills (such as the manufacture of Mocaf flour), ownership of processing production tools, and marketing of production products [8-9].

2 Methods

Based on the problems and solutions of the previously described, the activities planned in community service are using community development methods carried out with several stages, namely: the preparation stage; assessment stage; alternative planning stages of activities; stage of formulating the action plan; implementation stage of activities; stage of evaluation and monitoring; and stage of termination, in the implementation of activities at partners, namely Team Coordination Meetings with Partner Groups, Business Management Education, Mocaf Flour Making Training, Marketing Strategy Education, and Monitoring Cooperative Business Unit [10-12]. Activities are carried out gradually and have some focus and equipment needed to implement. The explanation of each of these activities is as follows:

A. The Meeting of the Service Team Coordination with the Partner Group.

This activity is expected to produce an agreement on a joint work plan accompanied by details of the series and needs on each activity. Furthermore, periodically, this activity can be a means of check & balance related to the rate of progress, constraints, and learning obtained [13].

B. Mocaf Flour Making Training

The training starts with giving examples of mocaf flour-making experts will do. Training begins by preparing all materials and equipment to make Mocaf flour. Then, experts practice step by step in making Mocaf flour while explaining to partner groups (in this session, the question-answer process is not limited). Then Mocaf flour that has been produced was analyzed simultaneously related to the quality of production (trials of making processed foods that often use wheat-based ingredients). The achievement plan of this activity is the ability of partners in producing Mocaf flour with good quality [14-15].

C. Business Management Education

To improve the ability of partner business management, Business Management Education is executed by the FGD method in managing assessments of problem mapping, resources, and business opportunities, which a partner can run. The implementation of FGD begins with the delivery of material by the source to become the reference material of FGD participants, which is then continued with brainstorming managed by facilitators. The main focus discussion is on running a Mocaf flour production business unit, so it is expected from this education partners already can run the cooperative business unit [16].

D. Marketing Strategy Training

Marketing Education is implemented by a class method that begins with a lecture on the delivery of material by the source, followed by interactive and participatory discussions by all education participants. In this final stage of education, RTL (Follow-up Plan) is produced and focuses on product marketing experiments conducted by partner groups.

E. Monitoring Cooperative Business Unit

The team does this activity at least once a month to monitor the suitability schedule with achievements, constraints and learning obtained from the program.

3 Result and Discussion

Results and discussions contain processes before training and results on the ground during training. Coordination of the service implementation preparation was carried out by conducting a meeting between the implementation of the service with the Indonesian Peasants Cooperative Board (KPI) of Mekar Jaya Village on April 5, 2021, at the Secretariat Office of the Indonesia Peasants Union (SPI) North Sumatra Region, by discussing the preparation of training, providing assistance, and assessing partner needs. As for the results of the assessment of partner needs that have an impact on the provision of rocks, namely the provision of Flour Machine, Slicer Machine, and other materials for the manufacture of immersion tubs, containers drying and storage, which is agreed to be given to the members for training needs, and also to long-term benefit in sustainable production.

Coordination discussed the time, place, and principle of training and assistance on July 2, 2021. Coordination agreement: training and assistance were carried out on July 31, 2021, in Mekar Sari Hamlet, Mekar Jaya Village, Langkat Regency. The principle of implementation is that training is carried out in open spaces and implementing health protocols.

Next is Implemented activities training manufacture of Mocaf flour making. Activities this Implemented on 31 July 2021 that Attended 20 Participants. Activities this Implemented in Mekar Sari Village, Mekar Jaya, Langkat regency, at the field with use tent, chair, Projector, and Hardener voice. As beginning from Activities Training, Activities this Beginning with Opening ceremonial: unveiling from moderator; word Welcome from head Executive; word Welcome from member team Executive; word Welcome from the head group. Then the facilitator (expert) starts with displaying a video of Manufacture flour Mocaf that was Witnessed by the Participants, at the same time presenting several difficulties and techniques for overcoming problems in the manufacture of Mocaf flour. After explaining the stages of using production equipment, the question-answer session began until the end of training. A follow-up plan was agreed to practice making mocaf flour from this training.



Figure 1. Implementation of Mocaf Flour Making Training

The next activity is business management education, held on August 29, 2021. The follow-up plan of this event is to form a Mocaf flour production team in the business unit of the Indonesian

Peasants Cooperative (KPI) of Mekar Jaya Village. In addition, during the implementation of this activity, continue to follow health protocols. After that, the next activity is marketing strategy training. In this activity, participants were given an understanding of ways to market Mocaf flour, where it has been explained that the potential of Mocaf flour is currently huge in Indonesia, especially among families, which promotes a healthy lifestyle. For this reason, several steps have been prepared in marketing Mocaf, starting from creating an online platform to direct marketing at promotional activities or MSME workshops, both held in Langkat Regency of North Sumatra Province.



Figure 2. Implementation of Business Management Training

The picture obtained related to the achievements and constraints of devotion partners in running a business still requires capital readiness and business management strategies before venturing to run a business. Therefore, the agreed plan is the readiness of partners to strengthen capital. It was agreed as a form of sustainability community's economic development program even though it has been completed within the implementation time scheme. Based on these desired conditions, empowerment efforts in peasants who are victims of agrarian conflicts can be categorized as successful because of the sustainability of programs carried out by partners without any more support from the implementation of devotion. Adi (2013) explained that the power of community after the program is completed can be seen from the sustainability of the program run by the beneficiaries of the program itself.

4 Conclusion

This Community Service activity is the first step to encourage Peasants' victims of agrarian conflict in Mekar Jaya Village. Although it still requires capital readiness and the selection of business management strategies, partners have committed to keeping running Mocaf flour business as an economic development effort, so it can be concluded that empowerment in Peasants' victims of agrarian conflict can be categorized as successful because of the sustainability of programs carried out by partners without any more support from the implementation of devotion.

5 Acknowledgments

The author thanked the University of Sumatra for funding community service activities. NON-PNBP University of North Sumatra charges this devotional activity under the Letter of Assignment Agreement for The Implementation of Community Service To Mono Program of Young Lecturer Year Fiscal Year 2021.

REFERENCES

- [1] Wiradi, Gunawan. *Seluk Beluk Masalah Agraria: Reforma Agraria dan Penelitian Agraria*. Bandung: STPN Press. 2009
- [2] Ferdinand, Augusty. *Marketing Strategy Making: Proses dan Agenda Penelitian*, *Journal Sains Pemasaran Indonesia*. Vol 1, No.1, 1-22. 2002
- [3] Kartasapoetra, G. *Koperasi Indonesia: Yang Berdasarkan Pancasila dan UUD 1945*. Jakarta: Rineka Cipta. 2001
- [4] Murisa, T. "Social Organisation in the Aftermath of 'Fast Track': An Analysis of Emerging Forms of Local Authority" dalam *Platforms of Mobilisation and Local Cooperation*. Dakar: African Institute for Agrarian Studies. 2013
- [5] Brigham, Eugene F and Joel F Houston, , *Fundamentals of Financial Management*, 10e, International Student Edition, Thomson Learning. 2004
- [6] Suryana. *Kewirausahaan Pedoman Praktis: Kiat dan Proses Menuju Sukses*, Jakarta: Salemba Empat. 2006
- [7] Adi, Isbandi Rukminto. *Intervensi komunitas dan pengembangan masyarakat; sebagai upaya pemberdayaan masyarakat (Edisi Revisi 2012, Cetakan ke-2)*. Jakarta: PT RajaGrafindo Persada. 2013
- [8] Adi, Isbandi Rukminto. *Kesejahteraan sosial (pekerjaan sosial, pembangunan sosial dan kajian pembangunan)*. Edisi Revisi. Jakarta: Rajawali Pers. 2015
- [9] Hisrich& Peters. *Entrepreneurship*, Fifth Edition. New York: McGraw-Hill Higher Education. 2002
- [10] Alma, Buchari. *Manajemen Pemasaran dan Pemasaran Jasa*. Penerbit Alfabeta, Bandung. 2008
- [11] Cravens, David W. *Strategic Marketing*. Seventh Edition. Boston: Irwin McGraw-Hill. 2009
- [12] Kotler, Phillip. *Marketing Management – The Milenium Edition*, Prentice Hall. 2008
- [13] Salvatore, Dominick. *Managerial Economics*. Edisi Kelima. Jilid Pertama. Jakarta: Salemba Empat. 2005
- [14] Sinaga, R. P. K., & Adi, I. R. *Kondisi Ekonomi Petani dalam Konflik Agraria (Studi pada Anggota Serikat Petani Indonesia)*. *Jurnal Pembangunan Manusia*, 1(2), 4. 2020
- [15] Sutojo, Siswanto. *Manajemen Penjualan yang Efektif*, PT. Darma Mulia Pustaka. 2003
- [16] Van Horne, James and John M. Machowics, JR. *Pinciple of Financial Management*, Prentice Hall. 2001