



## Financial Feasibility Study and Development Strategy of Uwi Farming as Local Food in Wangi-Wangi District

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### Abstract

*This study aims to find out the level of financial feasibility and how the development strategy of uwi farming as a local food in Wangi-Wangi District. The determination of the research location was determined deliberately with a sample of 46 respondents for financial feasibility and 5 expert respondents for the needs of Uwi's farming development strategy. The collection of research data was carried out from June to July 2024 in Waginopo, Sombu and Patuno Villages. The analysis in this study uses the R/C ratio to determine financial feasibility and the Analytical Hierarchy Process (AHP) method to determine the farming development strategy. The results of the study show that uwi farming as a local food in Wangi-Wangi District is feasible to be developed where the average total production cost is Rp 1,579,614 per season, the total revenue is Rp 4,741,304 per season and the R/C ratio is 3.0. The results of the analysis using the AHP method show that the right development strategy for uwi farming is obtained criteria and strategies are the Strengthening Food Security criteria (0.501) and alternative strategies, namely Diversified Processed Food (0.268).*

**Keywords:** Financial Feasibility, Development Strategy, Uwi.

### INTRODUCTION

The agricultural sector is a very strategic and important sector of the country's economy. Based on data from the Central Bureau of Statistics (2023), the contribution of the agricultural sector accounts for 12.4% of Indonesia's GDP. Indonesia's GDP in 2023 reached IDR 20,892.4 trillion. In addition to contributing to GDP, the agricultural sector also absorbs 27% of the workforce in Indonesia. One of the main challenges facing Indonesia's agricultural sector is

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maintaining food security. Food security is defined as the condition of food fulfillment for the state to individuals, which is reflected in the availability of sufficient food, both in quantity and quality, safe, diverse, nutritious, equitable and affordable and does not conflict with religion, beliefs and culture of the community (Law No. 18/2012).

One of the efforts to increase food availability in Indonesia is to develop agriculture in regions according to their potential. In the past, Indonesians had diverse eating habits not only to satisfy hunger but also for physiological and cultural needs. Generally, each region has its own pattern of obtaining, using and valuing food, resulting in the consumption of many types of staple foods in Indonesia. These staple foods come from foodstuffs that are available or grow in the environment around the community or what is known as local food. The development of local commodities in accordance with local conditions and culture is expected to increase productivity while maintaining Indonesia's food diversity and sufficiency.

So far, the main food source of carbohydrates for Indonesian people is still dominated by rice. In fact, apart from rice, there are various local commodities that have the potential to be developed. The development of these local commodities will greatly support food diversification in Indonesia. Some examples of local commodities include cassava, sweet potato, corn, sago and various types of uwi-uwian.

Southeast Sulawesi is one of the provinces in Indonesia that is rich in biodiversity. This region has many local food options that can be used as alternative food to replace rice. Southeast Sulawesi has local food potential such as corn in Muna Regency, Sago in Konawe and Kolaka and sweet potatoes which are the mainstay of the Wakatobi Community (Yesna, 2015). Southeast Sulawesi's alternative food production is recorded to continue to increase. Based on the statement of the Head of the Southeast Sulawesi Food Crops and Food Security Office, the amount of alternative food production in Southeast Sulawesi in 2022 such as corn reached 142,966 tons, sweet potatoes 121,049 tons and sweet potatoes 13,586 tons.

Wangi-Wangi sub-district is a sub-district located in Wakatobi Regency, Southeast Sulawesi which is an area that has suitable land conditions for developing sweet potato crops. Wangi-Wangi sub-district has an area of 67.49 km<sup>2</sup> which is divided into 14 villages and 6 sub-districts (BPS Wakatobi Regency). Most of the population of Wangi-Wangi Sub-district earns a living as subsistence farmers and fishermen. Although the population is predominantly farmers, agricultural productivity in Wangi-Wangi Sub-district is still relatively low. Apart from being influenced by the condition of the land, which is suboptimal land, knowledge and mastery of agricultural technology are also not good enough. Based on the 2023 Wakatobi Regency agricultural census, the average farmer in Wangi-Wangi Sub-district has a land area of less than





1 ha. In addition, the cultivation technology used by the community is still relatively traditional. This condition has an impact on the relatively low income and welfare of farmers.

Uwi is a tuber from the Dioscoreaceae family that has the advantage of being able to grow under forest stands, but until now it is still a subsistence crop (Prabowo et al., 2014). Uwi has various health benefits and can be a staple rice substitute besides cassava and corn for some local communities. This plant has long been cultivated by the people of Wakatobi, including in Wangi-Wangi Sub-district, but it is still done traditionally with limited and not optimal productivity. The utilization of uwi is mostly for consumption and has not been developed commercially, despite its potential as a superior commodity. The existence of this plant is declining due to changes in people's consumption patterns that prefer rice as well as limited cultivation systems and land conditions (Rahma, 2022). In addition, the low productivity of uwi is also caused by traditional cultivation systems, the lack of use of superior varieties, the low utilization of production inputs such as fertilizers, and the lack of cultivation technology that can increase yields. Another contributing factor is the increasingly limited agricultural land due to land conversion. Therefore, efforts are needed to improve the uwi cultivation system so that its productivity can be increased.

Based on this description, it is necessary to study the financial feasibility and development strategy of uwi farming as one of the local foods that can increase farmers' income and welfare.

## METHOD

This research was conducted in Wangi-Wangi sub-district, namely in Waginopo, Sombu and Patuno villages in March-September 2024. The population of this study were uwi farmers in Wangi-Wangi sub-district. Where farmers in Waginopo Village amounted to 40 people, Sombu Village 33 people and Patuno Village amounted to 29 people so that the entire population of farmers amounted to 102. The population was then drawn into a research sample using a *simple random sampling* technique with the help of the Slovin formula, with the final result being 46 farmers. Data collection techniques were carried out by observation, interviews, and literature studies.

Analysis of the financial feasibility of farming can be done to assess whether the farm is profitable or not. To determine the feasibility level of uwi farming using *Revenue Cost Ratio* or R/C Ratio analysis.

$$R/C = TR/TC$$



Description:

R/C Ratio = Revenue over cost ratio

TR = Total revenue (IDR/ha/month)

TC = Total cost (Rp/ha/month) (Helbawanti *et al* 2022)

In calculating the R/C ratio, there are variables including total cost and revenue.

A. Total Cost

TC = FC + VC

Description:

TC = Total cost / total cost of farm production (Rp / ha / month)

FC = Fixed cost (Rp/ha/month)

VC = Variable cost / variable cost (Rp / ha / month) (Helbawanti *et al* 2022)

B. Reception

TR = Q × P

Description:

TR = Total revenue (Rp/ha/month)

Q = Quantity / amount of production (Kg / ha / month)

P = Prices / price per unit (Rp) (Helbawanti *et al* 2022)

To find out the development strategy, use the AHP method. The stages of the AHP method are as follows:

A. Problem and Solution identification; objectives, criteria, and alternatives.

B. Create a hierarchical structure

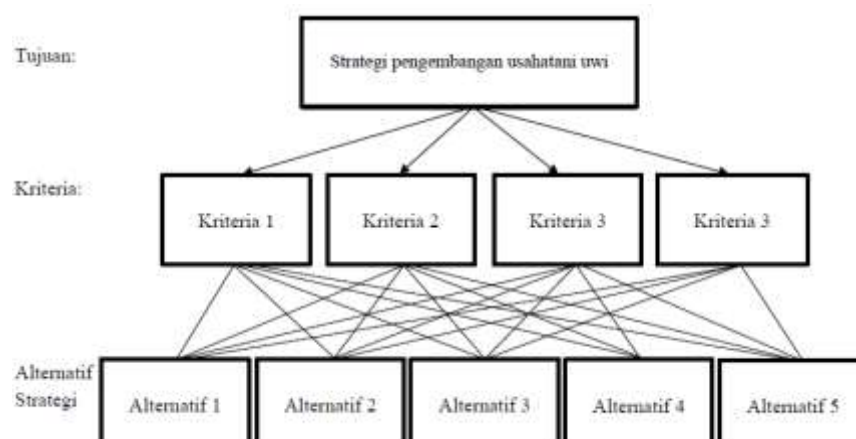


Figure 1 hierarchical structure of uwi farming development

C. Pairwise comparison matrix, at this stage an assessment is made of the comparison between one criterion with other criteria, as well as alternatives with each other based

on their criteria. The results of the comparison of each criterion and alternative element will be in the form of numbers 1 to 9 which indicate the level of importance of an element. If an element in the matrix is compared with the same element, the comparison value is given 1.

#### D. Criterion value matrix

**Table 1 Pair comparison scale**

| Intensity of Interest | Description                                           |
|-----------------------|-------------------------------------------------------|
| 1                     | Both elements are equally important                   |
| 3                     | One element is slightly more important than the other |
| 5                     | One element is more important than another            |
| 7                     | One element is clearly more important than the other  |
| 9                     | One element is absolutely more important than another |
| 2,4,6,8               | Values between two adjacent consideration values      |

#### E. Measuring consistency, according to Kusri (2007), the steps to measure consistency are as follows:

- Multiply each value in the first column by the relative priority of the first element, the value in the second column by the priority of the second element, and so on.
- Sum each row.
- The sum result is then divided by the relative priority element in question.
- Sum the quotient by the number of elements present, the result is called the maximum eigen ( $\lambda_{max}$ ).
- Calculate the consistency index with the formula:

$$CI = (\lambda_{max} - n) / n$$

Description:

CI = Consistency index

$\lambda_{max}$  = Maximum Eigen

n = Number of Elements

- Calculate the consistency ratio (CR) with the formula:

$$CR = CI / IR$$

Description:

CR = Consistency ratio

CI = Consistency index

IR = Index random consistency

Checking the consistency of the hierarchy, after the data is processed it needs to be considered, if the value is more than 10% then the judgment needs to be corrected. If the consistency ratio is less than or equal to 10% or 0.1, the calculation results can be declared correct (Kusrini, 2007).

## RESULTS AND DISCUSSION

### Financial Feasibility Analysis of Uwi Farming in Wangi-Wangi Sub-district

#### A. Production, Revenue, and R/C Ratio.

Production includes aspects of the purpose of activities to produce outputs with characteristics inherent in the process and results (Rosyid *et al.*, 2023). Revenue includes all the money earned by farmers. Revenue is obtained from the calculation of the amount of production multiplied by the unit price. Meanwhile, *Revenue Cost Ratio* (R/C Ratio) is a feasibility measurement method whose results show the ratio between revenue and total costs (Helbawanti. 2023).

**Table 2 Total Production, Revenue, and R/C Ratio of Uwi Commodity by Land Area**

| Variables                       | Description     | Value       |
|---------------------------------|-----------------|-------------|
| Total Production<br>(Kg/season) | Highest         | 1.000       |
|                                 | Lowest          | 100         |
|                                 | Average         | 474         |
|                                 | Total           | 21.800      |
| Revenue (IDR/season)            | Highest         | 10.000.000  |
|                                 | Lowest          | 1.000.000   |
|                                 | Average         | 4.741.304   |
|                                 | Total Revenue   | 218.100.000 |
| R/C Ratio (Rp/Ha/Year)          | Production Cost | 72.662.222  |
|                                 | Reception       | 218.100.000 |
|                                 | R/C Ratio       | 3,0         |

Based on table 2 above, it is known that;

1. The productivity of uwi in Wangi-Wangi Sub-district is still very low compared to its maximum potential which can reach 70 tons/ha (Wuryantoro *et al.*, 2020). This low productivity is due to limited and rocky land conditions, minimal use of fertilizers, and the application of traditional farming methods. Farmers tend to maintain farming methods that have been passed down from generation to generation because they

are considered environmentally friendly and maintain the sustainability of the ecosystem. Social factors also reinforce the use of traditional methods through knowledge sharing among farmers. Although there is counseling assistance, its effectiveness is still less than optimal. The uwi harvest is generally used for household consumption, sold to consumers, and stored as new seeds due to its storage durability of 1-3 months.

2. Farmers' income in the sub-district is still relatively low because the selling price of uwi is also not so high, which is only IDR 10,000/kg. The low income of farmers is also influenced by the low amount of production due to the limited land in Wangi-Wangi Sub-district, the use of fertilizers and traditional pest management. In addition, access to markets has not been effective. Farmers on average sell their produce directly to the local market and there is no demand for uwi commodities from outside Wangi-Wangi sub-district.
3. Uwi farming in Wangi-Wangi Sub-district is classified as feasible with an R/C ratio value of 3.0, which means that every 1 rupiah of production costs generates 3 rupiah of revenue. With total revenue of Rp218,100,000 and production costs of Rp72,662,222, this business provides profit for farmers and is worth developing.

## B. Production Cost

The level of business feasibility is often calculated using production cost analysis as one of the important components. Fixed costs and variable costs obtained from the total production costs incurred by farmers in uwi farming in Wangi-Wangi District can be seen in Table 3.

**Table 3 Production Costs of Uwi Farming in Wangi-Wangi Subdistrict**

| No. | Description | Variable Cost (Rp) | Fixed Cost (Rp) | Total (Rp) |
|-----|-------------|--------------------|-----------------|------------|
| 1   | Total       | 60.600.000         | 12.062.222      | 72.662.222 |
| 2   | Average     | 1.317.391          | 262.222         | 1.579.614  |

Based on Table 3, variable costs are greater than fixed costs, with a total average production cost of Rp1,579,614. For the development of uwi farming, it is expected to optimize agricultural yields and increase access to markets to increase income and profits for farmers.

## Uwi Farming Development Strategy in Wangi-Wangi Sub-district

The following is the process of identifying uwi farming development strategies based on criteria and alternatives:

#### A. Identification of Uwi Farming Development Criteria

According to Munizu (2010), there are aspects that need to be considered in business development including aspects of human resources, operations, markets and marketing, policies, to economic, social and cultural aspects. The criteria formulated are as follows:

- Criteria for Increasing Regional Revenue
- Criteria for Strengthening Food Security
- Government Policy Criteria
- Criteria for Encouraging the Growth of the Food Processing Industry

#### B. Formulation of Alternative Strategies for Uwi Farm Development

The formulation of alternative strategies for the development of uwi farming in Wangi-Wangi sub-district is based on what strategies are to be developed from the criteria that have been formulated. Based on these criteria, four alternative strategies were formulated, namely; Farmer Human Resource Development, Provision of Supporting Facilities, Improvement of Market Information and Partnership Development.

#### Weighting Stage with *Analytical Hierarchy Process* (AHP)

The hierarchical structure starts from the main objective, namely Uwi Farming Development Strategy, then followed by development criteria such as cultivation, market and marketing, local government policies, and post-harvest development. Furthermore, alternative strategies are arranged and paired with the predetermined criteria. *Analytical Hierarchy Process* (AHP) structure of uwi farming development in Wangi-Wangi sub-district.



Figure 2 Analytical Hierarchy Process (AHP) structure for uwi farming development in Wangi-Wangi sub-district

#### A. Weighting of Uwi Farming Criteria

The results of the preference analysis of all informants for the four criteria for prioritizing uwi farming development strategies in Wangi-Wangi sub-district are arranged in the form of a pairwise comparison matrix. The pairwise comparison matrix of criteria can be seen in Table 4.

**Table 4 Uwi Farming Development Criteria**

| No. | Criteria                                               | Weight | Priority |
|-----|--------------------------------------------------------|--------|----------|
| 1   | Increased Regional Revenue                             | 0,114  | 4        |
| 2   | Strengthening Food Security                            | 0,501  | 1        |
| 3   | Government Policy                                      | 0,151  | 3        |
| 4   | Encouraging the Growth of Food Industry and Processing | 0,234  | 2        |
|     | <i>Consistency Ratio</i>                               | 0,081  |          |

The most influential criterion in the development of uwi farming in Wangi-Wangi sub-district is strengthening food security with a weight of 0.501, which supports the fulfillment of community food needs in accordance with the 2021-2026 RPJMD. The second priority is encouraging the food processing industry with a weight of 0.234, which requires technological innovation and the involvement of MSMEs to increase the competitiveness of local products. Government policies are in the third position with a weight of 0.151, where the role of local governments and the Agriculture Office is needed to assist farmers in increasing productivity and overcoming agricultural constraints. The last priority is increasing regional income with a weight of 0.114, which utilizes local foods such as uwi to strengthen the community's economy and regional competitiveness. The results of the comparison matrix show a Consistency Ratio (CR) of 0.081, which means that the weighting of criteria has been carried out consistently.

#### B. Weighting of Alternative Uwi Farming Development Strategies

After knowing the priority of each criterion using the *Analytical Hierarchy Process* (AHP), then weighting alternative strategies based on existing criteria. Alternative uwi farming development will be explained sequentially with four alternatives as follows:

**Table 5 Weighting of Alternative Uwi Farming Development Strategies**

| Alternative                          | Criterion A |   | Criterion B |   | Criterion C |   | Criterion D |   |
|--------------------------------------|-------------|---|-------------|---|-------------|---|-------------|---|
|                                      | B           | P | B           | P | B           | P | B           | P |
| Strengthening Farmer Human Resources | 0,136       | 3 | 0,247       | 2 | 0,251       | 2 | 0,127       | 4 |

|                                    |       |   |       |   |       |   |       |   |
|------------------------------------|-------|---|-------|---|-------|---|-------|---|
| Provision of Production Facilities | 0,078 | 5 | 0,094 | 4 | 0,257 | 1 | 0,266 | 2 |
| Improved Market Information        | 0,385 | 1 | 0,138 | 3 | 0,244 | 3 | 0,230 | 3 |
| Partnership Development            | 0,132 | 4 | 0,088 | 5 | 0,075 | 5 | 0,075 | 5 |
| Food Processed Diversification     | 0,268 | 2 | 0,433 | 1 | 0,174 | 4 | 0,302 | 1 |
| Consistency Ratio                  | 0,042 |   | 0,065 |   | 0,040 |   | 0,037 |   |

*Description*

*Criterion A = Criteria for Increasing Regional Revenue*

*Criterion B = Food Security Strengthening Criteria*

*Criterion C = Government Policy Criteria*

*Criterion D = Criteria for Encouraging the Growth of the Food Processing Industry*

*B = Weight / P = Priority*

Based on the data in table 5 above, it is known that the weighting of alternative uwi farming development strategies can be explained as follows;

1. Improving market information with a weight of 0.385 is the main strategy in developing uwi farming because it helps farmers, business actors and the government in making decisions related to production, prices and distribution, thereby increasing regional income. Diversification of processed food is the second priority with a weight of 0.268, where processing uwi into value-added products can increase profits for the community. Strengthening farmers' human resources with a weight of 0.136 is the third priority, as improving skills through training and counseling contributes to better productivity and market access. Provision of production facilities with a weight of 0.078 is the last priority, because optimal production facilities can increase productivity and contribute to regional income. The consistency ratio of this strategy is 0.042, indicating that the weighting results have been done consistently.
2. Diversification of processed food with a weight of 0.433 is the main strategy in strengthening food security, because it reduces dependence on rice by processing uwi into food products. Strengthening farmers' human resources with a weight of 0.247 is the second priority, where increasing knowledge through counseling can increase productivity and support food independence. Improving market information with a weight of 0.138 is the third priority, helping farmers in making decisions related to production and distribution. Provision of production facilities with a weight of 0.094 contributes to the productivity of uwi farming, thus strengthening food security. Finally, partnership development with a weight of 0.088 expands market reach and

increases the effectiveness of uwi marketing as part of the food diversification strategy.

3. The main priority in the development of uwi farming based on government policy is the provision of production facilities with a weight of 0.451, through subsidies for seeds, fertilizers and agricultural tools from the Wakatobi District Agriculture Office which are routinely given every year. Farmer human resource development with a weight of 0.319 is the second priority, through socialization and counseling to increase agricultural productivity. Increasing market information with a weight of 0.154 is the third priority, with policies that support the processing and marketing of agricultural products. Diversification of processed food with a weight of 0.174 occupies the fourth position, encouraging business actors to process uwi into value-added products. Finally, partnership development with a weight of 0.075 aims to facilitate the marketing of uwi, both as raw materials and processed products, with a consistency ratio of 0.040 which shows a consistent weighting value.
4. The main priority in the development strategy of the food processing industry in Wangi-Wangi sub-district is diversification of processed food with a weight of 0.302, which supports product innovation based on local foods such as uwi. Provision of production facilities with a weight of 0.266 is the second priority, to maintain the quality of agricultural products and increase the added value of processed products. Improving market information with a weight of 0.230 is the third priority, helping businesses optimize production and marketing. Farmer human resource development with a weight of 0.127 aims to improve farmers' skills and efficiency in the food processing industry. Finally, partnership development with a weight of 0.075 strengthens the relationship between farmers, business actors and the government to improve marketing efficiency. The consistency ratio value of 0.037 indicates that the weighting of this strategy alternative is consistent.

### C. Prioritization of Uwi Farming Development Strategies

Based on the weighting value of alternative strategies against the priority criteria, the next calculation is to find out the weight value of priority strategies in the development of uwi farming in Wangi-Wangi District. The priority strategies for uwi farming development can be seen in Table 6.

**Table 6 Weighting of Priority Strategies for Uwi Farming Development at Wangi-Wangi sub-district**

| No. | Criteria                             | Weight | Priority |
|-----|--------------------------------------|--------|----------|
| 1   | Strengthening Farmer Human Resources | 0,207  | 2        |
| 2   | Provision of Production Facilities   | 0,157  | 4        |
| 3   | Improved Market Information          | 0,204  | 3        |
| 4   | Partnership Development              | 0,088  | 5        |
| 5   | Food Processed Diversification       | 0,345  | 1        |

The main strategy in developing uwi farming in Wangi-Wangi sub-district is diversification of processed food with a weight of 0.345, which can increase the added value and competitiveness of uwi products in the market. Farmer human resource development with a weight of 0.207 is the second priority, aiming to improve farmers' skills and efficiency. Improving market information with a weight of 0.204 helps farmers in the production, marketing and sale of agricultural products. Provision of production facilities with a weight of 0.157, such as seed and fertilizer subsidies, supports farm efficiency. Finally, partnership development with a weight of 0.088 is expected to strengthen farmers' relationships with business actors although it is still minimal in Wangi-Wangi sub-district.

1. Food processing diversification aims to increase the variety of food products, utilize local resources, and reduce dependence on certain foods. Uwi, as an alternative to rice, is processed into specialty foods such as kambalu in Wakatobi Regency as well as other products such as sengasenga and uwi chips sold in the local Wangi-Wangi market. Besides enriching food variety, diversification also increases the added value of uwi. Support from farmers, business actors and the government is needed in the aspects of production, education, marketing, as well as policies to improve quality, market access and processing technology, so that the food diversification program can run effectively and sustainably.
2. Strengthening Farmers' Human Resources aims to increase farmers' knowledge, skills and capacity to be more productive and efficient in managing farms. However, based on respondents' statements, extension and socialization related to uwi farming in Wangi-Wangi sub-district is still not optimal. Most farmers have never participated in extension services, and those available only focus on marginal land management. The lack of education has led to farmers' low understanding of fertilizer use and pest control such as grasshoppers, mealybugs, and white spot disease on tubers. In addition, processing of uwi into value-added products is still limited, with only a few

- businesses processing it into uwi chips and sengasenga, while preparations such as kambalu are still more commonly made from taro.
- Improved market information has a significant impact on the income and profits of uwi farmers in Wangi-Wangi sub-district. Currently, uwi farming and processed products are mostly sold in the local market, resulting in limited and ineffective market access. Farmers and businesses hope to expand distribution beyond Wangi-Wangi Island, especially to areas in Southeast Sulawesi such as Kendari City and Bau-Bau City, which have geographical proximity and transportation connections that allow for faster delivery with lower logistics costs. In addition, Makassar City as the center of trade on Sulawesi Island is also a potential target. By opening access and distribution networks to these areas, the demand for uwi and its processed products has the potential to increase, thus providing greater economic benefits for uwi farmers and business actors.
  - Based on data obtained from farmers, the use of production facilities such as seeds is obtained by buying uwi in the market or buying from other uwi farmers, while others use their own seeds stored from the previous harvest. The use of seeds by uwi farmers in Wangi-Wangi Sub-district can be seen in Table 7 as follows:

**Table 7 Seed and Fertilizer Use by Uwi Farmers in Wangi-Wangi Sub-district**

| Variables        | Type               | Number of farmers | %   |
|------------------|--------------------|-------------------|-----|
| Seedling Usage   | Own seedlings      | 19                | 46  |
|                  | Seeds purchased    | 27                | 59  |
| Fertilizer Usage | No fertilizer used | 43                | 93  |
|                  | Organic Fertilizer | 3                 | 7   |
| Total            |                    | 46                | 100 |

- The data above shows that more farmers buy seeds than save their own seeds from the previous harvest, so subsidizing uwi seeds is considered to help farmers save on production costs. In addition to the need for seeds, only a small proportion of uwi farmers use fertilizer during land cultivation, while most still rely on dry leaves or ash from burning organic waste as a source of soil nutrients. Therefore, fertilizer subsidies will be very beneficial for farmers in increasing uwi farming production in Wangi-Wangi sub-district.
- Partnership development in uwi farming in Wangi-Wangi sub-district is needed to facilitate farmers in marketing their crops, considering that currently all uwi farmers



in the area have not established partnerships with uwi product processing businesses. Therefore, efforts are needed to form partnerships between farmers and uwi processing businesses to make the marketing process more efficient.

## CONCLUSION

The conclusion that can be drawn from the research of Feasibility Study and Development Strategy of Uwi Farming as Local Food in Wangi-Wangi District is that uwi farming in Wangi-Wangi District is profitable and feasible to run, because the R/C ratio based on the results of the analysis obtained a value of 3.0 which indicates that the benefits obtained are quite large compared to the costs incurred.

The strategy for uwi development in Wangi-Wangi sub-district focuses on strengthening food security through diversification of processed food. This means that diversification of processed food made from uwi is a policy priority to develop uwi farming.

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