

Building a New Breath: Empowering Local Cattle Breeders Through CV Enhal Farm, Dusun Simbolo, Tompobulu Village, Tompobulu District, Maros Regency

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ARTICLE INFO

Keywords: Community Empowerment, Cv Enhal Farm, Training, Breeder Empowerment Strategy

Received : 19, March

Revised : 21, April

Accepted: 23, Mei

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ABSTRACT

The purpose of this study was to find out an overview of the implementation of the wichom community empowerment program in the field of local Bali cattle parenting social economy. This study uses qualitative research methods using descriptive research types, to describe research and research results. Data collection techniques in this study using observation techniques, interviews and documentation. The results showed that the implementation of the empowerment program for local Balinese cattle breeders changed people's lives in the economic, knowledge and spiritual fields.

INTRODUCTION

Literally, the word Tompobulu consists of two words in the Makassar language, namely *tompo* which means "roof, peak, above, the top", while the word *bulu* means "mountain, high land". So, the naming is based on the fact that the Tompobulu sub-district is a sub-district that is in a high area. Tompobulu sub-district is known as one of the sub-districts that has enchanting natural beauty and is rich in natural resources ranging from agriculture, plantations to tourism and animal husbandry. Kuncio hamlet is one of five hamlets in Tompobulu village, Tompobulu sub-district, Maros regency. It is in the Kuncio Hamlet that there is community empowerment for local Balinese cattle breeders which has become a new breath for local breeders where previously local breeders only used traditional methods to care for their Bali cattle until in the end local breeders have the knowledge to care for their cattle using a more traditional method. innovative and in accordance with livestock standards that can compete in the market.

Empowerment is a form of social change towards a better and prosperous life for the community. One of the main characteristics of empowerment is the focus on community roles and participation from the planning stage to implementation and maintenance. To achieve this, various programs and activities are needed that come directly from the community or the government with a budget from the APBD or APBN. Efforts to empower rural communities aim to improve the welfare of the community, and also of the village through various activities, such as increasing community initiative and participation, improving the environment and housing, developing village economic enterprises, strengthening village financial institutions, and increasing the community's ability to increase their production output. In this empowerment effort, many things need to be understood. It's not just doing empowerment and then being left alone. As in its definition, Community Empowerment is a process of increasing the welfare of the community both economically, educationally and spiritually which is sustainable and in the long term.

The concept of empowerment is based on the assumption that all elements of society and the state have an equal relationship. In the context of empowerment, all village elements are considered equal, grow together, and complement each other. Each element must understand and respect each other's interests and differences. This empowerment is intended so that each element can improve its capabilities, become stronger, independent, and carry out their respective roles. In empowerment, no element is stronger than the other. The stronger element only acts as a facilitator to make it easier for other elements to empower themselves. Facilitators or workers in village community empowerment must be professional, have related skills and abilities.

Each element must be competent, understand theory and act practically, and be able to reflect. Furthermore, Prasojo, (2004) in (Seran Kehik Bernardus, 2018) states that community empowerment strategies cannot be implemented without the support of adequate power, management, program and funding resources. In this context, community empowerment must be based on the assumption that the community has authority and is the actor who determines needs and strategies to achieve those needs.

According to Moh. Ali Aziz in the book *Community Empowerment Models* (Wuryani & Purwiyastuti, 2012) there are several stages that must be passed in empowering:

- 1) Help people identify their problems.
- 2) Conduct participatory problem studies through group discussions, gathering opinions, and regular meetings.
- 3) Setting priority issues, sorting and selecting the most urgent issues to be resolved.
- 4) Looking for solutions to problems with social and cultural approaches that exist in society.
- 5) Carry out concrete actions to solve the problems encountered.

Community empowerment in the field of animal husbandry in the village of Tompobulu, Dusun Rompio is on the lake by Cv Enal Farm which builds empowerment and empowers local breeders to gain knowledge and economic prosperity. Enhal Farm provides education to local farmers both in the care of cattle and the marketing of cattle that they internally. Empowerment of local breeders by Cv Enhal Farm uses an approach related to business and the economy, which is socialized to local breeders so that local breeders are interested in this empowerment, empowering local breeders can also support economic growth, improve the welfare of rural communities, and increase the competitiveness of the farmers. Local breeders with outside breeders who will meet in the market. Cv Enhal Farm established empowerment by looking at the potential possessed by the community and also the location of the empowerment which is very supportive, seeing from the geographical conditions of Tompobulu Village which is very supportive of empowerment in the livestock sector, apart from the geographical conditions the community conditions are also very supportive because most of the village people are engaged in cattle farming. However, previously the breeders only bred according to limited knowledge, which made local breeders less competitive with the market because the quality of the cattle they produced was no better than foreign breeders who already knew about more innovative and modern cattle care in accordance with national animal husbandry standards.

Because in general community empowerment is systemic or sustainable, Enhal Farm is present in the Tompobulu village community to empower the community which also supports the village economy and community per capita income, especially those who join Bali cattle empowerment by Cv Enhal Farm, of course Enhal Farm does not only provide a container to support income or the economy but there are two other things that are provided by Enhal Farm to empowered communities such as knowledge or knowledge and also spirituality, Enhal Farm provides various knowledge both for caring for cows or marketing knowledge or marketing techniques, the spiritual soul of local breeders It is also increased because Enhal Farm instills in empowered local communities or breeders that all things come from the authorities, therefore worship is also important in running a business.

IMPLEMENTATION AND METHODS

This study uses qualitative research methods using descriptive research types, to describe research and research results. Data collection techniques in this study using observation techniques, interviews and documentation. The location in the study was in the village of Tombolo, Tompobulu District, Maros Regency. In taking informants using interview techniques, namely obtaining information in the form of oral questions about an object or event, with a total of 2 informants. Data analysis techniques in this study were carried out systematically starting from data reduction, data presentation, and drawing conclusions. In the data collection process using triangulation, namely checking data to the same source with different techniques. In this case the researcher compared the data from the interviews with the observed data, and compared the results of the interviews with the contents of a document.

RESULTS AND DISCUSSION

CV Enhal Farm is a business engaged in the fattening of Bali cattle (fattening) which was founded in 2017, located in the Buttono Hamlet, Tompobulu Village, Tompobulu District, Maros Regency. The beginning of CV Enhal Farm's journey itself has actually been around for a long time but only had branding in 2017. This farm belongs to Mr. Zaenal HM, S.Pt which is a continuation of a family farm that has been passed down for generations. The vision that guides Enhal Farm's business is "Presenting a professional and highly competitive Local Livestock business model in developing livestock quality and creating superior Animal Husbandry Human Resources". The perseverance of the owner of Enhal Farm provides a lot of inspiration that is able to encourage the people in it to develop their own potential, especially in terms of livestock which is the main source of income in Tompobulu Hamlet itself.

CV Enhal Farm does not only focus on Animal Husbandry, however, community empowerment is also formed in which the aim is to provide opportunities for the surrounding community to create a business or the like in accordance with the vision of Enhal Farm itself, which is to create Excellent Human Resources. The community feels the impact of having CV Enhal Farm itself is quite large, especially in terms of knowledge about how to raise livestock properly and correctly to obtain good livestock yields. In addition, through community empowerment at Enhal Farm, the community will be helped through an increased economy and increased knowledge. Before becoming an empowerer, you must first empower yourself. Don't want to be an empowerer when we ourselves are powerless both in terms of the economy, spiritual, and knowledge. Such is the principle instilled in an Owner from Enhal Farm. Empowerment does not only talk about how people can be empowered from an economic standpoint, but it is also important to have good knowledge and spirituality as well. So far, the community empowerment carried out by Enhal Farm has reached several districts including, Maros, Gowa, and Bantaeng Regencies. With the concept of empowerment carried out by Enhal Farm itself, it will make it easier for it to fulfill orders through several partners who collaborate with Enhal Farm in the three districts above.

In the empowerment process, Enhal Farm does not only focus on one cow. The cow that has the highest selling price at Enhal Farm is the Simmental Cow. The selling price of this Simmental cattle is in the range of 50 million/head. In addition, Limousin cattle, which have almost the same body as Simmental cattle, cost around 20 million per head. Bali cattle, whose bodies are smaller than Simmental cattle, sell for around 8-13 million per head. The process of caring for these cows is also not as easy as it looks. There are many things that need to be considered, especially the process of growing cattle from small to mature and ready for sale. When one of the cows is sick, it will be quarantined and kept away from other cows to prevent the spread of the cow's disease to other cows. In addition, the cow will also be given vitamins to help the cow recover. Cattle maintenance includes cleaning the stables, providing feed and drinking water, taking elephant grass, cutting elephant grass, administering deworming and vitamins and making silage. (HM & Khairil, 2020).



Figure 1. Simmental Cattle, Limousine and Bali Cattle

Some of the cattle kept at Enhal Farm are exported from outside the area to later be used as supply to fulfill orders from customers. Before the exported cows are combined with other cattle, the cows will first be given vitamins and ensured that they have good health to prevent the cows from diseases that might later spread to other cows.



Figure 2. Feeding Cattle

In order to reach a point of success in the community empowerment process, it should be noted that there are many things that need to be understood first. As the business from Enhal Farm continues to grow, more and more relationships are reached. Enhal Farm itself holds training every month for the surrounding community who are not yet members of empowerment. To attract people to want to contribute and develop existing potential. Many trainings have been held by Enhal Farm. One of them is about group entrepreneurship, which discusses how to make a business in groups.

Enhal Farm's Local Breeder Empowerment Strategy

Owner Enhal Farm said that "Index empowerment with systemability or sustainability". An activity or activity cannot be said to be empowerment if it is only incidental, because empowerment is an activity carried out so that the people involved in it can obtain consistent or sustainable results. Enhal Farm was founded in 2017 with a long process and finally got legality in 2020, "why then does this farm finally have branding?" As stated by the owner, the growing development of this business has made many customers ask about the name of the farm, where this farm is located. With the creation of this branding, it will have a greater impact on livestock because animal husbandry is professional and well managed. Enhal Farm as a forum for empowering local breeders has a takeline, namely "Raising for the benefit". be something useful.

Enhal Farm is engaged in community empowerment for sacrificial cows, Enhal Farm which has empowered breeders in several districts, such as Gowa, Bantaeng and Maros Regencies which are the main stables for Enhal Farm farms has an empowerment pattern. Which is where the Enhal Farm empowerment pattern is said to be running if livestock activities in several places continue, such as in Maros Regency which is the main stable that houses several farms or local breeder stables. Enhal farm as the parent that oversees several plasma plasmas or partner breeders who are invited to work together is always professional with the signature of PKS, risk management, and also profit sharing.

Because empowerment is an ongoing activity, there are several strategies that must be in place in this empowerment, so that empowerment will continue with the strategies that have been compiled, Enhal Farm as a livestock container that empowers local cattle breeders has several empowerment strategies such as:

- 1) Enhal Farm assures the community or local breeders who will be empowered that this empowerment will be successful
- 2) Local breeders are faced with the business side, because the business side supports local breeders to carry out empowerment because they have seen the economic impact that will be produced
- 3) Maintain properly the Enhal farm concept
- 4) People who will empower local breeders (owners) themselves must be empowered first, because with empowered people it will be better to empower others. Empowerment in this case is from an economic, knowledge, and spiritual perspective
- 5) Creating several benefits that will have an impact on empowered breeders
- 6) The subject is notified of what benefits will be obtained. Because if the people who will be empowered know the benefits that will be obtained, they will be interested in empowering it. The benefits come from people's curiosity about cows, such as how to fatten cows, how sales of cattle can compete in the market, and how to care for the health of cows.
- 7) Empowerment of Enhal Farm has SOP because Enhal Farm has outputs to be achieved.

In community empowerment there are many tough challenges faced to achieve this success. Not many people can succeed in the empowerment process. However, with the persistence of the owner of Enhal Farm, he was able to create many changes in the surrounding community.

CONCLUSIONS AND RECOMMENDATIONS

CV Enhal Farm is a cattle breeding business that provides many opportunities for people to develop their potential. CV Enhal Farm has succeeded in changing the lives of local Balinese cattle breeders, the people of the Buttono sub-village, Tompobulu village, Maros Regency in the economic, knowledge and spiritual fields. In the economic field, where previously breeders only had one head through training and guidance provided by Enhal Farm, breeders were able to have more than one Bali cattle. In the field of knowledge, namely Enhal Farm, provides local cattle farmers with training and guidance in managing cattle using modern methods and abandoning traditional methods. And in the spiritual field, Enhal Farm, apart from providing knowledge about caring for Bali cattle, also always invites and encourages the community to always draw closer to the creator so that people who were previously lazy and did not even practice their worship have become devout in worship.

ACKNOWLEDGMENT

The author would like to thank those who have contributed to the process of making this article, especially the Owner from CV Enhal Farm who has given their dedication and time. Thank you to colleagues for their energy, time and material assistance during the community service research process in the Buttono sub-village, Tompobulu Village, Tompobulu District, Maros Regency, South Sulawesi.

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