



Identification of Socio-Economic Changes of Rural Community through the Establishing Process of Broiler Farming Business (Case Study in Indonesia)

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ABSTRACT

The research aims to know the establishing process of broiler farming business in rural areas and social dynamic changes symptoms occurring in rural communities after the establishment of broiler farming business located in Kolongan Village, Talawaan District, North Minahasa Regency. Furthermore, this research employed a descriptively qualitative approach with case study characteristics. The data collecting technique used interviews and observation as well as supporting documentation. The selection technique of the research's sample was purposively sampling, using selected samples with a total of 87 (eighty-seven) persons, representing 16 village government apparatus and public figures, 16 broiler entrepreneurs or farmers, and 55 local communities. In detail, the data analysis technique used the interactive analysis model from Miles and Huberman, including four stages, such as data collection, data reduction, data presentation, and drawing conclusion. The results of the research demonstrate that the establishing process of the broiler farming business in Kolongan Village was influenced by both internal and external community factors. The internal factors were dissatisfaction with the existing condition, financial capital capabilities, open-minded community to innovation, and limited knowledge of the impacts of livestock waste. Meanwhile, the external factors were governmental policies regarding partnership models in the broiler farming business, husbandry holding companies, and the existence of financial institutions as capital loan providers. In terms of social changes identified in the research, there were three classifications of changes, such as the first phase of change included norm system changes, social status shifting, and social attitude; the second phase of change was the rising broiler farming business as new economy institution in Kolongan Village, development of norm system, and the occurring new social group, shifting of living, social organization pattern and economic orientation changes; and, the third phase of change was development of regulations regarding broiler farming business, socio-economic structure changes of broiler farmers.

Keywords: Social Changes, Rural Community, Broiler Farming Business

INTRODUCTION

The utilization of technology has been believed that it can accelerate productivity. Later on, it will boost social prosperity. Employing development mechanisms, every country competes in the transfer of science and technology or creates innovation to settle urgent issues [1]. The broiler is a type of poultries resulting from the development of husbandry technology, which can grow and develop relatively faster and has higher meat productivity [2]. The results of the 2023 agricultural census recorded that the total of broiler household farming business in Indonesia was 79,685 household units (RT) with the largest percentage on Java Island [3].



In Indonesia, the broiler farming business is operated in several systems, such as independent, semi-independent, and partnership or contract systems [2] where the partnership system is the most widely implemented by the community. It is due to the risks and challenges of fluctuating feed prices, people's purchasing power, and national monetary conditions that farmers must deal with. Similarly, it is in line with [4] that the majority of plasma farmers are satisfied with the implementation of the partnership system, though there are some perceived shortcomings, such as feed quality, Day-Old-Chick (DOC) quality, and acceleration of payment for harvests. It shows that the broiler farming business has become an alternative living for the community with a partnership system that can be a solution to issues regarding capital aspects and obtain price certainty, which has a positive impact on their income [5,6].

Specifically, the North Minahasa Regency is one of the regions having broiler productivity, which, in 2022, was 4,538,550 broilers, and the region with the largest broiler population in North Sulawesi [7]. Additionally, the broiler farming business has developed in almost all districts existing in North Minahasa Regency [8]. It displays that the broiler farming business is popular with the community in this region. Initial observation showed that one of the villages in this region showing the establishment of broiler farming business was in Kolongan Village, Kalawat District. The establishment was signed by the existence of broiler cages in estate areas. According to the list of broiler entrepreneurs in Kolongan Village, there were 22 cage units owned by 16 breeders in 2022. However, currently, it appears that some cages are empty.

This research is interesting to conduct since it was found that there were environmental impacts after the establishment of the broiler farming business. It is in accordance with research conducted by [9] and [10] that broiler farming business in the middle of residential areas resulted in environmental pollution that was difficult to control. Thus, it influenced the behavior and attitudes of the community around the farming business site. It seems that this farming business may result in potential conflict in the community, so the research is significantly conducted to find out the relationship between the broiler farming business and socio-economic changes symptoms in the community, mainly occurring in Kolongan Village, North Minahasa Regency.

RESEARCH METHOD

Research Site and Period

The research was conducted in Kolongan Village, Kalawat District, North Minahasa Regency on February – March 2026. In detail, Kolongan Village was selected as a research site due to the first site of broiler farming business existence in Kalawat District, North Minahasa Regency, and the largest number of cage units and farmers in North Minahasa Regency.

Data Source

The research used primary data sources through interviews and observations with respondents and secondary data obtained from research journals, statistic data, and documentary archives from relevant governmental institutions with the research object [11,12].

Research Subject and Data Collecting Technique

The research subject was the information source of the research topic [11]. It was the selected local community of Kolongan Village since it was proven to have knowledge and experience with the occurring conditions during the establishing process of broiler farming business in Kolongan Village, Kalawat District, North Minahasa Regency. Moreover, the data collection was conducted by the triangulation method, which combined some data-collecting techniques and the existing data sources [11, 13]. This technique was to test data credibility by checking data obtained from various sources and resulting in conclusions based on consensus from data sources [11].

Sampling Technique

Research sampling as respondents was purposively conducted, which determined the research sample in acco-

rdance with the purposes and objectives of the research. The sample was selected based on consideration of the most known of the expected outcomes and it became the objective of the research [14]. In addition, the sample comprised three groups, such as 16 village government apparatus and public figures, 16 broiler entrepreneurs or farmers, and 55 local communities of Kolongan Village. Thus, the total persons becoming the research sample was 87 people.

Data Analysis Technique

Research data were analyzed using Miles and Huberman's analytical model [15]. This analytical model consisted of four issues, such as a). Data collection, b), data reduction, c) data presentation, and d) drawing conclusion as seen in the following Figure 1:

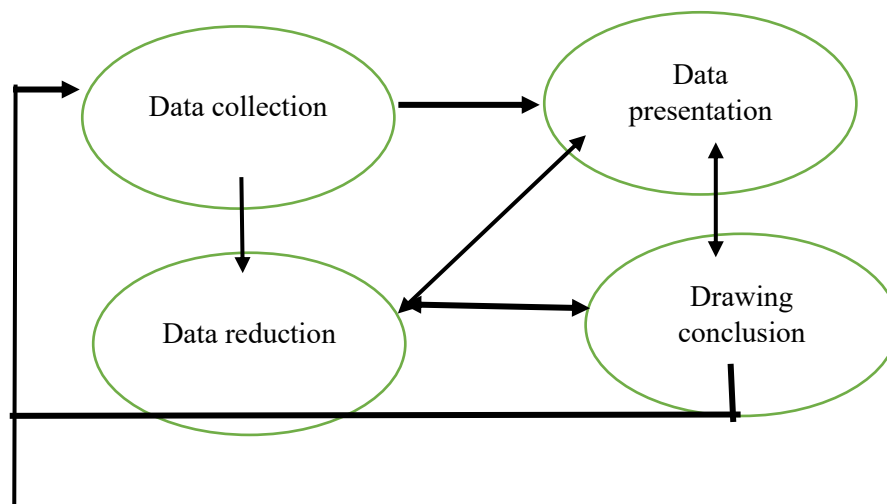


Figure 1. Miles and Huberman's Analytical Model: Interactive Model

From the Diagram regarding the relationship between interactive model components, qualitative analysis data was continuous, repeated, and incessant attempts. The issues related to data reduction, data presentation, and drawing conclusions/verification became the portrayal of sequential success as a series of analytical activities that followed each other.

RESULTS AND DISCUSSION

Condition of Kolongan Village Community: Pre-and Post-Establishing Process of Broiler Farming Business

The broiler farming business in Kolongan Village had been established since 1999 di Dusun Dua. Its existence was initiated by two farmers, who were Mr. RG and Mr. NP. Initially, 2 cage units were constructed, where each had 2,000 broilers and 2,500 broilers. Additionally, there were some challenging factors for the community in Kolongan Village, such as the non-availability of surface water for agricultural necessity and narrow land ownership. It was due to poverty symptoms in the group of farmers' households. After the establishment of the broiler farming business in Kolongan Village, societal changes emerged. In detail, it was due to the different characteristics of broiler than the previous husbandry business, operated by the community, mainly type of chicken farming. The results of the research displayed the establishment of a broiler farming business in Kolongan Village as seen in the following Figure 2.

Principally, the establishing process of broiler farming business in Kolongan Village was influenced by several factors, both internally and externally. The internal factor derived from the community was marginal agricultural conditions in terms of relatively small land ownership that resulted in some economic issues, such as farmers' limited opportunities to earn income and profit from their agricultural business. Then, the harvest did not equal household daily needs. Furthermore, the establishment of a broiler farming business was initially perceived as having not provided satisfaction due to the stagnant condition.

Although there was a private company, such as PT. Charoen Pokphand brought some facilities for the farming business, farmers dealt with some issues to be its plasma. The issue was ownership of infrastructures, such as security, cage unit, and site of broiler farming business. These resulted in farmers' financial capability to develop their broiler farming business in Kolongan Village. However, in fact, two farmers, such as Mr. RG and Mr. NP could demonstrate their ability to satisfy those requirements.

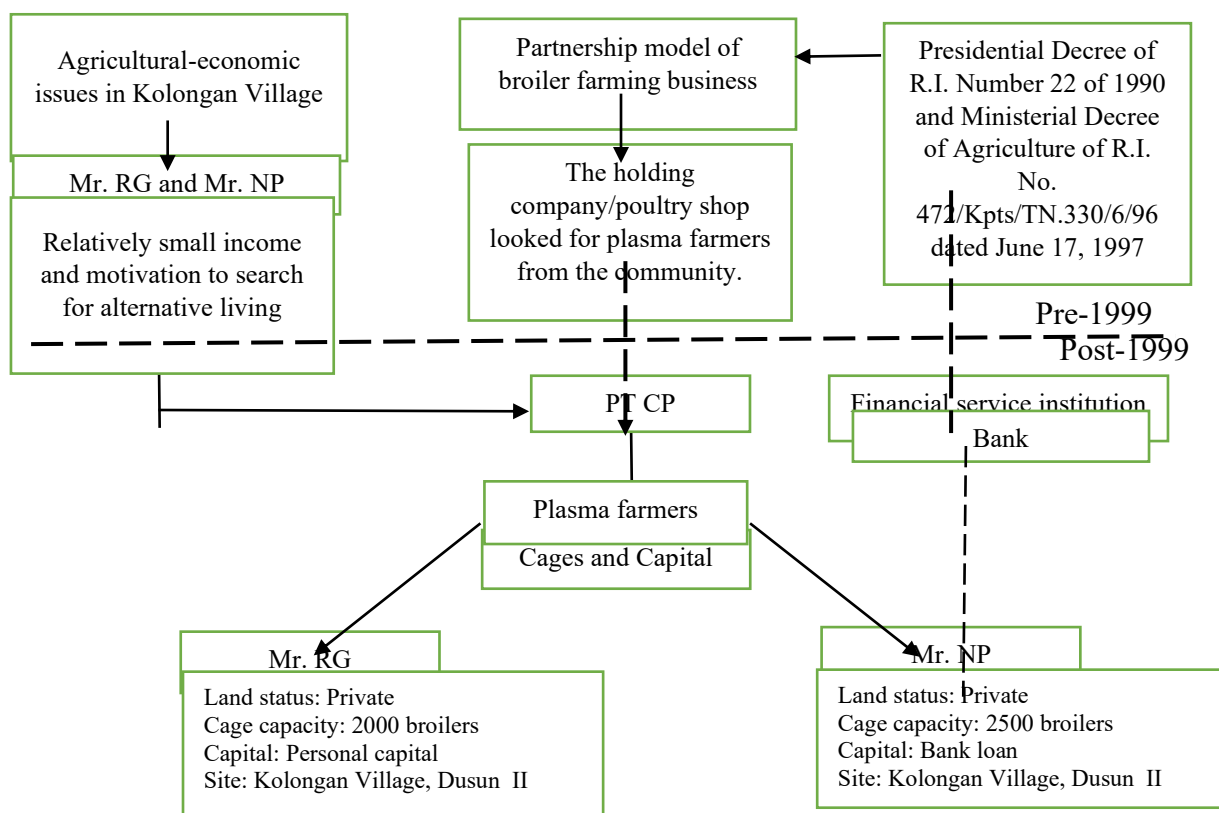


Figure 2. The establishing process of broiler farming business in Kolongan Village

Accordingly, the external factor of the community was governmental policies regarding the partnership model of the broiler farming business. It obliged the husbandry company or poultry shop to be an agent of distribution or booster agent of the husbandry development in the rural area. Thus, PT. Charoen Pokphand became part of rural husbandry development, including in Kolongan Village, North Minahasa Regency. In addition, it added the existence of financial institutions, such as Banks to distribute capital loan procurement for business development for the community [16]. It was experienced by farmers, such as Mr. NP obtaining a capital loan from the Bank as he intended to establish his business. Thus, the existence of a formal financial institution was necessarily considered to be an indirect factor in accelerating the first established broiler farming business in Kolongan Village.

Social Changes Process of Kolongan Village Community after the Establishing Process of Broiler Farming Business

Norm System Change

The existence of the broiler farming business was differently perceived from typically communal farming because it had impacts, such as odors and flies. Then, it triggered a normative view where the farmer was the only person who knew or had a way to control the impact of his livestock waste and had a social role in maintaining family relationships. Those previously accustomed to small-scale family farming were dealt with large-scale farming with negative impacts. This problem was finally resolved by a means of compromise between the community and farmers. It resulted in new norms, such as changing undesirable changes. The change was the impact of odor being changed that could be desired in general. This was in line with previous



research that the community has finally prepared cultural instruments to overcome the possible development of smart farming in the future with rules so that social conflicts can be handled quickly [17,18].

Social Status/Position Shifting

The formation of new norms in the community with the establishment of broiler farming businesses had an impact on the dimensions of social structure within the community. Before there were regulations on broiler farming business in Kolongan Village, the position between farmers and community members was not differentiated at all. However, regarding the impact of the odor of waste and flies, farmers were normatively under pressure to provide a more social role than residents or residents who run agriculture. The regulations regarding the broiler farming business had directly increased the social role of farmers to others who were not farmers. This difference was based on the greater role of a farmer as the party who was responsible for the impact of fly waste and maintained close relationships with residents through the activity of providing broilers to residents living around the cage than other community members, both as farmers and ordinary community members [19].

Social Behavior Change

The existence of a new norm system with rules created collectively between farmers and the community had directed the behavior of farmers to remain concerned about the condition of the surrounding community. However, this regulation caused consumptive behavior regarding the use of fly medication and odor removal from residents and created dependency on farmers. It was in line with research conducted by [20], reporting that the community around the husbandry site in Bone Regency, South Sulawesi disagrees with the existence of livestock because it causes air pollution, such as odors, but they can accept and adapt to these conditions because farmers often provide assistance with medicines and odor neutralizing materials for the community to reduce the negative impact of air pollution on the community.

The Emerging Broiler Farming Business as New Economic Institution in Kolongan Village

The condition and situation of the broiler farming business, having developed until 2022, basically, showed that the Kolongan Village community had generally accepted it as a field of work or living. This was proven that the spread of the broiler farming business had expanded beyond the region from the first established broiler farming business site of Mr. RG and Mr. NP in sub-village II, Kolongan Village to other sub-villages in Kolongan Village, and developed in other villages in Kalawat District. Hence, in this phase, the Kolongan Village community experienced changes in economic institutional aspects [21]. Changes were not only visible in the specialization of husbandry commodities but also in the cultural dimension from subsistence to commercial. In short, the broiler farming business as a manifestation of external cultural elements had institutionalized in the cultural system of the community of Kolongan Village, North Minahasa Regency.

Changes in Social Organization Pattern

Post-development of the broiler farming business and the development of the norm system into a general regulation having been legalized by the government of Kolongan Village, the social organization pattern of the Kolongan Village community had directly changed. The changes were related to organizational patterns in terms of husbandry and waste management. The group of farmers was mandated to form their group and given the freedom to establish their communication patterns. The farmer groups that were formed generally changed communication patterns between residents, farmers, and the village government. In this case, the groups could independently perform their obligations to organize farmers regarding the levies imposed on them. Additionally, they received direct social control from both the village government and community members in terms of obligations to protect the environment and the levies. Similarly, it was in accordance with research conducted by [22] stating that the pattern of changes in the social structure of rural communities with the introduction of technology includes changes in village, educational, and organizational structures of rural communities, and in family structure.



Socio-economic impacts of broiler farming business in Kolongan Village on the rural community life

The results of the research showed that the impact of the economic sector on the Kolongan Village community was to open up new economic potential, such as in the husbandry sector. This new economic institution could be a solution for farmers who experienced economic difficulties through the land lease mechanism. The establishment of a broiler farming business could be a source of community funds for community empowerment activities. This farming business indirectly affected the function of residents' agricultural land because residents experienced obstacles in running their agricultural businesses due to the cages establishment.

In the social order, the impact of the establishment of the broiler farming business was the emergence of new social norm values as adaptive forms to external elements. The community of Kolongan Village increasingly comprehended the impact of broiler farming business waste and procedures for operating a broiler farming business, including relationships with outside groups, such as broiler farming business partnerships. However, the rural community and the government of Kolongan Village experienced a pattern of dependence on the conditions of the broiler farming business so that if the business experienced shocks there would also be socio-economic turbulences in the community [23,24].

CONCLUSION

Before the establishment process of the broiler farming business, the communal condition of Kolongan Village, Kalawat District, North Minahasa Regency was classified in the poverty line, where the socio-cultural aspect of the community had been closely related to the traditional agriculture system. However, after the incoming broiler farming business in Kolongan Village, the communal condition radically changed due to new elements brought by the broiler farming business directly interconnected with the rural community's economic aspect, mainly agricultural production method. The occurring socio-economic changes comprise norm system changes and social status and attitude shifting. Accordingly, the emerging broiler farming business as a new economic institution in Kolongan Village has resulted in a shifting of living and social organization patterns and economic orientation changes. In the following phase of changes, it has consisted of the development of a set of regulations regarding the broiler farming business, farmer behavior changes, and changes in broiler farmers' socio-economic structure.

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