



Level of Motivation of Beef Cattle Farmers (Case Study of the "Mammesa" Livestock Farmers Groups in Duampanua District, Pinrang Regency

Ismail S^{1*}, Angga Nugraha², Armayani M³

Universitas Muhammadiyah Sidenreng Rappang

Corresponding Author: Ismail S ismailyakusa3@gmail.com

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ABSTRACT

The aim of this research was to determine the level of motivation of beef cattle breeders in the Mammesa Farmer/Livestock Group in Data Village, Duampanua District, Pinrang Regency. This research method uses quantitative with Likert scale measurements. The results of the overall level of motivation in Data Village, Duampanua District, Pinrang Regency, with a total weight of 2,395, which differs between the needs of "Strongly agree" and "Agree", namely between 625 to 3,125. This can be categorized as "Agree" because breeders are aware that raising livestock can increase the opinion and experience of the level of motivation of beef cattle breeders in Data Village, Duampanua District, Pinrang Regency. Obtaining the Agree category in five levels of needs including Physiological needs, security needs, social needs, self-esteem needs, and self-actualization needs. This can be seen from the total weight of 2,395 which shows that raising beef cattle can fulfill physiological needs, the need for security, social needs, the need for self-esteem, and the need for self-actualization.

INTRODUCTION

Background of Study

Sustainable livestock development is still a national issue in Indonesia, because it is closely related to the food problem Hidayat Bambang Setyawan, (2021). One of the food sectors, namely Indonesian livestock, has several main livestock commodities that are traded on the international market, including beef, goat/sheep, pork, chicken Karimuna et al ., (2020). Livestock farming, especially beef cattle development, needs to be carried out through a sustainable, modern and professional business approach by utilizing technological innovation to increase business efficiency (Mayulu et al., 2010).

The beef cattle farming business is one of the businesses that has great potential in producing meat as a relatively higher source of protein, therefore the beef cattle farming business is part of the reorientation of livestock development, and as a new paradigm that needs to be strengthened economically. Therefore, it is necessary to design strategies and policies that are comprehensive, systematic and integrated with business units (Rusdiana and Praharani, 2019).

Beef cattle farming depends on three elements, namely seeds, feed, and management. Apart from that, management and governance in the livestock business cannot be separated from the socio-economic characteristics of the breeder so that it will later influence the breeder's results (Indrayani and Andri, 2018). Pinrang Regency is one of the regencies located in South Sulawesi Province. Pinrang Regency has an area of 1,961.77 km² while the population in 2021 is 407,882 people. Pinrang Regency has 12 sub-districts with a beef cattle population of 29,663 in 2020.

Nugraha (2021) explains that the motivation of beef cattle breeders is influenced by the number of livestock they own. Meanwhile, beef cattle breeders in Data Village, Duampanua District, Pinrang Regency only keep an average of 2-5 cattle. Even though beef cattle have a very high economic value, it is not run solely as a business orientation, but as side savings. Based on this explanation, researchers are interested in conducting research with the title "Level of Motivation of Beef Cattle Farmers, Case Study of the "Mammesa" Livestock Farmer Group in Data Village, Duampanua District, Pinrang Regency".

LITERATURE REVIEW

Beef Cattle Farming Business

Beef cattle farming businesses are generally grouped into two business patterns, namely fattening and breeding/enlargement. The fattening business pattern aims to fatten young cattle within a certain period of time, so that they can then be sold as beef animals. Meanwhile, the nursery/rearing business pattern aims to produce offspring which are then raised and then sold (Ahmad et al., 2016).



Figure 1. Beef Cattle

The increase in beef consumption has not been balanced by increases in domestic production, both quality and quantity, resulting in an increasingly large gap between demand and supply of meat (2015) . In accordance with the opinion of Murfiani (2017), he stated that the government is trying to accelerate the increase in the beef cattle population through the implementation of Minister of Agriculture Regulation number 49 of 2016 concerning the importation of large ruminant livestock into the territory of the Republic of Indonesia.

The livestock business is an integration of production management with financial management, where production management looks at the use of input and output. The more effective and efficient the breeder is in carrying out this, the greater the profits obtained and the stronger their position to compete in the market and achieve business goals. Formulating the right strategy for a business can be done by monitoring the environment through environmental analysis techniques that can determine where the business is located, and what are the strengths, weaknesses, opportunities and threats facing beef cattle farming (Suresti and Wati, 2012) .

According to Gultom and Wahyuni, (2022) explain how to increase motivation in raising livestock for the next 6 years because as time goes by the human population continues to increase, of course the need for more meat will be greater. Nugraha et al., (2021) argue that motivation is a driving factor for individuals to take action to do something. The needs of each individual are of course different. Likewise, the motivation of each individual also varies from one individual to another.

Framework of Thought

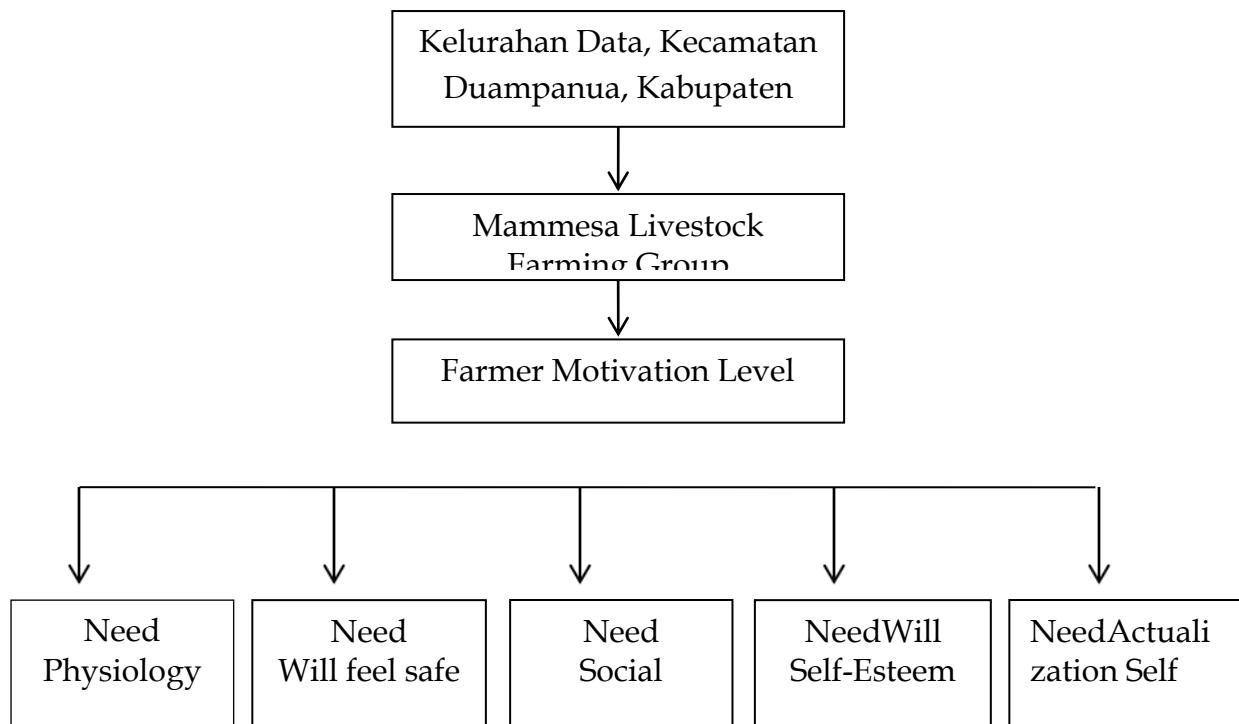


Figure 2. Framework of Thought on Beef Cattle Farmers' Motivation Level
(Case Study Mammesa Livestock Farming Group in Data Village, District Duampaua Pinrang Regen

Hypothesis

It is estimated that the level of motivation of beef cattle farmers in the "Mammesa" livestock farming group in Data Village, Duampanua District, Pinrang Regency. It is still very lacking because the geographical conditions of natural food are still insufficient and the sense of security in raising livestock has not been paid attention to because breeders do not understand how safe livestock feel, as well as a lack of dedication in raising livestock.

METHODOLOGY

This research method will use quantitative data, namely data in the form of numbers, including breeder age, gender, education level, farming experience, number of livestock ownership in the Mammesa farmer/livestock group in Data Village, Duampanua District, Pinrang Regency. Quantitative data with Likert scale measurements.

The data sources that will be used in this research are:

- Primary data is data obtained directly from respondents, where the respondents here are beef cattle breeders in Data Village, Duampanua District, Pinrang Regency.
- Secondary data is data obtained from related agencies, statistical centers, local governments and others.

Population and Sample

Population according to Wijoyo, (2020) is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined

by researchers to be studied and then conclusions drawn. The population in this study consisted of 1 group of livestock farmers in a group of 25 breeders in Data Village, Duampanua District, Pinrang Regency.

For sampling in this study, 25 breeders from the Mammesa Livestock Farmers Group were taken. This is in accordance with the opinion of Amini et al. , (2019) The subjects of this research were taken using saturated sampling techniques or total sampling , which determines the sample if all members of the population are used as samples.

Operational Definition of Variables

The operational definition used in this research is:

1. Beef cattle farming is raising cattle until they become cattle that are suitable for sale to earn income.
2. Motivation level is an influence that raises the breeder's work enthusiasm in raising beef cattle.
3. Breeding is the activity of keeping and breeding animals to gain benefits from the results of farming activities.
4. Physiological needs are such as food, water, sex, shelter.
5. Safety needs are protection against danger, threats and security guarantees.
6. Social needs are the need for togetherness as social beings because they cannot live alone.
7. The need for self-esteem is independence or freedom. Status, recognition, appreciation, and dignity.
8. Self-actualization needs are for self-development and the desire to become more and be able to become a person.

Data Collection Technique

The collection techniques used in the research are primary and secondary data in the form of interviews, observations and questionnaires regarding the Motivation Level of Beef Cattle Farmers.

Primary Data

- a. Interview, namely carrying out interaction and communication by asking questions directly to the respondents.
- b. Observation, namely a data collection technique that directly observes the research location.
- c. Questionnaire, researchers collect the required data using a list of questions that have been provided which will then be answered by the breeder.

Secondary Data

- a. Obtained from various sources such as the Central Statistics Agency, journals, books, reports, and others.

Data Analysis Technique

Data analysis used to measure the level of motivation of breeders in Data Village, Duampanua District, Pinrang Regency. In the Mammesa

farmer/livestock group. Using descriptive statistics by grouping, simplifying and presenting data through frequency distribution tables. Apart from that, data measurement uses a Likert scale.

Setyawan and Atapukan, (2018), stated that the Likert scale method is a method used to measure the level of user satisfaction using a Likert scale. By using a Likert scale, the variables to be measured are translated into indicators that can be measured. These measurable indicators can be used to create statements or questions that need to be answered by respondents. The answer takes the form of scoring/weighting as follows:

a. Strongly agree	= 5
b. Agree	= 4
c. Undecided	= 3
d. Disagree	= 2
e. Strongly disagree	= 1

RESULTS AND DISCUSSION

Data Village is a sub-district in Duampanua District, Pinrang Regency consisting of 12 sub-districts, 39 sub-districts and 65 villages. The territorial boundaries of Pinrang Regency are to the north with Tana Toraja Regency, to the east with Sidenreng Rappang and Enrekang Regencies, to the west the Polmas Regency of West Sulawesi Province and the Makassar Strait, to the south with Parepare City. The area of the Regency reaches 1,961.77 km². This research was carried out in Data Village, Duampanua District, Pinrang Regency.

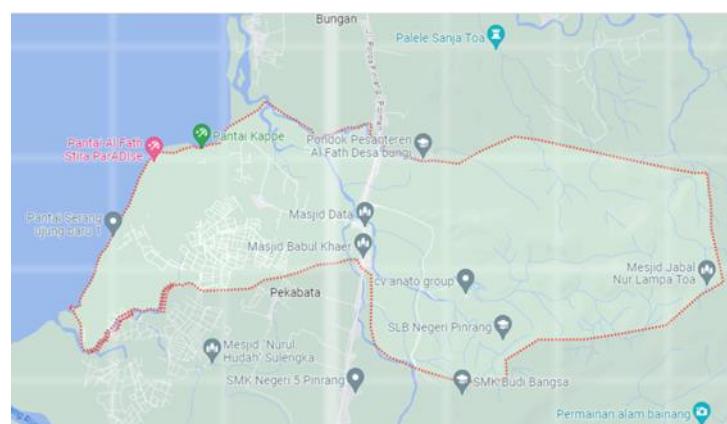


Figure 3. Duampanua District, Pinrang Regency

Source: Google Maps, 2023

The administrative boundaries of Data Village are:

- a. To the north it borders Barugae Village.
- b. To the south it borders Bittoeng Village.
- c. To the east it borders Katamporang Village.
- d. To the west it borders Maroneng District.

The environments in Data Village are as follows.

- a. The Salubone neighborhood is in the northern part of Data Village.
- b. Ujung Baru neighborhood in the western part of Data Village.
- c. The Data Neighborhood is in the southern part of the Data Village.

Of the 3 neighborhoods in Data Village, only the Salubone neighborhood is home to members of the Mammesa farmer/livestock group.

State of the Population

The population condition is a description of the population of a region, both quantitatively and qualitatively, which can be used as a basis for developing a region in the context of development so that it is right on target. The population condition is described by the number of residents based on gender in an area.

Total Overall Motivation Level of Respondents

We can see the assessment of the overall level of motivation in Data Village, Duampanua District, Pinrang Regency in table 1.

Table 1. Overall community research results in the sub-district Data from Dumpanua District, Pinrang Regency

Variable	Sub Variable	Mark	Information
	Need	495	Agree
	Physiology		
Motivation Level	Need For	509	Strongly agree
	Sense of security		
	Need	462	Agree
	Social		
	Need	460	Agree
	Will Self-Esteem		
	Self-Actualization Needs	469	Agree
	Amount	2,395	

Source: Primary data that has been processed in 2023

Table 14. We can see the results of the overall level of motivation in Data Village, Duampanua District, Pinrang Regency, with a total weight of 2,395, which is between the needs of "Strongly agree" and "Agree", namely between 625 to 3,125. This can be categorized as "Agree" because beef cattle breeders can fulfill physiological needs, security needs, social needs, self-esteem needs, self-actualization needs, this is in accordance with the opinion of Suri et al., (2022) the success of breeders in advancing development The livestock industry, while increasing farmers' income, relies heavily on their experience in cultivating beef cattle .

Beef cattle breeders can be successful when their competence increases, meaning there is an increase, as in the opinion of AR Nugraha, (2015), competence occurs because of the accumulation of knowledge and experience in their field, so that they can produce innovation in accordance with the demands of the times. For more comprehensive details regarding the overall research results on the level of motivation of beef cattle farmers in Data Village, Duampanua District, Pinrang Regency. Can refer to the image below.

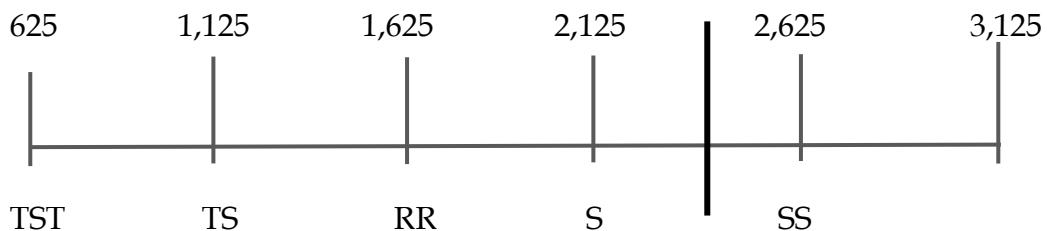


Figure 4. Overall Motivation Level of Beef Cattle Farmers

Regarding figure 10. It can be seen that the total score for the overall level of motivation of beef cattle breeders is in the Agree and Strongly Agree range, namely between (2.125-2.625) with a weight of 2.395.

CONCLUSIONS AND RECOMMENDATIONS

Motivation level of beef cattle farmers in Data Village, Duampanua District, Pinrang Regency. Obtaining the Agree category in five levels of needs including Physiological needs, security needs, social needs, self-esteem needs, and self-actualization needs. This can be seen with a total weight of 2,395 which shows that domesticated beef cattle can fulfill physiological needs, the need for security, social needs, the need for self-esteem, and the need for self-actualization.

Based on the results and discussion of research in the field, the author intends to provide suggestions that will hopefully provide benefits for future researchers as well as the government and society, namely as follows.

1. Future researchers are expected to study more sources and references related to the level of motivation of beef cattle farmers so that the research results can be better.
2. It is hoped that the government will be able to build effective coordination between beef cattle farms. Effective coordination can encourage integration of the beef cattle production process so that it is hoped that beef cattle farmers can progress further in accordance with planned policies.
3. For the community (breeders). In developing the beef cattle business, beef cattle farming in Data Village, Duampanua District, Pinrang Regency can use alternative strategies from the results of this research as reference material in developing beef cattle farming businesses, but this cannot be separated from support from the local government for beef cattle breeders and their role. Livestock Service in Pinrang Regency. Assistance can be provided in the form of funds allocated to check livestock health at local beef cattle farmers.

FURTHER STUDY

This research still has limitations so further research needs to be done on the topic "Level of Motivation of Beef Cattle Farmers (Case Study of the "Mammesa" Livestock Farmers Groups in Duampanua District, Pinrang Regency."

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