

# SOCIO-ECONOMIC RELATIONS OF HORTICULTURAL FARMERS IN THE AGRICULTURAL DISTRIBUTION SYSTEM IN NAGARI PANDAI SIKEK, X KOTO SUB-DISTRICT

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**ABSTRACT:** This study seeks to examine and analyze the socio-economic relationship carried out by horticultural farmers in the distribution of agricultural products, namely with *toke*. In this study using qualitative research methods descriptive type. Data collection techniques through observation, interviews and documentation with informant determination by *purposive sampling*. The results showed that farmers are related to *toke*, which is a distribution agent who buys farmers' agricultural products, in this relationship a pattern of dependence between farmers and *toke*, because farmers get guaranteed and guaranteed income. Trusting, emotional and honest relationships are strengths in marketing. Due to economic, and socio-cultural factors, farmers benefit economically and form farmer habits from a set of knowledge, cultural practices and behaviors that exist in an individual as a result of his interaction with the local environment. Juxtaposed with the theory of peasant rationality, the moral economic problems of peasants who have to struggle to live on the boundary line of subsistence. Farmers will use the concept of "safety first" as an option, when they are faced with taking risks, and that choice according to Scott is a rational choice.

Keywords: *Socio-Economic Relations, Horticultural Farmer, Distribution, Farmer Rationality*

## 1. INTRODUCTION

Indonesia is an agricultural country, most of the Indonesian population lives in rural areas and has a livelihood in the agricultural sector. Until now, the agricultural sector is a strategic sector and plays an important role in the national economy and the survival of the community, especially in contributing to GDP, employment providers, and domestic food supply. Awareness of this role causes most people to still maintain their agricultural activities. Various data show that in some developing countries more than 75% of the population is in the agricultural sector and more than 50% of national income is generated from the agricultural sector and almost all exports are agricultural materials [1].

X Koto District is an area in West Sumatra that is flanked by two mountains, namely Mount Marapi and Mount Singgalang. Agriculture is one of the dominant sectors in supporting the economy of Tanah Datar Regency. This could happen because 70% of the population is engaged in agriculture, both food crop farming, plantations,

fisheries and animal husbandry. Based on the geographical potential of natural resources, X Koto District is very good for horticultural cultivation. Horticultural crops are one of the leading sub-sectors of the region [12].

As we know, X Koto District produces horticulture such as tomatoes, large chilies, small chilies, chickpeas, cabbage, mustard, and eggplant. These types of vegetables are people's daily needs and the amount of demand tends to continue to increase in the market. The horticulture subsector has contributed significantly in supporting the national economy, both in the provision of food products, health and cosmetics, culture and tourism, trade, the creation of gross domestic product and in employment [17-18].

In trying to farm, it is inseparable from the name of distribution of agricultural products. Marketing of agricultural products is a benchmark for farmers in getting income. However, with the limited marketing reach, farmers prefer to deal with *toke* as a *broker* in marketing these agricultural products. Regarding the socio-economic relationship of farmers in producing

vegetable products, they are very familiar with the name *toke*. *Toke* is a very influential agent in the smooth running of the farmer's economy. *Toke* is a term for people who buy farmers' agricultural products directly at the market.

The distribution of agricultural products is part of the farmer economic system which has implications for the socio-culture of rural farmers because in the process it involves many parties, creating various roles and agricultural marketing systems. *Toke* also has a wide social network, the social network owned by *toke* is actually not owned by farmers so that it creates a network in the community which ultimately has implications for farmers.

In general, the function of a broker / container / *toke* is to act as a container between clients which is defined as a party who provides goods or services offered by sellers and markets or producers. The relationship between farmers and *toke* is able to move the wheels of the rural farmer economy because it provides subsistence protection to farmers. In addition to a very wide social network, *toke* also acts as a financier to farmers. This is what makes farmers so dependent on *toke* [2].

## 2. RESEARCH METHODS

This research is a field researcher using qualitative types with a descriptive approach. Data was collected through interviews, observation, and documentation. Determination of informants by purposive sampling techniques. As well as data analysis starting from data collection, data reduction, data presentation and finally verification and conclusion.

## 3. RESULTS AND DISCUSSION

### 3.1 Forms of socio-economic relations between agricultural farmers and *Toke* in Nagari Pandai Sikek, X Koto District

*First, the relationship with big toke.* Farmers have socio-economic relations with *toke* in the Padang lua market. Where in marketing there is direct interaction, where farmers interact with *toke* in the market [3]. Nagari Pandai Sikek farmers are more dominant in relation to large *toke* in the market, because this *toke* provides guaranteed protection for farmers' agricultural products, so farmers have directly obtained buyers, namely large *toke*. This big *toke* is a person who buys agricultural products that have large capital.

The increase in productivity will affect the income that contributes to household income,

where the amount of contribution depends on the amount of income received by farmers, it can be seen the magnitude of the influence of the relationship with *toke* as a marketing agent [14].

In 1 farmer has a relationship with 3-4 large *toke*. Big *toke* is ready to buy farmers' agricultural products, money flows very smoothly to farmers because it is directly given without installments or debts. The socio-economic relationship carried out by farmers with large *toke* provides a very close attachment, farmers are also very easy to communicate with *toke* by telephone, or social media. It is this kind of simplicity that maintains their relationship in agricultural marketing.

For purchase prices relative to each other, there is no price game done by *toke*, even farmers who tend to be quick to read the conditions when entering into a difficult agricultural season, farmers are able to gain with *toke* related to selling prices. Big *toke* who buy agricultural products come from outside nagari, namely from the city of Padang Panjang and also Bukittinggi.

Trusting, emotional and honest relationships are strengths in marketing. Even if there is fraud committed by *toke*, farmers can sue it. In addition to ease in terms of marketing, farmers also get facilities in terms of capital through loans to *toke*, *toke* will not provide interest if farmers buy seeds from *toke*. *Toke* here has begun to be organized, where in every transaction with farmers always have a clear note, not an arbitrary note.

It is very clear that the relationship is very beneficial for farmers because they get certainty in terms of marketing their horticultural products, this is discussed by James Scott (1981) about the rationality of farmers, the moral economic problems of farmers who have to struggle to live on the boundary line of subsistence. Farmers will use the concept of "safety first" as an option, when they are faced with taking risks, and that choice according to Scott is a rational choice [4].

*Secondly, the relationship with the little toke (tukang pakang).* Not a few horticultural farmers are also associated with small *toke* to sell their agricultural products, in selling with *tukang pakang* farmers directly come to the market by standing peddling agricultural products and waiting for *tukang pakang* to come to buy or farmers independently waiting for their agricultural products to be glimpsed by small *toke*. Farmers with this pattern do not have a network with large *toke*, they do not get certainty of marketing agricultural products, when no one buys agricultural products they will lose money and agricultural products are wasted for free. This is the risk if the farmer comes into contact with *tukang pakang*

In addition, *tukang pakang* workers tend to play prices in buying agricultural products, farmers

are often played, especially the problem of selling prices and weighing. Therefore, Nagari Pandai Sikek farmers have tended to be rational with the problem of marketing agricultural products by directly related to large *toke* who have more capacity in buying their agricultural products. Usually between farmers and *toke* they have long subscribed and turned into emotional closeness [5]. What is unique about Nagari Pandai Sikek farmer is that some of the farmers they meet are more interested in the education of their children, from the benefits they get set aside for the education costs of their children. Indicator which can be a measure of the success of farmers because they have been able to send their children to college [15].

### 3.2 Factors Causing Socio-Economic Relations between Agricultural Farmers and Toke in Nagari Pandai Sikek, X Koto District.

*First, economic factors*, where farmers will be helped economically and have an impact on the continuity of farmers' income, *toke* provide economic guarantees to farmers. Through farmers' *toke* it is very easy to get money, as long as there is production, money will flow to farmers. If not with *toke* then there is no guarantee farmers will get money directly. Farmers focus on vegetable crops which is due to the cooperation between farmers and *toke* in terms of distribution [6]. Agriculture has a very important role in economic development. History shows that agricultural development is a prerequisite for progress in future development [7].

*Both factors are efficient, easy, and beautiful*, farmers do not need to find buyers for their crops, *toke* is ready to wait and buy agricultural products, but farmers must first establish closeness with *toke* so that it turns into an interdependent relationship.

## 4. CONCLUSION

One of the most important parts of the peasant economic system is distribution, as it concerns markets and income. In this case, farmers have a socioeconomic relationship with *toke*, a term for those who buy agricultural products. Farmers have rational reasons when choosing *toke* as the party they trust for agricultural distribution.

Cooperation with farmers gets guarantees and certainty in trying to farm, this is due to economic factors to get money quickly and surely and also socio-cultural which creates a habit framework that is patterned continuously and forms value. So that makes their relationship steady and has even touched the emotional realm. This is because there is also no intervention or fraud committed by the

Farmers easily meet *toke*, contact *toke* via social media phone and immediately get money. The use of social media is also one of the important points for managing an agricultural business at this time, because it can expand the marketing network [8-10]. Using online media through android mobile phones as an effort to communicate directly between producers and customers or vice versa customers with manufacturers [13].

*The third is a guarantee of security and fear of taking risks*, in relation to *toke* it is ensured to be safe and will not experience economic congestion of farmers, if farmers are not related to *toke* then agricultural products will certainly not sell quickly or be sold. Thus it is a great risk for farmers if it is not related to *toke*, *toke* protects the distribution of farmers.

*The four* socio-cultural factors, with *toke* getting a steady relationship, have touched the emotional realm, so that over time farmers get used to *toke*, and become the culture of the farming community. The relationship will be created lasting because it continues to interact and cultivate so that it is difficult to eliminate because it gets certainty.

Thus giving rise to the farmer's behavior with *toke*, can be shown by feelings, actions, attitudes, beliefs, memories, or respect for others [16]. The value orientation formed by farmers leads to repeated habits with *toke*, this habit forms the farmer's way of *toke* where *toke* can provide protection and guarantee the distribution of agricultural products. Aspects of peasant habits are extracted from a set of knowledge, cultural practices and behaviors that exist in an individual as a result of his interaction with the local environment [19-21].

*toke* against farmers. What is unique about Nagari Pandai Sikek farmers is that some of the farmers they meet are more focused on the education of their children, from the profits they get set aside for their children's education costs. Indicator can be a measure of the success of farmers because they have been able to send their children to college. How important is the role of distribution agents for farmers which has an impact on fulfilling the needs and welfare of farmers' lives.

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