

## Why Tobacco Farmers Still Standing ? (Case Study In Genteng Village, Sukasari District, Sumedang Regency)

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### ABSTRACT

Tobacco, is one of the important commodities in Indonesian agriculture. The main tobacco products are tobacco leaves and cigarettes. The demand for tobacco products is estimated to continue to increase every year, giving high income to Indonesia. Sumedang Regency is identical to tobacco, one of which is in Sukasari District, there is a village that has potential for tobacco commodities, namely Genteng Village. The majority of its citizens work as tobacco farmers. The purpose of this study was to obtain a history of the development of tobacco farming in Genteng Village, Sukasari District, Sumedang Regency and also obtain a description of why tobacco farmers still continue to do tobacco farming in Genteng Village, Sukasari District, Sumedang Regency. The design in this study uses a qualitative design with case study research techniques. Data collection methods in this study used in-depth interview, observation and literature studies. Respondents and informants in this study were chosen purposive with certain considerations. Data analysis uses interactive analysis model and fishbone diagram. The results of this study indicate that based on the history of tobacco development in the Genteng Village, tobacco farming in the Genteng Village, Sukasari District, Sumedang District has continued to run since village was founded in 1845 There are 5 categories of causes that tobacco farmers continue to do tobacco farming, that is survival, parents' encouragement, young age, education level and land availability. Survival is the main category.

Keywords: tobacco; farmers; genteng village

### How to Cite:

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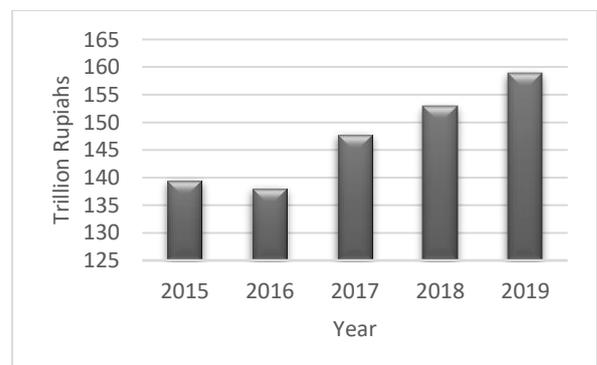
### 1. Introduction

Tobacco is an important commodity in Indonesian agriculture. The main tobacco products are tobacco leaves and cigarettes. Use of tobacco have high economic value (World Health Organization, 2019).

The role of tobacco and industrial products in the social life of the country are in tax and foreign exchange, the opening of employment, source of income for farmers, laborers, and traders and regional income for the area who produces tobacco (Hasan & Darwanto, 2013).

Tobacco also contributes a substantial income for Indonesia. According to Jayani (2019) during the 2015-2018 period, tobacco product have tax revenue 96% of the total national tax

revenue. This trend continues to increase every year due to the relaxation of tobacco tax return and the approval of high-risk tax through eradicating illegal cigarette.



**Figure 1.** Indonesia's revenue from tobacco tax 2015-2019 (Jayani, 2019)

According to Figure 1, tax revenue from tobacco products always increase. In 2015 it was 139.5 trillion rupiahs, in 2016 it was 138 trillion

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rupiahs, in 2017 it was 147.7 trillion rupiahs, and in 2018 it was 152.9 trillion rupiahs. Meanwhile, in 2019, tobacco tax revenue is projected to be 158.9 trillion rupiah.

Republic of Indonesia Ministry of Health (2014) in *Tobacco Fact Book: Tobacco Facts and Its Problems in Indonesia* revealed that the number of tobacco farmers has increased from 679.6 thousand people in 2010 to 786.2 thousand people in 2012, giving an indication that tobacco farmers still get benefit from doing tobacco farming.

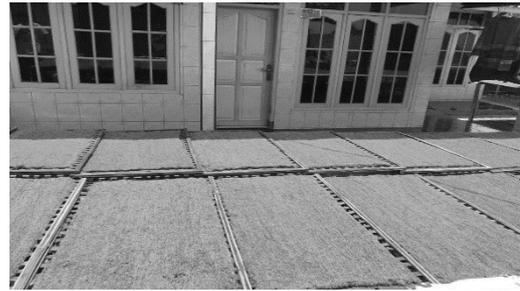
West Java is also one of the tobacco producing region in Indonesia. Based on data from the Indonesia Ministry of Health who was published in 2014, tobacco land in West Java in 2010 was 9,002 ha and in 2011 tobacco land in West Java reached 9,188 ha. Meanwhile, tobacco production in West Java reached 38,000 tons per year. This was stated by Suryana, as the Chief of the Indonesian Tobacco Association of West Java in *Road to World Tobacco Growers Day 2019* event in Bandung Regency, West Java (8/13/2019).

Tobacco or bako in Sundanese has a long history with Sumedang. The main tobacco product producing in Sumedang Regency is in the Tanjungsari area. Based on the Sumedang Tandang website, residents in Sumedang, especially Tanjungsari, grow a lot of tobacco plants called *bako mole*.

Sumedang Regency is one of the regencies in West Java Province. Sumedang Regency is identical with tobacco. One of the sub-districts in Sumedang Regency is Sukasari District. Sukasari District is located at an altitude of 750-1200 m above sea level with temperatures ranging from 1800C to 2200C so that Sukasari District has potential in agriculture.

Until now, in Tanjungsari area there is also a tobacco auction market called the Tanjungsari Tobacco Agribusiness Center. The market sells tobacco from various regions, such as Madura, Temanggung and Tanjungsari itself.

Genteng Village is a mountain and hills area, which is included in the highland category with an altitude of 800-1200 meters above sea level. Santoso et al, (2017) revealed that Genteng Village has potential in the plantation sector, namely tobacco, which has become the main livelihood of the community as well as being the supporting economic in community life.



**Figure 2.** Tobacco that being dried in the sun in Genteng Village (Personal documentation, 2019)

The farmer is an individual who cultivates land that have purpose to increase crop production while also providing raw materials for the industry (Handayani & Margono, 2015). Informant I, as the Civil Servant of Genteng Village, said that there were still hundreds of farmers doing tobacco farming to sufficient their daily needs. Therefore, tobacco farming is still a priority for Genteng Village residents to continuing life.

Based on the description above, tobacco farmers in Genteng Village are drop and many are move to other commodities such as food plant and horticulture. However, tobacco farming is still carried out by some farmers in Genteng Village to sufficient their daily needs. This research generally have purpose:

- a. Obtain a development history of tobacco farming in Genteng Village, Sukasari District, Sumedang Regency.
- b. Obtain a description of why tobacco farmers still doing tobacco farming in Genteng Village, Sukasari District, Sumedang Regency.

## 2. Research Methods

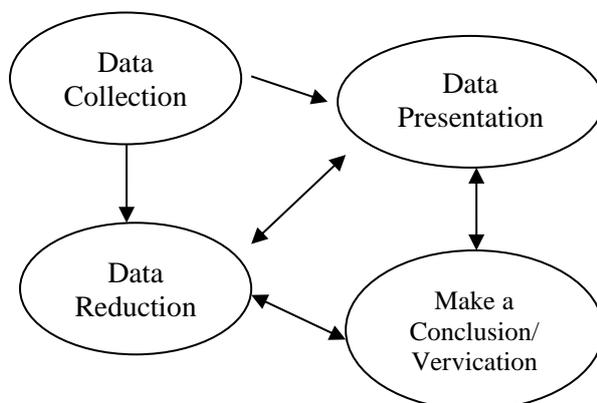
The design used in this study is a qualitative design. According to Idrus (2009) qualitative design is variables in the form of products or research results themselves. Meanwhile, the research technique in this research is a case study. Bogdan (1990) in Idrus (2009) defines a case study as a detailed study of a particular setting or event. The case study have been done in Genteng Village, Sukasari District, Sumedang Regency.

Data sources used in this study consists of primary data and secondary data. Primary data in this study were collected from respondents and informants through the results of in-depth interviews and observations. Respondents and informants are chosen purposive based on certain considerations so it making easier researchers in the research process. Respondents in this study

were 9 tobacco farmers. The respondents were chosen because he had been a tobacco farmer since he was young and based of recommendation from Head of Sub-Village I and the Civil Servant of Genteng Village. Informants in this study amounted to 2 people, namely Genteng Village Civil Servant and UPTD Agriculture of Sukasari District, Sumedang Regency. This informant was chosen because it was assumed to be someone who knew about the information needed in this study.

Secondary data in this study based on documentation, literature and data from agencies such as the Office of the Genteng Village and the Central Statistics Agency. Data collection methods in this study consists of in-depth interviews, observation and literature studies.

Data analysis design using an interactive analysis model. Miles and Huberman (1992) in Idrus (2009) revealed that interactive analysis is a research method that allows analysis of data when researchers are in the field or back from the field. Four interactive analysis methods consist of data collection, data reduction, data presentation, and drawing conclusions / verification.



**Figure 3.** Interactive Analysis Methods (Miles and Huberman (1992) in Idrus, 2009)

Other data analyzed using fish bone diagrams. According to Tague (2005) in Kusnadi (2008) stated that fish bone diagrams are used to identify possible causes of the problem. This fish bone diagram is used to analyze the causes of tobacco farmers still doing tobacco farming in Genteng Village.

### 3. Results and Discussion

#### 3.1. General Description of Genteng Village

Genteng Village is a village in Sukasari District, Sumedang Regency. Administratively, the Genteng Village area is divided into 19 RWs and 76 RTs. Genteng Village consists of 6 sub-

village namely Pasir Kaliki, Genteng, Karang Sari, Babakan Loa, Sukamulya and Awilega.

Based on data from Genteng Village Office, in 2014, Genteng Village had a status as a village with a classification as a “*Desa Swadaya*”. Then, based on the Village Development Index, from Indonesia’s Villages, Development of Disadvantaged Regions and Transmigration Ministry in 2016, the status of the Genteng Village is a Developing Village or namely “*Desa Madya*”. Genteng Village established since 1845 during the Dutch Government’s occupation and was belonging to Tanjungsari Authority.

Accessibility to Desa Genteng can use land transportations such as, two-wheeled vehicles, four-wheeled vehicles and public transportation. However, there are some village roads that can only be accessed by using private vehicles such as motorbikes.

Genteng Village is classified as a hilly area with a village typology in the area around the forest with an altitude of 1200 meters above sea level. Most of the areas in Genteng Village are lowlands, hills and mountains. According to the Genteng Village Profile (2017), over the last five years the average rainfall in Genteng Village is 1,725.54 mm.

The population of Genteng Village in 2017 consisted of 2,216 heads of households and increased in 2018 of 2,217 households with the majority adopting Islam as their religion (Genteng Village Profile, 2017). Genteng Village has natural resources in the form of Cipacet agribusiness, Walet Cave, the potential of ornamental fish management, the potential of animal feed land, and the potential of bamboo forests. There are cultural resources in the form of traditional arts, such as *calung*, *jaipong*, *lais*, *reak*, and *kuda renggong*.

#### 3.2. The history of Tobacco Development in Genteng Village

Tobacco farmers in Genteng Village have started cultivate tobacco since the Genteng Village was founded in 1845. In 1982, Mount Galunggung located in Tasikmalaya erupted. Volcanic dust from the eruption of Mount Galunggung impacted tobacco farming in Genteng Village. The impact of this eruption are all tobacco in Genteng Village cannot be harvested, causing make a loss for tobacco farmers. Although there are some tobacco leaves that can be harvested, the condition of the leaves is dried and exposed with a lot of volcanic dust so the leaves must be washed one by one. The price of tobacco leaves at that time also dropped.

Tobacco farmers in Genteng Village survive from the savings they have due to the impact of the eruption of Mount Galunggung which occurred for 9 months. The eruption was over in 1983 so the tobacco land in Genteng Village could only be planted after that.

In 1984, the condition in Genteng Village had begun to be good again so the tobacco land could be planted again and produce tobacco leaves as before Mount Galunggung erupted. In 1988, several tobacco farmers in Genteng Village planted tobacco in other areas due to better soil conditions, namely Ciater and Subang. However, there are also tobacco farmers who still doing tobacco farming in Genteng Village.

In 1989, the Tobacco Farmers in Genteng Village also planted in Cikutra and Dago areas in Bandung Regency. Then, in 1998, tobacco farmers in Genteng Village began planting in the Ujungberung and Nagreg areas, Bandung Regency until now because in these areas the soil conditions and weather were better.

Then, in 1999, there was a change in the time of planting of tobacco in Genteng Village, which was originally carried out at the beginning of the rainy season in November or December to the end of the rainy season in January or February. As informant II said, this happened because tobacco farmers adapted with time when the farmers buying tobacco leaves from outside Genteng Village, around September / October.

In 2000, the price of tobacco leaves became Rp. 100,000.00 / kg. This makes tobacco farmers have a big benefit from sale of tobacco with that price.

In 2005, the majority of tobacco farmers went and did not plant in Genteng Village due to better soil conditions. Then, in 2007, the price of tobacco leaves began to decrease to Rp.70,000.00/kg. Then, in 2012 the price of tobacco leaves on the market was in the range of Rp. 30,000.00 / kg - Rp. 70,000.00 / kg and was valid until now.

In 2015, Genteng Village Residents asked the Ministry of Forestry to clear their protected forest land so that it could be planted by residents and allowed by the Ministry of Forestry. This makes the migration of farmers from tobacco farming to coffee and vegetable farming. According to an interview with respondent I, tobacco production was reduced, but he did not know the exact amount, so are with the number of tobacco farmers. However, this migration did not long-lasting due to higher the price of tobacco and rarely cause loss if the farmers doing tobacco

farming so that in 2019, many residents of Genteng Village were planted tobacco again.

### 3.3. Causing tobacco farmers still doing tobacco farming

Appau et al., (2019) in his research in Indonesia and Philippines revealed two main categories represent the reasons why farmers still doing tobacco farming, namely survival and financial context. Meanwhile, according to Soejono (2012) in his research in Sidoarjo, East Java revealed that tobacco farmers still doing tobacco farming on the basis of efforts to fulfill their needs of life.

Marza (2018) in his research in Central Lampung Regency expressed that encouraging factors to work in agricultural sector, especially rice farming were low levels of education, limited job opportunities, friend invitations, time to spare and the parents will. Meanwhile, the pull factor consists of the availability of land area and income level.

According to an interview with informant II, there were several things that made Genteng Village residents become tobacco farmers, as stated namely :

*"Basically there are several things that make citizens still become tobacco farmers, including:*

*- Farmer's last education at the elementary school level*

*- Generation of tobacco farmers. In fact, there was a saying in Genteng Village that if you haven't cultivated tobacco then you can't get married*

*- Tobacco as the main livelihood of Genteng residents. The variety of farmers' work in Genteng is only animal husbandry, horticulture, rice and tobacco. So tobacco farming is main livelihood for Genteng Village residents.*

*- Tobacco is a promising commodity cultivated due to large profit*

*- Tobacco is a crop that rarely loses. Loss in tobacco only in power extra, because energy is not counted in income*

*- Tobacco is profitable. For example spending 10 million in capital, but the profit could be 40 million.*

Based on interviews with respondents and informants, the causes of tobacco farmers doing tobacco farming in Genteng Village can be grouped into five categories, namely survival, encouragement of parents, young age, education level and land availability.

a. Survival

Appau et al., (2019) expressed that survival is one factor because it has profitability, market availability and tobacco nature. While Soejono (2012) states that sufficient the needs of life is one of the factors. This can happened due to physiological needs, security needs, social needs, appreciation needs and self-actualization needs.

1) Profitable Commodity

According to Appau et al., (2019) tobacco is a profitable commodity compared to other commodities because the crop provide the highest income for farmers. Tobacco is seen as a profitable commodity compared to other commodities and has never caused significant losses. This is consistent with what happened in the Village Genteng. One of the tobacco farmers in Genteng Village, respondent II said

*"Tobacco is rarely loss because the product can still be stored for a long time, compared with vegetables who get rotten faster"*.

Other farmers, respondent III said :

*"Besides tobacco, I also farm rice, but still tobacco has a high income"*.

Tobacco is also a commodity that rarely loses but its profits can multiply, as stated by informant II:

*"Tobacco is a promising commodity and rarely loses because the loss is only in power due to not paid. However, the profit can multiply. For example, buying capital of 10 million, the profit could be 40 million"*.

This is accordance with Soejono's (2012) research that tobacco farmers have other commodities to be cultivated, but tobacco remains the highest income, so that it can the physiological needs of tobacco farmers.

2) Market Availability

Tobacco also has a market availability as long as demand for tobacco or cigarettes remains. Appau et al., (2019) revealed that the market who always ready is a reason for tobacco farmers to keep doing tobacco farming. In Genteng Village, respondents also shared the same view, informant I said :

*"If people still want cigarettes, the demand for tobacco will keep on going."*

Then, respondent I stated :

*"Tobacco can be sold anywhere like Garut, Cianjur, can sold with middlemen too. In this Genteng Village there are many middlemen whose his revenue are bilions"*.

3) The Nature of Tobacco

Tobacco has special handling. If the land has been planted with tobacco, then the land cannot be planted with other commodities. Appau et al. (2019) with his research in Indonesia and Philippines also revealed that environmental factors such as soil topography, soil type and access to water sources for irrigation are some of the reasons why farmers want doing tobacco farming.

Therefore, there are tobacco farmers in Genteng Village who own their own land and some who rent land in places suitable for tobacco such as in Ujungberung, Nagreg, Cicalengka and others, as stated by respondent I:

*"Farmes more often rent the land because the soil conditions are better there due to the soil is more soft"*.

Tobacco cultivation also depends on the weather so in dry season tobacco farmers in Genteng Village usually buy tobacco leaves from other regions. Then, according to respondent IV, tobacco cultivation also needs to have special ability because the power of doing tobacco farming is very large and the farmer become lacks rest, as stated by respondent IV :

*"At night, they have to do the condensation process and during the noon they have to do the drying process"*.

Same with the statement of informant II :

*"Tobacco farming requires special abliity. So the tobacco farmers is tired because of the extra power expended and the power is not paid "*.

b. Parents Encouragement

Marza (2018) revealed that one of the factors that encouraged farmers to continue working in the agricultural sector, especially rice farming, was parents encouragement. This also happened in Genteng Village. Genteng Village is famous for its tobacco products so that the culture that happened from year to year are tobacco farmers in Genteng Village continue tobacco farming from their parents, as respondents V stated :

*"Choosing tobacco because the majority of residents in this village do tobacco farming due to their parents have same job"*.

Perwitasari (2014) in Pamungkaslara (2017) expressed that parents encouragement to their generations to continue farming activities is one of the measurements in farmers regeneration, as happened in Genteng Village.

The other interesting thing is their parents continue tobacco farming from their parents again so that in Genteng Village there is a regeneration of tobacco farmers and the environment to doing tobacco farming, as stated by informant I:

*"I was became tobacco farmer due to told by my parents, my parents doing tobacco farming also continued my grandfather's farming".*

#### c. Young Age

Marza (2018) revealed that one of the factors that encouraged young man to continue working in the agricultural sector, especially rice farming, was young age. Based on interviews, all respondents stated that young age had no direct effect on the respondents decision become tobacco farmers. However, all respondents stated that they had been told by their parents become tobacco farmers since they were young. This also encourages them to work in tobacco after completing education at the elementary school level.

One respondent, respondent VI, processed tobacco since he was 15 years old and did not have other skills because his education only reached elementary school level, as stated by respondent VI :

*"I started farming since 1972 because when I was 15 years old I didn't know what to do."*

When interview with other respondents, respondent IV, said that growing tobacco is taught from an early age and to fulfill a life needs :

*"Since the age of 15 years I have been farming tobacco. Well, I was become a farmer because I didn't go to school and started to doing tobacco farming for a living"*

#### d. Level of Education

Based on interviews with all respondent, all respondent stated that the level of education did not directly influence the respondents decision become tobacco farmers. It same with research from Muhammad et al., (2016) who argues if education does not significantly affect the interest of farmers in rice farming.

However, the level of education be supportive due to the last education of all respondents is at elementary school level. This happened because of economic limitations like Marza's (2018) research. Marza (2018) states that one of the factors youth encouragement in farming, especially rice farming, is their low level of education.

Respondent I stated:

*"When I was at elementary school level, I wanted to continue schooling, because I was interested in becoming a teacher but I didn't continue my schooling because of economic limitation".*

Therefore, the respondent's parents directed them become tobacco farmers in due to fulfill their needs life. This was also strengthened by the statement of one of the informants, informant II :

*"Basically, who makes residents still want to become tobacco farmers because of their last education at elementary level".*

#### e. Land Availability

Marza (2018) stated that one of the factors that pulled young man in farming, especially rice farming, is the availability of land. Meanwhile, according to Muhammad et al. (2016), the area of land has no significant effect for farmers motivation doing rice farming.

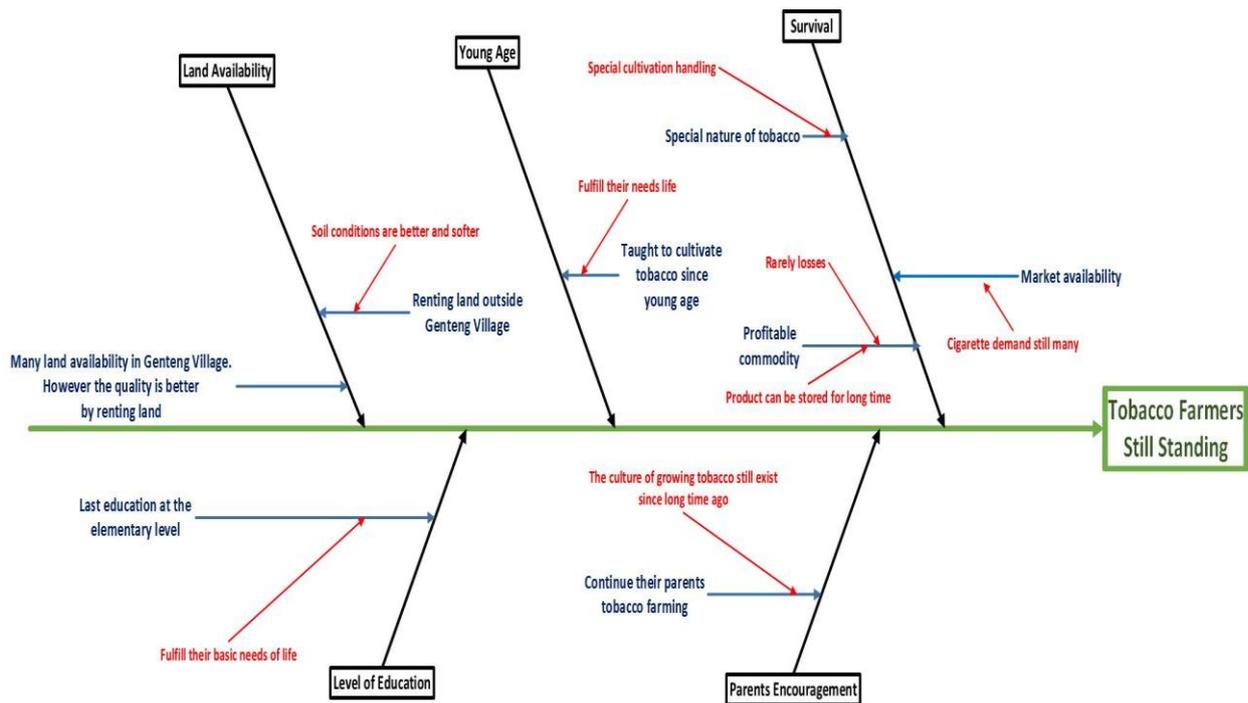
Based on interview with respondents, all respondents stated that land availability had no direct effect on the respondents decision to become tobacco farmers. Even though, there is still many land available in Genteng Village and outside Genteng Village to grow tobacco. This encourages tobacco farmers to continue doing farming. The following is an interview with one of the respondents, respondent III :

*"Land availability has no effect because it can rent the land".*

The following is other interview with one of the respondents, respondent II :

*"The availability of land is no effect because there are still many land availability in Genteng Village".*

The causes of tobacco farmers continue doing tobacco farming in Genteng Village can be seen in Figure 4.



**Figure 4.** Fishbone diagram of tobacco farmers still doing tobacco farming

Based on the fishbone diagram in Figure 4, survival is the main cause of tobacco farmers still doing tobacco farming. This is because tobacco farmers and their families got income from tobacco farming to fulfill their basic needs. According to Soejono's research (2012), tobacco farmers can fulfill their physiological needs with purpose to get income, so as the farmers can fulfill their life needs for him and their families.

Certainty to get income from tobacco farming is caused by several things. First, tobacco is a product that rarely provides losses and tobacco products don't need to be sold immediately because tobacco products can be stored for a long time, as stated by informant II :

*"Tobacco is a product that rarely loses because the loss is only in power that requires extra".*

Second, as long as demand for cigarettes is still high, tobacco farmers will continue to farm tobacco because cigarettes are the main product of tobacco cultivation. This is also consistent with the research of Appau et al. (2019) which states that market availability is the reason tobacco farmers grow tobacco. Third, tobacco has special cultivation management. Therefore, only people who have skill about tobacco which can do tobacco cultivation.

The encouragement of parents is another causes because based on the explanation of respondents and informants, the majority of tobacco farmers continue their parents farming.

This is also due to the environment or culture that has existed for a long time if Genteng Village Residents fulfill their income only by doing tobacco farming. Therefore, other causes, namely young age are also related. This is because the majority of Genteng Village Residents only have tobacco farming skills so as from the young, children of tobacco farmers have been taught to cultivate tobacco to fulfill their needs life.

The education level of tobacco farmers and the majority of Genteng Village Residents who was reached elementary school level is caused by economic limitations. Although tobacco farming is profitable, the benefits of tobacco farming are only enough to fulfill needs life of tobacco farmers and their families. Therefore, Genteng Village Residents stop continuing their education and help their parents do tobacco farming or do their own tobacco farming to help their family income and to fulfill their own needs.

Another causes, the availability of land also increase the opportunities for Genteng Village Residents to do tobacco farming. There is still a lot of land in Genteng Village if residents want to cultivate tobacco. However, the majority of tobacco farmers do tobacco farming outside in Genteng Village by renting land so as the availability of land becomes more and more. This is due to the soil conditions are better and softer with the result that the quality of tobacco will be better and also because tobacco cultivation requires land that has never been planted with

tobacco or other commodities, as stated by informant II :

"The land must be virgin and never planted with tobacco or other plants. If it is planted with tobacco or other commodities, tobacco production will be bad"

#### 4. Conclusions

Tobacco farming in Genteng Village has been ongoing since the village was founded in 1845. This can be seen based on the historical development of tobacco in Genteng Village. Then, there are 5 categories of reasons why tobacco farmers continue to do tobacco farming in Genteng Village, namely survival, parents encouragement, young age, level of education and land availability. Survival is the main category because tobacco farmers to do tobacco farming to fulfill the basic needs of tobacco farmers and their families.

Based on the results of the research concluded above, there are several findings that can be used as suggestions for the development of tobacco farming in the Genteng Village :

- a. For tobacco farmers in Genteng Village, directing their generations to become tobacco farmers by persuade their generations about high income of tobacco farming. Therefore, the farmers regeneration can be proceed and tobacco farmers still exist.
- b. For other researchers, research possible to do in farmers regeneration of tobacco farmers because one of the cause tobacco farmers continue to do tobacco farming in Genteng Village is parents encouragement.

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