

Conference Paper

Madura Cattle Development and Local Cultural Innovation

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Abstract

Madura cattle development is stagnant due to natural conditions, human resources and technology. The introduction of crossbreeding and insemination gains community resistance. There is an assumption that innovation will destroy local germ plasma. What should be done so that technical and social considerations can run synergic. This research to know the cattle in the cattle version and the interests of the community. The study was conducted by indepth interview to farmers group and agricultural extension Observations concerning what is desired and done breeders. The research is intended to know the pattern of cattle breeding conducted by farmers and government policy for livestock development. The results at the farmer level there are two patterns of cattle farming conventional ranchers and semi-intensive breeders. Conventional breeders want to keep local cattle. Cross cattle are rare. Origin of seeds and seed quality are not considered. Products are traded in the local market for cut (meat). Semi-intensive breeders, do breeding and exclude seed cattle. Products are traded at home. Selling price is three times higher than ordinary cattle. If there are cows that are less qualified, newly sold in the market. Breeding and selection of seeds into a new culture. The local government established Waru as a local Madura cattle breeding center. Other types of cattle are not allowed to enter. Thus Madura cattle sustainability can be maintained.

Keywords: Cultural innovation, development, madura cattle

INTRODUCTION

Characteristics of underdeveloped regions based on community economic, human resources, infrastructure, local financial ability, accessibility and regional characteristics (Mandala, 2011). In this case as an indicator of the existing problems in underdeveloped areas. Currently in Indonesia there are 183 district in the category of underdeveloped areas. In Java there are nine districts and four of them are in Madura Island. Other characteristics have the quality of human resources is relatively low with the characteristics of the human development index (HDI) is low. It was seen from the low average length of school, literacy rates and life expectancy. Underdeveloped regions are also characterized the limitations of infrastructure and means of

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communication, transportation, water supply, irrigation, health, education, and other services so that they are difficult to conduct social and economic activity.

The issue of underdeveloped regions are still finding a formula that a comprehensive and integrated strategy (Holt *et.al*, 2000; Hatu, 2010; Taiwo, 2013). Currently the development of underdeveloped areas still refers to regional development that has been developed. How linkage between underdeveloped and developed regions is still unclear. As a result, people's lives in underdeveloped areas unchanged. The pattern of development was still holding on strategic planning, taking into account available resources and development priorities. The pattern of development is not based on the potential of villages to be developed. As a result, inter-regional connectivity, such as inadequate quality of Human Resources (HR) and the difficulty of accessibility and application of science and technology remains stunted and disparities between underdeveloped and developed regions persist.

The problem of Madura cattle development is related to the condition of nature, human resources and technology. Region issues related to lagging. Throughout the central region of the Madura island is relatively more left behind than the surrounding area. The area is dominated by dry hilly land with low soil fertility and limited infrastructure facilities. In contrast to coastal areas north and south conditions are more flat and relatively more advanced. In this area became the main route of transportation. The problems of facilities and infrastructures connecting the north and south are linked to the existence of isolated areas. Another problem that is also related to natural factors is drought. Hot and dry temperatures, calcareous soils and less fertility make the carrying capacity of nature and forages limited. The impact of cattle feed availability and sustainability is fluctuating and disrupted. Besides, the quality of human resources is still low. The impact of mastery of community technology and the development of cattle became stagnant. Technological mastery associated with low farmer skills, subsistence, livestock health issues, declining population trends in both production and genetic quality. Scale of business of individual domination. Socio-cultural problems related to the lack of cooperation of farmers groups and theft.

To overcome this, the government introduces new technologies through cross breeding and artificial insemination programs. The goal is to accelerate the procurement of livestock. As a result, the program is getting resistance from the community because it is considered will destroy the culture of the community. The question is what kind of approach can be done so that the new innovation offered gets the response from the breeder. Cattle as the superior product of the regency has been established since 2013. The criteria used are, the cow as a superior product is specific, become a mainstay and involve the community in the whole supply chain. Has substantial market opportunities inside and outside the district. Local-based resources as well as having competitive advantage. With the hope of cattle can be a superior economic source to increase employment and people's income.

The basis of consideration of cattle as a superior commodity because: (1) the existence of conformity with the ecosystem area: land use, rice field land and infrasruktur road and irrigation network, (2) Advantages: market opportunities, vegetable food sources, related to social culture, natural. The name of Madura that is identical to the cow needs to be maintained and developed as a supplier of products (seeds - meat - skin - bone)

The consequences of this excellent product, all efforts and development planning including investment are focused - increasing production activity - continuously from upstream to downstream. All production activities are in a supply chain. The concept of superior product development is synergistic not partial. Requires the support and intervention of various stakeholders in the community, government and business world. In a production chain it is necessary to engage various parties from the production sector with the resources of infrastructure production - the distribution and marketing sectors - the supporting sectors of processing and financing.

Thus superior product development assumes the synergy of various sectors and supporters. This also means that synergies will create a range of interlocking supply chain economic activities linking and encouraging the development of regional economic activities. All elements (government, community and business) feel involved

and support the development of superior products according to their tasks, roles and functions. To solve the problem, community empowerment is needed through the development of cattle breeding farms in an area. To support these goals, it is necessary to change the mainstream of the farmers community from subsistence culture into agribusiness through technology mastery

This research is aimed to find out (1) why this new innovation gets resistance from society (2) How ideal approach pattern, so that stakeholder's interest can be fulfilled so that the sustainable development of cattle can be achieved.

METHODS

The research was conducted by indept interview to farmer group and field farm officer. Observations concerning what is desired and what farmers do and the benefits obtained. Observations were made in two centers of madura cattle development in Waru and Pasean at Pamekasan.district

Approach method is done with the improvement program of agribusiness culture. Its activities include human resource development through animal husbandry training and animal health. Improving the quality of agribusiness management and technology of cattle farming. Improved quality of service oriented to animal health and artificial insemination. Improving the quality of cow-based culture to be a creative economy and socialization of cow breeding centers.

This method is expected to have double benefits for both the district government and the farmer community. Benefits for the district government is expected to support the development program and implementation of community economic empowerment program based on superior products of agribusiness beef. Benefits for the community, directly obtain training and assistance to conduct business. If this is achieved the expected public welfare will increase.

RESULT AND DISCUSSION

Initially to address development issues and efforts to accelerate the procurement of Madura cattle related to natural conditions, human resources and technology, the district government introduced new technologies through cross-breeding and artificial insemination programs. As a result, although this policy is technically feasible but the program is socially proven to get a negative response resulting in resistance from the community. There is an impression, the program is considered a serious threat because it is predicted to damage the local Madura cattle germoplasm. On the other hand the local Maduraese cow is considered a pride, as it is linked to local cultural issues. Here there is a tendency of innovation that is technically quite ideal is not always in tune with the perception and expectations of society.

The question and further discussion is why these technically and economically ideal innovations are socially opposed. Experience on practical level in empowering farm society, partial model as in above theoretical level can not be done. The government policy initially targeted to increase local livestock production by innovating inseminaries and cross-breeding by introducing superior seeds from outside in order to respond to market demand willing to absorb the product was not responded by the community. Local people still want to maintain local seed germplasm and as a center of local Madura cattle breeder specific as a superior product. The reason they are still tied to local culture. If this new innovation is forced, it not only destroys the preservation of local cattle seeds but will change the cultural roots of local people who want to be maintained. This condition is different in the community of farmers who approach the business center (Surabaya). His mindset is business oriented. Local people think culture is important but business remains a necessity.

Based on experience above the model of community empowerment needs to be done in synergy with attention to various stakeholders. The culture of the local community remains appreciated. Local government

appreciates the cultural roots of existing communities. New innovations are adapted to the pattern of society. The synergism of new innovations that support the culture continues to be developed. So is the market. Orientation is not just a cow business but also cultural business ranging from cattle taps, providers of local superior cows. Cattle “tancek” and “sonok” cow is one form of other creative economy. Thus cattle agribusiness is not just a beef supplier but it also develops a business of superior seed providers and business of cow-based culture

Based on field research found that the adoption of new innovations can improve people's welfare. Internally, the social and economic conditions of the community are correlated with the adoption rate. The external structures that participate are correlated other than the natural conditions that are given is the involvement of the state and the market. The implications of this finding in terms of the political economy approach (Clark, 1991), including conservative perspective in which the state is seen as capable of intervening in society. Such an approach is actually justified in the theory of modernization where there is a presumption that development is the responsibility of the government.

At the farmer level there are two patterns of cattle farming that is conventional breeders and semi-intensive breeders. Conventional breeders still maintain local cattle. Cattle from crossing are rarely. The cultivation remains traditional, the origin of the seeds and the quality of the seeds is not to be considered. The result is to be traded in the local market or in other markets to be beef cattle. In contrast to semi-intensive breeders, who traded is a cattle seed. Its products are rarely sold in the market. Used at home from home. The selling price is usually three times higher than the cow usually. If there is a cow produced is considered less qualified, newly sold in the market. Therefore selective nursery selection has a major role. At the practical level, according to policy of local government (*Bupati*), Waru area is designated as a local Madura cattle breeding center. Other types of cattle are not allowed into the area. The government guarantees that all cattle seeds that come out of the area are local Madura cattle. Thus Madura cattle sustainability can be maintained. Another finding of this research is the pattern change from traditional breeders to semi-intensive breeders by conducting Madura cattle breeding local superior not only social change but also the farmer's economic growth.

CONCLUSION

The problem of Madura cattle development is related to the condition of nature, human resources and technology. The impact of technology mastery and cattle development becomes stagnant. To overcome this, the government introduces new technologies through cross breeding and artificial insemination programs to accelerate livestock procurement. As a result, the program is getting community resistance because it is thought to be damaging the local cattle germplasm. Ideal innovation is not always in harmony with the public perception. Government intervention in the case of new innovations is still justified as long as it is in the public interest. The findings of this research are not only social changes but also the economic growth of farmers.

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