International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Hybrid Corn Business Development Strategy In Wailola Village, Bula District Seram District

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Abstract

The purpose of this study was to determine the strategy for developing farming in Wailola Village, Bula District, East Seram District. Determining the sample of farmer respondents using Simple Random Sampling , with as many as 25 farmer respondents . The results showed that the strategy for developing farming in Wailola Village, Bula District, East Seram Regency used the SO strategy, where this strategy was used to take advantage of existing strengths and opportunities to minimize weaknesses and threats by optimizing land use with existing skilled workforce and establishing good communication. between farmers, the government and traders for marketing information. Factors that influence the development of corn farming in Wailola Village, Bula District, Eastern Seram Regency are internal factors which include: Availability of a large area for corn development, land conditions that support corn cultivation, availability of skilled labor , adequate transportation facilities, does not require special expertise in cultivation, and external factors, including: market demand is quite large, agro-climate land that is good enough for corn cultivation, corn farming that can provide benefits, OPT disturbances.

Keywords: Wailola Corn Farming Development Strategy

INTRODUCTION

The agricultural sector has an important role in economic activity in Indonesia. Agriculture is also seen as a sector that has special capabilities in combining growth and equity (growth with equity) or quality growth. It is shown that around 45 percent of the workforce depends on the primary agricultural sector, so it is not surprising that agriculture can become the basis of growth, especially in rural areas (Nurwahidah et

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al., 2015) .

Corn plants have many functions as stated (Purwanto, 2007) that almost all parts of the corn plant can be utilized for various purposes. The young stems and leaves of the plants can be used for animal feed, the old ones (after being harvested) can be used for green manure or compost. In addition to the benefits of corn mentioned above, corn can also be processed into pharmaceutical raw materials , dextrin, adhesives, textiles, cooking oil, and ethanol.

Corn has a strategic role in the national economy, considering its multipurpose function and commodity which has economic value, and has opportunities to be developed. Locally, it is positioned as the main source of carbohydrates and protein after rice and serves as animal feed, industrial and household raw materials . Meanwhile, globally, corn is very likely to be marketed in the world, so it needs to be developed. Of the total need for corn, 50% of which is used for feed. In the last five years, the demand for corn as raw material for the feed, food and beverage industries has increased by 10-15% per year. Thus, corn production affects the performance of the livestock industry (Zubachtirodin & Pabbage, 2007)

Table 1 production of corn plants in East Seram Regency in 2017-2021

Subdistrict	Production of Corn Plants (Tons)					
	Year					
	2016	2017	2018	2019	2020	2021
Gorom Island	24.00	391.00	4800.00	1370.00	1370.00	-
Wakate	40.00	1444.00	4384.00	430.00	430.00	-
Theory	12.00	-	2708.00	820.00	820.00	-
East Gorom	16.00	584.00	3824.00	580.00	580.00	-
Long Island	116.00	528.00	2500.00	275.00	275.00	-
East Seram	192.00	564.00	1348.00	790.00	790.00	-
Tutuk Tolu	-	1292.00	1652.00	760.00	760.00	-
Kilmury	88.00	20.00	1132.00	290.00	290.00	-
Lian Vitu	52.00	1124.00	2516.00	770.00	770.00	-
More Land	20.00	1192.00	1788.00	480.00	480.00	-
Werinama	188.00	1280.00	2280.00	885.00	885.00	96
Siwalalat	136.00	1180.00	1748.00	790.00	790.00	93
Bulla	132.00	1884.00	1312.00	1245.00	1245.00	363
West Bull	816.00	6228.00	6572.00	7680.00	7680.00	2394
Waru Bay	44.00	1348.00	1172.00	1420.00	1420.00	48

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Total	1876.00	19059.00	39736.00	18585,00	18585,00	2994

(*BPS of East Seram Regency* , 2022)

Table 1 shows that corn production in East Seram Regency in 2019 reached 18585.00 tons . In table 1, if we look at the corn crop in Wailola Bula Village, it has experienced fluctuations which tend to decrease when compared to West Bula District. Therefore there is a need for development and strategies to increase the production of corn farmers in Wailola Bula Village, East Seram District.

Efforts to increase production and development of corn farming can be pursued by expanding the planting area and increasing productivity. Area expansion can be directed to potential land such as rainfed paddy fields, and dry land that has not been used for agriculture. Apart from expanding the planting area and increasing productivity, corn development efforts also require strengthening farmer institutions, improving product quality, increasing added value, improving market access, developing joint business units, improving the capital system, developing infrastructure, and managing trade systems. In this regard various supports are needed, including government policy support (Mandiri, 2010)

Wailola Village, Bula Subdistrict, is one of the villages that produces quite high corn production in the city of Bula. In the village of Wailola, there are 5 agricultural areas that grow corn, each area has a land area of 2 ha with the main commodity being planted is corn. The products are harvested directly to the market with a selling price of Rp . bearing in mind that corn is a food crop that has great use value, so it is very important to make reforms in farming in the corn commodity sector.

In addition, the local government also helps provide yellow corn seeds, production inputs and others, although this assistance has not been able to meet the needs of the community as a whole in developing their farming business. The strategy formulation process is urgently needed, because it is long-term planning, the concept of strategy develops from a tool to achieve goals and then develops into a tool for creating competitive advantage and then becomes a dynamic action to provide motivational strength to stakeholders so that the business can make an optimal contribution (Rangkuti , 2016)

Strategic planning has three main stages. The first phase is to align the interests of the organization with the interests of the stakeholders, namely each party that contributes to the impact of various activities carried out by the organization. The second phase is formulating or formulating what the organization's strategy is, which begins with the preparation of the vision and mission. Furthermore, it will implement strategic objectives, namely the specific results to be achieved in order to achieve the stated mission. The third phase is compiling a business plan. Then implement the

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strategic plan that has been prepared . Based on the description of the background above, it encouraged researchers to study further about the " Strategy for Development of Hybrid Corn Farming in Wailola Village, Bula District , Eastern Seram Regency "

RESEARCH METHODS

This research was conducted in the village of Wailola. This research was carried out for two months . Research subjects become informants who will provide various information needed during the research process (Suyanto, 2005). To obtain the required data, the researcher uses informants, namely people who are used to provide information about the situation and background of the research. With the number of informants who will be interviewed as many as 25 people doing corn farming. The data taken in this study includes primary data and secondary data. Primary data were obtained from interviews with farmers and secondary data were obtained from related agencies such as BPS and the Agriculture Office of East Seram Regency. Data were analyzed using SWOT analysis. SWOT analysis is a strategic planning method used to evaluate strengths , weaknesses , opportunities *and* threats *in* a project or a business venture.

RESULTS AND DISCUSSION

Age group

Age is one of the things that affects a person's activity and performance, because young people tend to be more productive and stronger than older people. Productive workers are aged 15 to 64 years, whereas if they are less than that age, they will be classified as less productive workers but are still included in the working age group (Rusli, 1983).

Level of education

The level of education at the elementary school (SD) level is 1 0 respondents with a percentage of 0.40% percent, then for those who do not attend school, the smallest number is 4 respondents with percentages 0.16% percent, educational background is one that needs to be known because it is the factors that influence the development and progress of farming. The level of education of the respondents of corn farmers in Wailola Village is included in the lowest level of education, this can affect the ability and knowledge of the respondent farmers in carrying out this type of work, both in corn farming and other businesses.

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Farming Experience

The longer the experience the farmer has, the better and easier it will be for the farmer to carry out his farming activities.

Table 2 Farming Experience in Wailola Village

Number	Business Experience(years)	Number of Respondents	Percentage (%)
1	≤ 10	4	0.16
2	10 – 14	6	0.24
3	15 – 19	8	0.32
4	20 – 24	7	0.28
	Amount	25	100

Source: Primary data after processing, 2022

Corn farmers in Wailoal Village have quite a long experience, this can be seen in table 6 above where the most farming experience is 15-10 years where as many as 8 respondents with a percentage of 0.32% percent, and at least 4 respondents experience with percentage of 0.16% percent.

Number of Family Dependents

The number of family dependents affects the standard of living of a family, but on the other hand the number of family members will get the life of a family, it can be used to cultivate the farm owned or in other words the number of family members can be a source of labor, especially for family members who have entered the age of productive and not yet married (Kurniati, 2012).

Table 3 Number of Family Dependents in Wailola Village

Number	Number of Family Dependents	Number of Respondents	Percentage (%)
1	< 2	6	0.24
2	3-4	17	0.68
3	> 5	2	0.08
	Amount	25	100

Source: Primary Data After Processing, 2022

Of the 25 respondents, the largest number of family members ranged from 3-4 dependents in one family where out of the 25 respondents there were 17 corn farmers with a percentage of 0.68% percent and at least 2 dependents were brought in as many as 6 corn farmers with a percentage of 0.24% percent.

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Hybrid Corn Agribusiness System

a. Land Processing

In corn cultivation, tillage is the activity that absorbs the most energy. Tillage is necessary to create a physical soil environment that is conducive to plant growth. Oisat (2001) divides tillage into two parts, namely conventional tillage and conservation. However, on average, land management in the village of Wailola is still carried out conventionally

b. Planting

Planting corn is an activity of immersing seeds into the soil, which can be done manually or with the help of agricultural tools and machinery. In order for plants to grow and develop optimally, how to plant corn takes into account several things, including the depth of seed placement, plant population, planting method, and width of the furrows/planting spacing. The depth of seed placement varies between 2.5 -5 cm, depending on soil conditions. In dry soil, place the seeds deeper. Plant populations generally vary between 20,000-200,000 plants/ha.

c. Fertilizer Use

Fertilization is done to fertilize and restore nutrients to the soil so as to increase and stimulate plant growth. In general, the fertilizers used by corn farmers are urea and NPK fertilizers.

d. Use of Labor

The use of labor is needed in corn farming, because it takes a short time in each farming process. The use of labor in farming must be done as effectively as possible to achieve maximum production. The greater the area of land planted, the greater the labor required. The use of labor in corn farming includes land preparation, planting, weeding, fertilizing, HPT control, harvesting and post-harvesting.

e. Use of Pepticide

Pests or diseases and weeds are organisms that can interfere with plant growth, decrease the production of corn farming , so it is necessary to spray to control attacks on corn plants. The purpose of using herbicides to suppress the growth of weeds that interfere with corn plants, both from the beginning of planting and during plant growth, the use of pesticides is related to the amount of demand used for corn plants. The volume of peptide use is different for each farmer , depending on the intensity of pest or disease attacks on corn plants.

Internal and External Factors Corn Farming

The development of corn farming is an activity oriented towards increasing production results, its business performance is largely determined by the cultivation methods carried out by farming actors, traders as the main actors in assisting the

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development of corn farming in Wailola Village. The optimal role is influenced by the internal and external environment where the farming actors, traders and extension workers are located, in this case the development of farming is also determined by these factors.

Factor Internals	Factor external
1. Availability large area of corn cultivation 2. Availability of skilled workforce 3. Land conditions that support the cultivation of corn 4. Adequate means of transportation 5. Does not require special skills in its cultivation 6. The distance of the location of the farm from the settlement of farmers 7. Marketing channels are not yet effective 8. Farmers' capital is still weak 9. Cultivation techniques that are still not effective 10. Lack of farmers' understanding of price information	1. Request market Which EnoughWhich big 2. Available venture capital institutions 3. Increasing the price of corn from year to year 4. Agro-climatic land is good for corn cultivation 5. The higher the price of corn in the market 6. Presence of OPT (Plant Disturbing Organisms) 7. The higher the price of the means of production 8. Availability of production facilities that are not timely 9. Erratic climate 10. Lots of competitors

After the internal and external factors are identified, these factors are further classified based on the factors, including internal factors (strengths and weaknesses) and external (opportunities and threats). From results identification so can seen on following table:

Strength (Strengths)	Opportunity (Oportunities)
1. Availability large area of corn cultivation 2. Availability of skilled workforce 3. Land conditions that support the cultivation of corn 4. Adequate means of transportation 5. Does not require special skills in its cultivation	1. Request market Which EnoughWhich big 2. Available venture capital institutions 3. Increasing the price of corn from year to year 4. Agro-climatic land is good for corn cultivation
Weakness (Weaknesses)	**Threat (Threts)**
1. The distance of the location of the farm from the settlement of farmers	1. Presence of OPT (Plant Disturbing Organisms)

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2. Marketing channels are not yet effective 3. Farmers' capital is still weak 4. Cultivation techniques that are still not effective 5. Lack of farmers' understanding of price information	2. The higher the price of the means of production 3. Availability of production facilities that are not timely 4. Erratic climate 5. Lots of competitors

Analysis Stage

After collecting all the information that affects the continuity of the company, the next step is to utilize all this information in quantitative models of strategy formulation. In this case the SWOT matrix model and internal-external matrix are used. After the analysis phase is completed, the internal and external factors are weighted. The results of giving weights and rating scales for internal factors can be seen in the following table:

Internal Factors (Strengths & Weaknesses)				
Internal Strategic Factors		**Weight**	**Ratings**	**Score**
Strength	1. There is a wide corn development area available	0.216216	4	0.864865
	2. Availability of a skilled workforce	0.162162	3	0.486486
	3. land conditions that support the cultivation of corn	0.216216	4	0.864865
	4. Adequate means of transportation	0.189189	3	0.567568
	5. does not require special skills in its cultivation	0.216216	4	0.864865
	Total	1		3.648649
Weakness	1. The location of the farm is far from the farmer's settlement	0.193548	3	0.580645
	2. Marketing channels have not been effective	0.193548	3,5	0.677419
	3. Farmers' capital is still weak	0.193548	3	0.580645
	4. Cultivation techniques that are still not effective	0.225806	3	0.677419
	5. Farmers' lack of understanding of price information	0.193548	3	0.580645
	Total	1		3.096774
	Total IFEs			6.745423

From the internal strategic factors above, it shows that the cumulative value for

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the strength factor is 3.64 , which is greater than the weakness factor, which is 3.09. This shows that the strength factor is greater than the weakness factor.

The main strengths in the development of hybrid corn farming in Wailola Village are; a), the availability of large corn development areas, b) , . land conditions that support corn cultivation , c), do not require special expertise in cultivation. While the main weakness is; a), Marketing channels are not yet effective , b), Cultivation techniques are still not effective .

External Factors (Opportunities & Threats)				
External Strategic Factors		**Weight**	**Twigs**	**Score**
Opportunity	1. market demand is quite large	0.275862	4	1.103448
	2. Availability of venture capital institutions	0.241379	3	0.724138
	3. the increase in the price of corn from year to year	0.206897	3	0.62069
	4. Good land agro-climate for corn cultivation	0.275862	4	1.103448
	Total	1		3.551724
Threat	1. There is OPT interference	0.235294	4	0.941176
	2. the higher the price of production facilities	0.176471	3	0.529412
	3. the availability of production facilities that are not timely	0.176471	3	0.529412
	4. Unpredictable climate	0.235294	4	0.941176
	5. the number of competitors	0.176471	3	0.529412
	Total	1		3.470588
	Total EFE			7.022312

From the external strategic factors above, it shows that the cumulative value for the opportunity factor is 3.55 greater than the cumulative value for the threat factor which is only 3.47.

The greatest opportunities for external strategic factors are; a), the market demand is quite large , b), the agro-climate of the land is quite good for corn cultivation. Meanwhile, the biggest threats are; a), OPT disturbance, b), uncertain climate .

After giving weight to the internal and external strategic factors, these factors are poured into the SWOT strategy and determine the strategic factors that are carried out to deal with weaknesses and threats with the strengths and opportunities that exist as follows:

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IFAS (Situation internal) / efas (External Situation)	Strength (Strengths)	Weakness (Weaknesses)
	1. Availability large area of corn cultivation 2. Availability of skilled workforce 3. Land conditions that support the cultivation of corn 4. Adequate means of transportation 5. Does not require special skills in its cultivation	1 The location of the farm is far from the settlement of farmers 2. Marketing channels have not been effective 3. Farmers' capital is still weak 4. Cultivation techniques that are still not effective 5. Farmers' lack of understanding of price information
Opportunity (Opportunities) 1. Request market Which EnoughWhich big 2. Available venture capital institutions 3. Increasing the price of corn from year to year 4. Agro-climatic land is good for corn cultivation	**Strategy S – O (Aggressive)** 1. Optimizing use land withskilled workforce Which There is 2. intertwine communication Which between farmers government with trader For information marketing 3. Trader's capital provide convenience farmers to get profit in The effort	**W–O Strategy (Turn around)** 1. Need exists road farmerwhich makes it easy access transportation 2. Increase HR development through good training farmer nor officer 3. Need for support government as well merchant with help transportresults production to company related
Threats (Threts) 1. There is disturbance OPT2. Uncertain climate 3. Channels marketing not yet effective 4. increasingly height the price of production facilities5. a lot competitor	**Strategy S–T (Diversification)** 1. Control OPT with pesticides with take advantage of capitalfrom merchants 2. Activate the channel marketing with toolthe transportation adequate	**Strategy W- Q (definition)** 1. Increase support the infrastructure accompanied by construction improvement good farmer cultivation as well as technology processing results 2. Strengthening farmer capitalfor cultivation maintenance 3. Capital assistance will make it easy procurement seed varieties Hybrid

Factors Influencing the Development of Hybrid Corn Farming in Wailola Village

Internal factors

a. Availability of extensive corn development areas
b. Land conditions that support the cultivation of corn
c. Availability of skilled workforce
d. No special skills are needed in cultivation
e. Adequate means of transportation

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External factors

a. The market demand is quite large
b. The agro-climate of the land is quite good for the cultivation of large enough maize
c. Corn farming that can provide benefits
d. OPT Disturbances (Plant Disturbing Organisms)
e. Erratic climate

CONCLUSION

Based on the results of research on the corn farming development strategy in Wailola Village, Bula District, Eastern Seram Regency using the SWOT analysis method, the conclusions are as follows:

1. The strategy for developing farming in Wailola Village, Bula District, Eastern Seram Regency uses the SO strategy, where this strategy is used to take advantage of existing strengths and opportunities to minimize weaknesses and threats by optimizing land use with existing skilled workforce and establishing good communication between farmers, the government with merchants for marketing information.
2. Factors that influence the development of corn farming in Wailola Village, Bula District, East Seram Regency are internal factors which include: Availability of large areas for developing corn, conditions of land that support corn cultivation, availability of skilled labor, adequate transportation facilities, no special skills required in cultivation, the location of the farming is far away, the farmer's capital is still weak, and external factors, including: market demand is quite large, the agro-climate of the land is good enough for corn cultivation, corn farming can provide benefits, OPT disturbances, uncertain climate.

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