



FACTORS INFLUENCING THE ROLE OF AGRICULTURAL INTENTIONS IN THE EMPOWERMENT OF ORNAMENTAL PLANT FARMING GROUP IN LUBUK MINTURUN VILLAGE

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KEYWORDS	ABSTRACT
agricultural extensions, empowerment, farmer groups.	Extension agents empower farmer groups by assisting them in improving their welfare by expanding their knowledge and skills. Extension officers also help farmer groups become independent and solve their problems. This research was conducted so that the authors could see the factors that influence how agricultural extension workers in Lubuk Minturun Village, Padang City, empower ornamental plant farmer groups. Qualitative research is the method used by researchers. The informants of this study consisted of ten farmer groups, agriculture extension, and village office staff. Researchers collected data from documentation studies, interviews, and observations. Triangulation of methods and technical sources used as a basis for testing validity. Based on data from the research results, the level of independence of farmer groups to develop farming is one of the factors that increased the farming of ornamental plants farmer groups, one of which can be seen from the interactions between farmer groups and extension workers in making the right decisions. Ornamental plant farmer groups influence the roles of agricultural extension workers in empowering groups in Lubuk Minturun Village, Padang City, as well as the level of marketing independence, resource ownership, and business income. It is tough to produce superior seeds; the main problems farmer groups face stem from these various factors. Based on the research on the knowledge and skills factors of farmer groups in cultivating ornamental plants, the use of yard land and the arrangements of ornamental plants is still relatively low, so that it will affect the increase in the farming business.

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INTRODUCTION

Agriculture is one of the main supporting zones for public life because sector agriculture is a source of income part big for Indonesian citizens (Tupti, Hariani, & Pohan, 2018). Because that is agriculture can mean a wheel mover economy national. There are Regulations of the Minister of Agriculture No. 67/ PERMENTAN/ SM. 50/ 12/ 2016, regarding Guidelines coaching Institutional Agriculture, namely one role government is welfare society broad, subject This farmer arranged as well as laid out in form group farmer in each level area district to simplify the agriculture counseling process (Anwarudin et al., 2020). Besides That, the explanation above follows Law no. About Empowerment Farmers, Law no. 19 of 2013 (Ardiyanto, 2020). Because of that, we need power extension workers capable of farming to fulfill the need farmer related activity agriculture.

Besides can interact directly with farmers. To push Spirit study and focus on the problem facing finance farmers, extension workers in agriculture must be professional and knowledgeable in agriculture (Mardikanto, 2009). Counseling is done so Can share input and help member group farmers increase production agriculture, especially in business plant ornamental. (Widyastuti, 2018) explain that

ornamental plants share the meaning mark economy because in farming, cultivation plant ornamental describes something required activity Lots power work, because that is, cultivation plant ornamental provide chance field Work for public broad. Plant ornamental also has a mark of selling Enough as high as you can, with reasonable profit, and results in an economy-tail manner (Setyawati & Setyowinahyu, 2018).

In the city of Padang, specifically at the village bottom, Minturun is an area development plant ornamental from facet-made cultivation plant ornamental. Most Lubuk people, Minturun, Work as sellers, plant, decorate, and own gardens, own use their yards House as land For farming plant ornamental (Mulyandari, Ariani, & Hendayana, 2019). According to data from extension workers, agriculture field plant ornamental amount sellers' plants ornamental in 2021 reached more than 85 sellers, good individual or formed through group farmers. Although it has joined in group farmer plant ornamental, p the No all group farmer hit the target inside empower its members with ok.

Several studies discuss the role of extension workers in empowering farmers Already held in various locations and focus on different problems. Based on the study first, researchers discuss empowerment group farmers (Ardiantok & Wahyudi, 2020), researching productivity group farmers in other studies. Temporarily, (Herdiansah et al., 2017) discuss the role of government areas in giving more control big to the farmer. Quantitative properties of other research about Difficult for the reader to understand the findings study Because of influencing factor's role of extension worker agriculture in empowering farmers.

Study This is different from the previously interviewed group farmer plant decoration in the Village bottom Minturun Padang City through observation done for know more about variables How extension worker agriculture helps group farmer become more helpless. Study This can be summarized as follows: Abstracted from the perspective of several respondents (group farmer plant ornamental), supported by findings interview with several familiar respondents with influencing factor's role worker agriculture, and observations made to strengthen opinion. Specific and straightforward for understood reader.

Objective study This is to describe the role of extension worker agriculture in empowerment group farmer plant ornamental as well as for know influencing factor's role extension worker agriculture in empowerment group farmer plant decorate in the Exodus bottom the Minturun City of Padang.

METHODS

Method study descriptive. Study this is in the village bottom of the Minturun City of Padang. The method used for data analysis is observation, documentation, and interviews. Purposive sampling was used to choose informants, and informants study amount ten extension workers in agriculture, chief villages, and groups of farmer plant ornamental. Triangulation methods and sources are methods for verifying the accuracy of the data used.

RESULTS AND DISCUSSION

Based on the results of research in the Kelurahan bottom Minturun City of Padang, the following factors influence the role of extension worker agriculture in empowerment group farmer plant ornamental:

1. Knowledge and Skills Group farmer

Knowledge describes everything known to farmers regarding matter ways of cultivating plant ornamental. The level of knowledge and skills group farmer influences the group in adopting new

and everlasting innovations for his farm. This is in line with an opinion (Andriani & RasAndriani, Rani, Rasmikayati, Elly, Mukti, Gema Wibawa, & Fatimah, 2019) activity counseling will be worth For increase knowledge and skills techniques to cultivate the plant, where existing group farmer as means study, means Work same and essential production so farmer Can Power and effort can develop in the future.

According to research data, no group of farmer plant ornamental knowledge and skills increase. One of their knowledge areas in cultivating plant ornamental so that No Can produce superior seeds in try farming No only That level of knowledge and skills in utilizing land yard House as well as arrangement plant ornamental.

2. Independence Level Group farmer

Based on data from the results, study level independence group farmer For develop farming is one factor increasing farming group farmer plant decorate one of them can be seen from interaction group farmer with extension worker intake decision in a manner right, This in line with an opinion (Malta, 2016) with exists communication between extension workers and farmers independence farmer Can increase in deciding so that continuity even farming still walk with should, so development farmer Can be tried with more often communication extension worker together farmer through compatible counseling with need as well as problem farmer.

To the results of studies (Hetharion et al., 2020), independent group farming means forming a solid group capable of Empowering competitiveness; independence is a totality of mandatory character owned by everyone, something a group as a resource human.

3. Marketing

With existing marketing, we can realize tricky, robust business competitive, and sustainable business for group farmers. According to (Pellokila, 2020), marketing results agriculture is an activity that needs attention, with existing marketing income as well as the well-being desired farm reached . it _ because whole activity farmer leads to marketing results production agriculture.

Based on the study author of the marketing strategies undertaken group farmer plant ornamental Still with the market it in a manner direct and follow activity exhibition as promotional media group farmer. In the current era, this is Already a part group of farmers who use social media to promote plant ornamental. This is in line with an opinion (Bachriani, 2017). To sell something product results agriculture needs activity promotion intending to introduce direct results product the to public broad in the field. Product order the more known Again; hence the marketing strategy Can take advantage of social media as promotional media.

4. Owned Resources Group farmer

According to (Saepudin, 2013) , Activities group farmer plant influential decoration to growth farming supported by capital and resources Power human. That growth economy driven by deep country expertise manages and expands the source of the Power it gains, incl source Power nature (SDA). And sources Power human (HR). Quality source Power is part big in making the economy grow. Following are many sources of Obtained Power: source Power, man and nature, sources of capital power, and development technology. The availability of capital and resources will assist the growth economy. Power has excellent nature, but no will be Enough If the second source, Power, This No managed effectively.

From the description on Can We know that source the Power, you have group farmer Can influence development his farm, if source the Power you have group farmer has Can be utilized with Good, so chance for develop the broader. However, the sources also need help from Power man to operate existing resources.

5. Business Income

The objective of the leading farmer managing farming is so Can obtain income with reduced expenditure for farmers to get income clean every month (Asih, 2009) . Income business group farmers are influenced by capital, broad land, type of plant ornamental, and a marketing strategy. From the results of income business, the group farmer Can fulfill needs every day. This aligns with the study (Areas, 2010) on how much big-income community-accepted farming is influenced by the reception and expenditure results production. When the results of product and price sell Keep going, the income also increases. Suppose expenditure is significant from the request so that it can influence income. From exposure on Can concluded If income earned group farmer influenced by the amount receipt and disbursement issued production. Big its small income earned group farmer has can fulfil need everyday.

CONCLUSION

Degree of independence, marketing, sourcing Power and income business group farmer plant decorate in the Exodus bottom Minturun City of Padang, as well knowledge and skills group farmer influence role extension worker agriculture in empower group the. Based on the results study, factor knowledge and skills group farmers in cultivation plant ornamental, utilization land yard and arrangement plant ornamental Still belong low, which will influence increase business farmer. Factor the have Influenced in empowerment group farm because that is it, instructor agriculture should routine give counseling about cultivation plant decorate in order of abilities and skills group farmer can develop Again so that they can increase production farming plant ornamental. Next, empowerment must be done over a period long Because it needs coaching from extension workers, agriculture, and caretakers' interest other.

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