**How To Increase The Income Of Cocoa Farmers Through**

**The Development Of Cocoa Products?**

**Mike Triani1 , Marta Dinata2 ,Andria Ningsih3**

1. **Economic Faculty-Universitas Negeri Padang** Miketriani@fe.unp.ac.id
2. **FKIP-Universitas Lancang Kuning** Martadinata40@gmail.com
3. **Economic Faculty-STIE Haji Agus Salim Bukittinggi** Andrianingsih56@gmail.com

**Abstract**

*Cocoa is one of plantation commodities main west sumatra also play a role important as producer regional foreign exchange , and as provision of employment opportunities and source of income for farmers .Demand cocoa the world is still very high which annually increased .Cooperatives cocoa ‘mandiri prima’ is one of the most potential cooperative in jorong cubadak kecamatan Lima puluhkota Kabupaten Tanah datar .Cooperatives cocoa mandiri prima has a member of as many as 46 one who reliable in administer the estate cocoa , only processing cocoa beans was not perfect so hasi processing cocoa beans feasible to for marketing .A method of activities will be implemented with group discussions and understanding fodder for participants a member of farmers cocoa .The discussion groups and for the delivery of material , it turns out it participants stated that they failed to in implementing fermntation cocoa beans becoming brown quality . It was because they did not understand technically the process.It becomes one of the problems for the government to increase production cocoa in the area. For that we need to review the how product development cocoa beans in kabupaten land these flat in order to increase farm incomes cocoa and can increase the value of value-added production.*

**Keywords**: *value added production, Product, and income*

**Introduction**

Cocoa is one of the most potential plantation commodity west sumatra who also played an important role as foreign exchange earning regions , those that provide employment opportunities and a source of income for farmers .Demand the world cocoa is still very high which annually has been an increase in .The needs of the world cocoa a year reached 6.7 million tons just can be fulfilled 2.5 million .It means , is weak 4 million tons more to meet the needs of the market that continues to increase , so it could still be an opportunity for indonesia at special west sumatra to be able to continue to increase it and producing stuff. Most of areas in west sumatra have climate suited to the growth cocoa and land are available.In addition commodity prices cocoa until now is too stable, cocoa can also be intercropped with coconut commodities in west sumatera more than 91.000 ha.

As stated by Mr. Erinaldi one of the Chairman of Farmers Group called Cocoa Farmer Group Tani Batu Lantai Stating that they are very short of human resources capable of processing cocoa beans into products that can increase income or as a value added cocoa beans from cocoa beans. He also said that it requires the government's efforts to provide a tool for processing cocoa beans which will certainly be very helpful at the production of better.

Table 1 .Broad fields , broad harvesting and cocoa production Kabupaten Tanah Datar

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Kecamatan *subdistrict*** | | | **Luas Panen *harvested*** | **Produksi *Production*** | **Rata-rata** |
| ***Area(ha)*** | ***(Ton)*** | **(Ton/ha)** |
| 1 | X Koto | | 8,50 | 6,10 | 0,72 |
| 2 | Batipuh | | 73,26 | 56,00 | 0,76 |
| 3 | Batipuh Selatan | | 205,75 | 153,99 | 0,75 |
| 4 | Pariangan | | 95,50 | 80,00 | 0,84 |
| 5 | Rambatan | | 1 110,50 | 1 121,83 | 1,01 |
| 6 | Lima Kaum | | 332,37 | 300,99 | 0,91 |
| 7 | Tanjung Emas | | 271,35 | 265,05 | 0,98 |
| 8 | Padang Ganting | | 175,20 | 161,51 | 00,92 |
| 9 | Lintau Buo | | 124,45 | 119,55 | 0,96 |
| 10 | Lintau Buo Utara | | 765,50 | 780,71 | 1,02 |
| 11 | Sungayang | | 232,50 | 236,05 | 1,02 |
| 12 | Sungai Tarab | | 188,38 | 184,63 | 0,98 |
| 13 | Salimpaung | | 149,50 | 143,25 | 0,96 |
| 14 | Tanjung Baru | | 216,50 | 212,00 | 0,98 |
| **Tanah Datar** | | **2015** | **3 949,26** | **3 821,65** | **0,91** |
| **2014** | **3 340,39** | **2 804,04** | **0,84** |
| **2013** | **3 229,00** | **2 322,04** | **0,72** |
| **2012** | **2 381,04** | **1 287,28** | **0,54** |
| **2011** | **1 525,09** | **794,50** | **0,52** |

Source: batusangkar in figures 2015

The government of west sumatra prioritizes cocoa the main program that is carried out during the period of 2 , 2006 to 2010 and the year 2010 to 2015 . Even until the year of 2015 the target of land-buying of cocoa at least 200,000 ha .The provincial government , of the district government and the central government sit down with the delivery of the mou to began a program to develop the cocoa .If the pattern cocoa to 200,000 ha successfully will put west sumatra should be production center of cocoa in the west indonesian time .With the condition of this group at least the hope of improving the income of farmers are going to be increasingly close to welfare.

Through cocoa development program every year millions of superior cacao seeds , are given free to the community of west sumatra to be planted on the terrain .This program in biayai by provincial budget , the state and district budget. If broad cocoa in 2006 only 25.042 ha, in 2012 broad cocoa already reached 137.355 ha, while production resulting in 2006 only 16,244 tons, jumped to 69.281 tons in 2012 . Increase in extent garden this cocoa would bring a positive impact on the increase in the income of the community welfare as well as farmers and probably can also reduce the poverty rate in west sumatra .Because as much as 71.8 % of the poor west sumatra in rural areas and a large proportion were farmers

.

**Method**

In the *Method* section, was used group discussions through to delivery matter to the farmers cocoa .Training will be conducted by five people instructors namely material which is to be forum was with regard to: 1 for the delivery of material about the potential market hilirisasi cocoa .2) increasing the added value production .3) product development , 4) packaging products and product marketing .5) processing cocoa beans into finished products .In addition methods used to solve problems partner is:

1. For the delivery of material the field of science economic, management and marketing

2. Comprises. 5.the group discussion of farmers cocoa.

3. To apply the concept of material the field of science economic, management and marketing in processing cocoa beans.

4. Creates a product hilirisasi from the seeds of cocoa.

5 Packaging and selection brand products. 6. The installation of label the and patent to the processed products cocoa beans are already in the process of by the the farmers

**Results and Discussion**

Based on the devotion to the community through training processing products cocoa beans through product development hilir for households farmers cocoa in kabupaten tanah datar, namely from 16 to 17 september 2017. This event was joined by farmers cocoa which consisted of 30 people, consisting of the members of the cooperative spread in Kabupaten Tanah Datar .For the delivery of material first, delivered by the sources which was about the potential market hilirisasi cocoa. In jorong cubadak kecamatan five people it has many subspecies potential for development cocoa beans, besides texture good ground this area also having farmers superior and reliable in managing cocoa development. Then, of this area need to be central central production cocoa, it takes cooperation and motivation from the local regional government to think for planning the potency advancement cocoa this.

Hilirisasi cocoa was one effort to the provision of additional value for businesses . Other commodities hilirisasi cocoa is through the existence of the processing industries make that product become a thing of the with a value more high as of export commodities .Considering that of export commodities no longer sent as a raw material .The presence of cocoa processing industry in the country can be used as anticipation if prices decrease in the world , if farmers manage it in the country it can be exported at high prices .

Next, second matter is about the enhancement of value added production .Technically in the field , farmers extremely scrupulous in managing cocoa , but farmers still have the skills and science are low in understanding the concept of value added production .Based on the results of its field observation , it turns out that farmers have done only product marketing cocoa beans to the market without any management process the production of cocoa beans .It means farmers here did not know that if cocoa beans in sports be cocoa powder , then in sports be chocolate bars or lozenge of material brown of the price offer to market can be in the value of greater than his just selling cocoa beans course to the market .Formerly , from the observation some of the farmers already have been trying to put fermented cacao beans to process of drying so that will be able to destroy it in to be used as cocoa powder .But unfortunately farmers experiencing the failure of a conducting the process of fermentation , Because of a lack of knowledge and skill in this process .Then the observation the work of the next trying to articulate matter process of making brown powder the great thing about cocoa beans are have been through fermentation processes right.

In theory, will improve the value added production would be needed good processing process .According to research on computation added value has been conducted on small scale businesses processing dilana (cocoa beans by 2012 of value added) cocoa beans in madiun district , east java .The senses analyze add value to products of processed cocoa to be a semi or chocolate brown finished the fat , brown powder , brown and pasta .The product is produced using raw materials and other input contributions in the same amount of .But , there is the production of raw materials in the cocoa beans used will be turned into brown paste , brown powder , and fat brown separately the process of production and only be turned into fat and powdered brown only once it resulted in processing produksi.hal process cocoa beans was set to fat brown and just brown powder .

The third material was on product development. About product development tntu cannot be separated from all pross production of good .If farmers have memalui all production processes so farmers be able to continue to stage product development that began in processing cocoa beans to powder brown , then brown powder used as be a variety of foods brown various think and a brown form being in demand by consumers .To product development this is needed skill and skillfulness from the farmers , besides increasing income is also can be used as a source of regional revenue for an area of land flat .At the product development this farmers in this area only is be able to create brown powder under-performing , of this product not able to compete in the market .It means products can only be consumed by households farmers cocoa or society immediate area that is all .

The theory kotler and armstrong 1996 on product development is through product development is a strategy to growth of the company by offering of a new product or modified to a segment of market now .So , it can be seen that the development of the product is an activity enterprises to to meet the needs of those who always changed .Company it must mix their decision to function marketing other between the new product .Usually the marketing coordinate duty on the inside of the company informally .This has led to the growing importance of the product development strategy for marketing an enterprise . All products will undergo cycle cycle products, product development should be done a sustainable by any company during their products . To avoid saturation consumers to their products, so that the product was not experienced stage decline, who would result in survival an enterprise.

To the matter fourth this is about packaging products and product marketing. The key to make a design packaging is packaging the regulation should be simple (simple), functional and create an emotional response positive has said (buy me.Packaging must be able to attract attention visually, emotional and rational. A design in a good setting a value added to products that dikemasnya. According to research, of all activities sensing people are big is sensing through sight or fluoresce (visually). Because of that, elements graphic from the pack among other: color, the form of, brand, illustration, letters and the layout is element visual have a role in largest in the process of delivery of message by fluoresce (visually communication). To successfully, so appearance a bundle should have attractiveness. Attractiveness on packaging can being inducted into two, that is the pull visual (aesthetic) attraction and practical (functional).

Traditionally, function primary the pack is to load and protect products.But in recent times this, many factors who makes packaging be instrumental marketing important. The increasing competition and disorderly balaunya a rack a retail store, means that packaging must now do a lot of duty sales, attract attention, outlines products, and even make a sale. Company realized influence from the pack good that consumers know company or owns the quickly. Develop packaging that is better for new product take a lot of decision-making. First, companies should draw up the concept of packaging, who specifies how to packaging it is supposed to be or what one should be doing by packaging for products Do packaging that only function provide protection products, introduce a method of packaging new, or other thing ?Then, must be made also a decision on the elements specific from the pack , such as size, the form of, material, color, text ,and trademarks. Various this element must work together to support position the product and marketing strategies .Packaging have to be consistent with advertising , pricing , and distribution of a product.

Process of cocoa beans into downstream products

Downstream Product Development for Cacao Farmer's Household in Tanah Datar District

Increased knowledge and ability to develop by creating downstream cocoa bean products

**Conclusions**

cocoa is the result of the earth that must be cultivated and there should have been the touch technology so that produce quality seeds good becoming brown , this chocolate also can compete in national and international market .Other than the processed products capable of producing quality of these farmers important to her knowledge and experience being many created the processed products that handar as well as being able to compete with the international .Besides the motivations of the head of cooperatives , important for farmers in along with same the government provide the motivation to take part in the support and help from technology so that farmers in jorong cubadak kecamatan Limo Kaum kabupaten Tanah Datar will understand used technology, and understand the meaning of important creates a product downstream from cocoa beans into a product with the most potential in the area.

The success of the other measured income from the itself must also followed with the productivity workers in a itself .Instead of creating products, it is also vital with farmers understanding how to put the product well marketable .Because besides created added value production the activity of designing and producing is as a forum to a product. Packaging designed with good can build brand equity and encourage sales .Packaging is the part first products faced by buyers and able to attract buyers or get rid of .A label might include gallows simple who affixed to products or images designed in elaborate and become part of the packaging .Label can carry the name brand alone, or large amounts of information .Guarantee (warranties) is official statement product performance expected by the manufacturer

**References**

Alma, Buchary. 2011. *Kewirausahaan.* CV Alfabeta. Bandung

A. Rasyid Baswedan, 1997 *“Sumber Daya Manusia Indonesia Sebagai Penunjang Pembangunan Jangka Panjang”*, Jurnal Ekonomi Pembangunan, Volume 2 Nomor 2.

Arfida , BR , 2003 , Ekonomi Sumber Daya Manusia , Ghalia Indonesia, Jakarta

Aris Ananta Prijono Tjiptoherijanto, 1985 *“Masalah Penyerapan Tenaga Kerja, Prospek dan Permasalah Ekonomi Indonesia*” Sinar Harapan, Jakarta.

Aris Ananta, 1993, *Ciri Demografis Kualitas Penduduk dan Pembangunan Ekonomi*, Lembaga Demografi FE UI, Jakarta.

Badan Pusat Statistik, Sumatera Barat dalam Angka 2004 -2010, Padang.

Badan Pusat Statistik, Produk Domestik Regional Bruto 2005-2010, Padang.

Barry, M., & Sidaway, R. 1999. *Empowering Through Partnership—The Relevance of Theories of Participation to Social Work Practice*. In W. Shera & L. Wells (Eds.), *Empowerment practice in social work: Developing richer conceptual foundations* (pp. 13-37). Toronto, Canada: Canadian Scholars’ Press.

Bowen, Glenn. A. 2006. *Grounded Theory and Sensitizing Concepts. International Journal of Qualitative Methode 5(3)* September. http: //www.ualberta.ca/-11qm/back issues/5.3/htm/bowen.htm

Bellante , Don dan Jackson , Mark , 1990 . Ekonomi Ketenagakerjaan , LPFE UI , Jakarta

Dinas Koperasi Perindustrian dan Perdagangan Propinsi Sumatera Barat, Industri dan Perdagangan Sumatera Barat dalam Angka 2004-2010, Padang.

Dilana, Indra Akbar. 2012. Pemasaran dan Nilai Tambah Biji Kakao di Kabupaten Madiun, Jawa Timur. Thesis, Sekolah Pasca Sarjana, IPB. Bogor.

Dumairy, 1996, *Perekonomian Indonesia*, Erlangga Jakarta.

Friedman, Jhon. 1992. *Empowerment The Political of Alternative Development.* Cambridge,Massachusetts: balckwell Publisher, Three Cambridge Center.

Gitosudarmo Indriyo dan Mulyono Agus. (1999). *Prinsip Dasar Manajemen*. Yogyakarta : BPFE.

Hasdi Aimon, Melti Roza Adry, Dewi Zaini Putri & Elida. (2013). *Pemberdayaan Ekonomi Petani Kedelai Di Kabupaten Solok Melalui Penciptaan Industri Rumah Tangga Baru*. Penelitian Unggulan Perguruan Tinggi. Universitas Negeri Padang.

Karsidi. 2001. *Paradigma Baru Penyuluhan Pembangunan dalam Pemberdayaan Masyarakat.*  Dalam Pambudy dan A.K.Adhy (ed.). Pemberdayaan Sumberdaya manusia Menuju Terwujudnya Masyarakat Madani. Bogor: Penerbit Pustaka Wirausaha Muda.

Kotler, Philip., Keller, Kavin Lane.2009. *Manajemen Pemasaran* Ed.Ke-13 Jilid.1. Jakarta: Erlangga.

Kotler, Philip. (2002).*Manajemen Pemasaran 1****.*** Jakarta : Prenhallindo.

Pearce, John A dan Richard B. Robinson. (2007), *Manajemen Strategi*. Jakarta : Salemba Empat.

Sentosa, Sri Ulfa, Ariusni, dan Mike Triani. 2013. *Model Pemberdayaan Rumah Tangga Petani dan Nelayan Miskin Yang Termarjinalkan Melalui Program Pendidikan Berwirausaha di Propinsi Sumatera Barat.* Hasil Penelitian Strategi Nasional. Lembaga Penelitian Universitas Negeri Padang.

Suryana.2003. *Kewirausahaan, Pedoman Praktis, Kiat dan Proses Menunju Sukses*. Pen. Salemba Empat. Jakarta

Twenge, J.M. dan Baumeister, R.F. 2004. *Sosial Exclusion Increases Aggression and Self Defeating Behaviour While Reducing Intelligent Thougt and Pro-social Bdehaviour in the Sosial Physichology of Inclusion and Exclusion, Psychology Press.* United Kingdom.Draf.htm,pp 222-23