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Institutional Change of Coconut Sugar Industry in Banyuwangi District

Ike Mayasari, Moh. Adenan, Zainuri

P.G. Student, Master's Program In Economics, Faculty of Economics and Business, University of Jember, Indonesia

Lecturer, Master's Program In Economics, Faculty of Economics and Business, University of Jember, Indonesia

Lecturer, Master's Program In Economics, Faculty of Economics and Business, University of Jember, Indonesia

ABSTRACT: Shifting the paradigm of the community to realize the importance of health in food including more hygienic non-sulfite sugar as well as increasing market demand for non-sulfite sugar demands an institutional shift in the coconut sulfite sugar industry to non-sulfite sugar in Banyuwangi Regency. This research uses a qualitative research method, so we can get a real picture of changes that occur in the field. The results of this study indicate that the institutional changes that occur in the non-sulfite coconut sugar processing industry are the market structure shifting from the free market to contractual, a culture of product quality assurance (quality assurance), and the expansion of networking in marketing. However, these changes also occurred because of the willingness of volunteers without coercion to force them to switch to non-sulfite coconut sugar tappers and partner with PT Indofood SuksesMakmur, which was facilitated by the local government.

KEY WORDS: Institutional Change, Coconut Sugar Industry, Banyuwangi.

I. INTRODUCTION

Regional economic development in the era of regional autonomy requires and demands that each region be able to manage and explore the potential of the region so that potential can be optimized in each region. So that from this it can be done optimizing the potential of the region that can contribute to the development and welfare of the community. Regional economic development is carried out based on regional uniqueness by emphasizing the use of human resources and potential natural resources they have to create employment opportunities and stimulate new economic activities. So that this can be one of the efforts of regional development and development as well as a forum to increase the potential and competitiveness of the region to achieve better welfare.

Banyuwangi Regency as an agrarian area has quite potential natural resources in the form of excavated materials / mines as well as potential agricultural products. Therefore, the existing economic activities are generally in the form of industries that process or utilize natural resources and the service industry. The existing industry leads to industries that utilize agricultural products and industries that are carried out by the community so that they are able to absorb rural labor in general. One of the potential industrial products is the food industry which is managed by many people and generally becomes a home industry that absorbs a lot of labor by utilizing raw materials from the surrounding area.

One of the potentials that exists and has been developed in Banyuwangi Regency is coconut sugar commodity. Coconut sugar or in trade is called brown sugar or brown sugar is an alternative natural sweetener and raw material for processed food products. As a natural sweetener, coconut sugar is also said to have higher nutrition than sugar derived from sugar cane. Coconut sugar is still widely used, especially the Javanese community as cooking spices because it has a distinctive aroma and taste of palm caramel.

Coconut sugar or palm sugar is one of the products of the agro-industry sector with good development potential and has considerable export potential. The coconut sugar agro-industry has good prospects for increasing the household income of the coconut sugar maker and the surrounding community. This potential is supported by the prospect of a good local and foreign market share as well as a relatively easy manufacturing process, the tools needed are simple, and the investment costs are relatively small.

The palm sugar-based national sugar industry diversification program, such as coconut sugar (brown sugar) has a very strategic role as an effort to reduce government and community dependence on sugar (sugar cane) and synthetic sugar, which is still largely imported. This is based on the potential of Indonesia which has the most extensive coconut area in



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the world, reaching 3.707 million ha (31.2% of the total area of 11.909 million ha), followed by the Philippines covering an area of 3,077 thousand ha (25.8%), India covering 1,908 thousand ha (16.0%), Sri Lanka with an area of 442 thousand ha (3.7%), Thailand with an area of 372 thousand ha (3.1%) and other countries with an area of 2,398 thousand ha (20.2%). In addition to the abundant and cheap factors of raw coconut sugar, the technology used to make coconut sugar is also low cost and low tech or does not require high costs and technology, this is different from the technology used to make sugar (sugar cane). Therefore, the sugar industry diversification program based on coconut (palmae) is very appropriate and strategic to be developed in coconut plant centers throughout Indonesia (Mustaufik, 2010).

Coconut sugar has the opportunity to fill the national shortage of sugar (sweetener), which so far has been imported. Coconut sugar or in trade known as Javanese sugar or brown sugar is produced from the evaporation of coconut palm sap (*Cocos Nicifera* Linn). Its production in Indonesia is still relatively small when compared to the national sugar demand. The development of coconut sugar agro-industry becomes important considering that sugar is one of the strategic food commodities in the Indonesian economy.

Research carried out in Rogojampi District where the coconut sugar commodity is a base sector in Banyuwangi Regency. In addition, it was also mentioned that the main locomotive driving industrial sector is the coconut sugar industry. The growth value of coconut sugar production in general is experiencing rapid growth. In addition, the availability of sources of raw materials for coconut sugar is still guaranteed continuity, so as to ensure the sustainability of both the coconut sugar industry and other industries. The strength of subsector this is the comparative advantage which is considered not going to shift from time to time so that the government together with the community, the related business world, need to pay more serious attention in working on this sub sector to become a competitive and superior sub sector in a sustainable manner.

Coconut sugar production in Banyuwangi Regency consists of non-sulfite coconut sugar and coconut sulfite sugar. Non-sulfite coconut sugar usually has a black color and tends to be less attractive in color production. Whereas sulfite coconut sugar has texture an attractive brown sugar color. This is the cause of differences in market demand for coconut sugar which is often more inclined to choose sulfite sugar. The competition between the two types of coconut sugar has made the fluctuating market for both types of coconut sugar. Therefore, the development of policies to increase the production of coconut sugar, especially non-sulfite coconut sugar, must be carried out to strengthen the economy of coconut sugar producers.

The development of the coconut sugar industry will be effective if it is supported by community commitment and good government policies through comprehensive, integrated and sustainable planning. Departing from this background the Regional Government of Banyuwangi Regency is required to be able to think and act strategically so that economic development in this area is successful. Local Governments must have an effective strategy in order to be able to adapt to environmental changes that occur by utilizing the internal strengths that they have. Based on the description above and referring to the background, objectives, and research framework, the problem was formulated "How did the change in the pattern of small industry institutions from making coconut sugar sulfite to non-sulfite coconut sugar in Patoman Village, Rogojampi District, Banyuwangi Regency?"

II. LITERATURE SURVEY

Economy is a new paradigm in economics that sees the institution (rule of the game) as having a central role in shaping an economy that forms an efficient economy. Deliarnov (2006) explains that institutions are the rules of the game while the organization is a container as a place to play for a group of people. Every player has the same goal which is how to win the game but consider the norms and rules that apply. A deviation in the rules of the game will cause the system to run abnormally because good institutions can solve coordination and production problems. Because the problem of coordination and production is related to the motivation of the actors, the environment and the ability of players to condition the environment that connects choices with results. Meanwhile North (1990) defines institution as "the rules of game" which considers that in taking a form of social norms or "legal rules" which he refers to as "external constraints" can influence individuals in making decisions to do the best they choose optimally. Institutionalization can also be interpreted as a regulation of behavior that is generally accepted by members of social groups, for specific behavior in specific situations, both those that can be monitored by themselves or monitored by (external authority/external authority).



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Another opinion states that institutions contain a set of limitations or behavior in the form of rules and regulations; a series of procedures to detect deviations from the rules and regulations so that it contains a series of ethical norms and moral behavior as a major consideration for economic interaction in meeting their needs (Anyonge et al, 2013). Although it is not linear in nature, it tends to be the individual needs of its members in the form of physical needs, safeneeds, socialaffiliation, esteem, anddevelopmentself-actualization(Elizabeth, 2003).

The description of the institutional understanding in general above is the basis for the initial explanation in the development of institutional theory. As a result, evolution in society will lead to contradictions between ceremonial or money-related behaviors, which apply based on recreation classes and social forces interested in industrial activity. Veblen defines industrial activity with all efforts directed at improving human life by taking advantage of the non-human environment (Hodgson, 1998). Veblen launched his criticism of hedonistic people who always use modern micro and macro theories to continue to maximize utility for consumers and profits for companies so that the country's economy is stable. Thus requires the role of institutions in economic growth and economic development.

In reality institutions that are now developing in rural areas are modern institutions because they generally have clear structures and values; has been formalized (with members' certainty and implementation process); there are written rules in the articles of association and by-laws; official leadership; and usually deliberately formed because of growing awareness of the importance of the existence of these institutions (Elizabeth, 2007). Institutional change is a process that occurs continuously, so that institutional change is called a permanent transformation (Yustika, 2012). Institutional change occurs in two ways, the first is voluntary and the second is forced by stronger institutions. The first method is generally based on group / individual agreement on new agreements that are more profitable. But in the second way the institutional changes pioneered by the government actually also have the same goals as the first way. The way institutional change is a process that occurs continuously as a result of interactions between economic actors for certain interests.

There are several studies on economic institutions. Sudantoko (2010) explained that an understanding of industry patterns and their ability to produce will provide efficiency and effectiveness. The empirical results of his research indicate that the variables of raw materials, auxiliary materials, labor, kerosene, and firewood have a positive and significant effect on small-scale batik production. The level of technical efficiency of small scale batik entrepreneurs in the study area is not yet efficient with an average value of less than one (0.867).

Furyana et al. (2013) expressed the results of his research that companies or producers must conduct field observations. The results of field conditions indicate that companies should innovate products consisting of modulation innovations that are used as guidelines in making innovations in the production process. Packaging innovations are carried out to give buyers a touch and appeal by giving beauty and neatness to the product packaging. Product design innovations that will produce heterogeneous products so that buyers will have many choices and do not feel monotonous. Size innovations provided by entrepreneurs to diversify product prices so that all elements of society with different income can enjoy the company's products. Furthermore, the innovation of complementary material development in order to obtain material prices and ease of access to materials in production and innovations in production reduction to reduce transaction costs so that production is more efficient and effective.

Yohanes and Indriyani (2013) support this empirical statement because the role of product innovation that has been carried out by Ibu Haji Masudi's batik is still not effective enough in improving marketing performance. This is done to provide product refreshes for buyers or consumers in product choices. In terms of health in maintaining continuity Oesman, et al. (2012) illustrate that the presence of complaints on skeletal muscles ranging from high level, medium level and low level, affects the presence of musculoskeletal complaints, especially the limb of the worker's body which also has an impact on the emergence of work boredom so as to reduce the concentration and accuracy of workers when making batik. Therefore, health insurance and working hours management will control the level of labor productivity.

Wahyuningsih (2015) examines Agribusiness Development in Institutional Review. The purpose of this study is to determine the role of agribusiness institutions in order to encourage agribusiness success. To find out how the institutional aspects are viewed from the institutional socio-economic aspects, both the aspectssocio- economic of agribusiness actors, the application of PIR patterns in the development of agribusiness and marketing policies. The results and conclusions are that there are many institutions involved in agribusiness. To mobilize and advance agribusiness, all institutions must play an active and synergic role and each other coordinate with to avoid overlapping interests and efficiency can be achieved. There are also several agribusiness actors if there are three groups, namely



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BUMN, Private and Cooperative. The size of agribusiness actors also varies, some are strong and some are weak. So as to encourage

agribusiness to develop in a sustainable, productive and efficient manner, all agribusiness actors must have institutions in handling agribusiness activities. Moral ethics and long-term goals that must be prioritized for sustainable agribusiness.

III. METHODOLOGY

Research uses qualitative research. Bogdan and Taylor in Moelong (2006) define qualitative research as research that produces descriptive data in the form of written or oral words from people and the observed behavior of the people studied. To explain the phenomenon that is needed a method that plays an important role in determining the success of a study. On the other hand, the unit of analysis in this study is Patoman Village, Rogojampi District, Banyuwangi Regency

IV. RESULT AND DISCUSSION

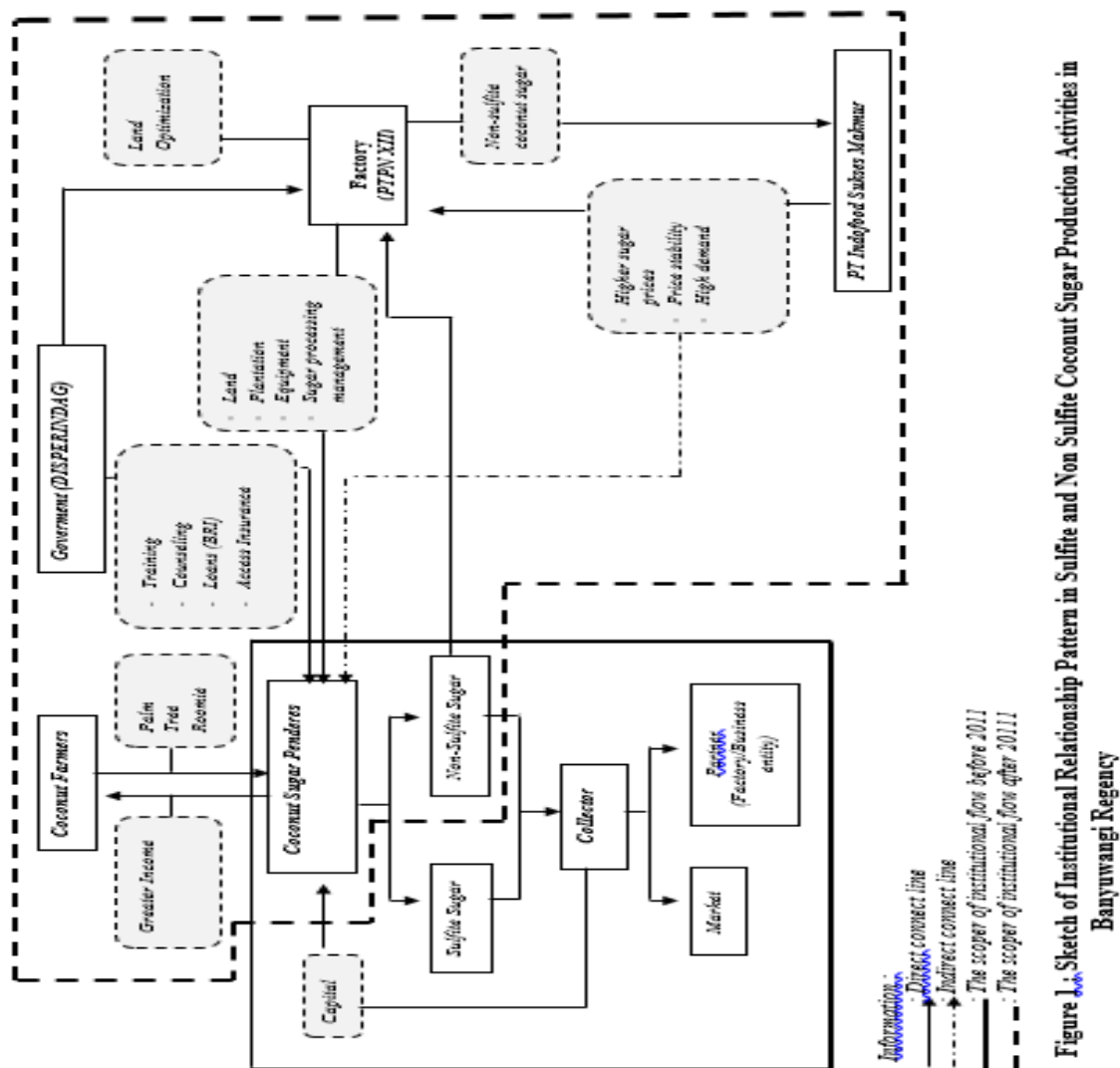
Institutional Pattern in the coconut sugar processing industry in Rogojampi District, Banyuwangi District experienced a very significant change when the local government played a role in the development of the coconut sugar processing industry in Rogojampi District. Before the intervention of the local government, most of the coconut sugar producers, or so-called 'Penderes', produced sulfite type coconut sugar, namely coconut sugar, which contained a mixture of chemical sulfites that could make coconut sugar last longer. The mixture of sulfite chemicals in coconut sugar makes the process of making sugar shorter, but the mixture also affects the quality of the resulting sugar is unfavorable to health. The sugar palm tappers producing sulphite because the manufacturing process is much simpler and shorter, so that the output produced more and the color of sugar produced is clean. On the other hand, the price of sulfite type coconut sugar has a lower price compared to non-sulfite sugar, but because it is able to produce more sugar, so that the revenue obtained is more. The income received by the tappers is not fully owned by the tappers, because most of the tappers do not have their own coconut plantation land, so the income obtained must be shared with the owner of the coconut estate as a rental price with the calculation of 1 Ounce of non-sulfite coconut sugar for 1 coconut tree per day.

The institutional flow that occurs in this process is simpler than after the change in the institutional flow. In this process, penderes can only sell their sugar production to the middlemen, which also has the power to determine prices. This can occur because the penderes do not have full information about sugar price information on the market, so that in this pattern there is asymmetric information. On the other hand, some of the creditors also obtain loan funds from the middlemen as capital, so that the emperors must sell their sugar yields to the brokers who provide loans as a form of loan repayment. In this pattern, the middlemen have all the information about the price and quality of sugar in the coconut sugar processing industry in Rogojampi District, Banyuwangi Regency, so that the middlemen can regulate and manipulate the price of sugar both in the market and in the tasters.

The condition then came to the attention of the local government through the Department of Industry and Trade, so the government intervened in 2011. The form of interference by the government is to provide training and counseling to the desses to produce non-sulfite coconut sugar and to bridge the partnership between plantation companies the central government, namely PTPN XII (PT Perkebunan Nusantara Region of East Java) as a companion as well as a Private party that acts as a container for the sugar production results namely PT Indofood SuksesMakmurTbk. After the government intervened and partnerships were gradually bridged, many entrepreneurs turned to producing non-sulfite coconut sugar, this condition was also supported by the increasing area of coconut plantations and the high demand for non-sulfite coconut sugar from PT Indofood SuksesMakmurTbk.

The intervention by the local government did not stop at forming partnerships between the penderes, PTPN XII, and PT Indofood SuksesMakmurTbk. But the central government also provides financial and health access for non-sulfite coconut sugar tappers who are participating in the partnership. Financial access provided by the central government, namely access to loans carried out in collaboration with one of the state-owned banks, namely Bank Negara Indonesia (BNI) to provide capital loans to the beneficiaries in the form of Kredit Usaha Rakyat(KUR). Then the health access provided by the government in the form of health insurance obtained by the occupants of the risk of the work they do, the health insurance is obtained from the Banyuwangi District Health Office who is also invited to work together by the local government. Interventions carried out by the local government through the Department of Industry and Trade in the coconut processing industry then have an impact on changes in the institutional flow in the processed palm sugar industry as shown in Figure 1.

In Figure 1 illustrates the institutional pattern in the coconut sugar processing industry in Rogojampi District Banyuwangi. The institutional flow depicted in Figure 1 clearly and simply explains the institutional flow before and after government intervention so that a partnership is created between the beneficiary and PT Indofood SuksesMakmurTbk. Based on Figure 1, it can also be seen the contrast between the institutional flow of non-sulfite coconut sugar that has a partner with PT Indofood SuksesMakmurTbk and the institutional flow of coconut sugar sulfite. The institutional relationship with palm sugar sulfite only occurs between the benefactor, the broker, the partner of the broker and the market. In this relationship pattern, the party that has the biggest advantage is the broker, the broker has the most perfect market information. While the institutional flow contained in the production of non-sulfite coconut sugar is broader and can be judged to be more profitable for the beneficiaries.



The intervention of the government in cooperation with PTPN XII in partnership with PT Indofood SuksesMakmurTbk to be a container for the production of non-sulfite coconut sugar. The partnership relationship was motivated by the high demand for non-sulfite coconut sugar as raw material for various products produced at PT Indofood SuksesMakmurTbk. In the partnership relationship, PTPN XII also involved local entrepreneurs to produce non-sulfite coconut sugar. PTPN XII has a role as a companion in training how to produce quality non-sulfite coconut sugar in accordance with product standards requested by PT Indofood SuksesMakmurTbk.



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In the flow of this institutional relationship, the government also intervened in the form of providing training and also counseling to farmers and penderes on how to process non-sulfite coconut sugar. In addition to providing training and counseling, the government's attention is also directed at community capital in the process of producing coconut sugar. In this case the government provides access to business capital loans to farmers and farmers by cooperating with Bank BNI. Not only that, considering the risk of work accidents in the process of producing coconut sugar is also high, especially in the process of taking coconut juice the government also provides insurance access to the community in the form of JAMSOSTEK.

The change of leadership stakeholders in the Department of Industry and Trade also changed the role of the government in this institutional channel, in which the farmers and farmers felt the government's attention began to decrease as indicated by the absence of training and counseling conducted by the government. So from the response given by the community it was found that government interference in this institutional relationship began to diminish so that further attention from the government was needed. Increasing the attention of the government in this institutional channel can increase the enthusiasm of the entrepreneurs to continue to produce and increase their production. With this institutional channel in the form of partnerships, coconut farmers and farmers are also more profitable because they have greater market information, besides that farmers also have greater market access which PT Indofood has appealed to that it is able to accommodate any large non-palm sugar production sulfite produced by penderes involved in partnership relations.

Institutional changes that occur in the non-sulfite coconut sugar processing industry in Rogojampi District, Banyuwangi Regency are in accordance with the thoughts put forward by Yustika (2012) who say that institutional change is a process that occurs continuously, so that institutional change is referred to as a permanent transformation. According to Yustika (2012) Institutional change can occur in two ways, the first is done voluntarily and the second is imposed by stronger institutions. Both ways of institutional change occur in the process of institutional change in the non-sulfite coconut sugar processing industry. As has been explained that the change occurred with the intervention of the local government in this matter, namely the Department of Industry and Trade in collaboration with PTPN XII. However, this change also occurred due to the willingness of volunteers without coercion to resort to switching to non-sulfite coconut sugar penderes and partnering with PT Indofood SuksesMakmur, which was bridged by the local government.

From a theoretical point of view, this research is in line with the theory of institutional change conducted by Davis and North (1971) and Bromley (1989) that a change in an organization is needed to achieve better benefits with the support and agreement of various elements of the organization that are in the environment the institution. In this study, the changes that occurred were supported by farmers, penderes, partners / industry and the government so that many changes occurred in the production of sulfur sugar into non-sulfite sugar.

Then, from the support of social capital theory, this research is in line with Coleman's (1988) theory which was later confirmed by Hauberer (2011). Coleman explained that social capital consists of various entities consisting of several social structures that help social action. Hauberer emphasized the statement, that social action needs to be accompanied by the context of rationality as an alternative to choosing an action and can maximize the benefits for all parties. In this study, institutional change actions that are strengthened by the social relations between penderes, the government and partners have a positive impact in maximizing non-sulfite sugar production.

V. CONCLUSION

The results of this study indicate that the institutional changes that occur in the non-sulfite palm sugar processing industry are the market structure shifting from the free market to contractual, a culture of product quality assurance (quality assurance), and the expansion of networking in marketing. However, these changes also occurred because of the willingness of volunteers without coercion to force them to switch to non-sulfite coconut sugar tappers and partner with PT Indofood SuksesMakmur, which was facilitated by the local government. The intervention carried out by the government has an important role in changing the institutional flow of the non-sulfite coconut sugar industry and improving the welfare of the non-sulfite coconut sugar tappers. In addition, the intervention carried out by the government also serves as an increase in the enthusiasm of the farmers to produce non-sulfite coconut sugar because they feel cared for by the government. Institutional changes that occur in the coconut sugar industry in Rogojampi District, Banyuwangi Regency, are aimed at breaking the sales chain of coconut sugar production and increasing the welfare of non-sulfite coconut sugar tappers. In addition, with the institutional changes and direct partnerships carried



out by the participants, the participants also provided full information about the market price of coconut sugar so that the entrepreneurs had the power to bid on the price of sugar in the sales market, which prior to the partnership and government intervention, the government did not have the power to bid and determine the price of coconut sugar.

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AUTHOR'S BIOGRAPHY



Ike Mayasari.

Postgraduate Student in Master's Economics Program, Faculty of Economics and Business, University of Jember, East Java, Indonesia. Interested and Pursuing Studies of Regional Economics and Regional Planning.



Moh. Adenan

Lecturer in Master's Economics Program, Faculty of Economics and Business, University of Jember, East Java, Indonesia. Interested and Pursuing of Monetary and Banking Studies.



Zainuri

Lecturer in Master's Economics Program, Faculty of Economics and Business, University of Jember, East Java, Indonesia. Interested and Pursuing of Monetary, Financial Market and Institutional Studies.