Community perceptions of the chili business BULo (entity business entity) Makassar city

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Abstract The BULo program is an optimization program for utilizing the alley area through the formation of poktanrong. This research was conducted to see the public's view of the chili business through the BULo Program. This study aims to determine public perceptions of the BULo Program chili business. The study was conducted in the Biring Romang Village, Manggala District, Makassar City. The number of respondents is 80 people. This research uses quantitative descriptive analysis and scoring techniques. The results of this study indicate that people's perceptions of the BULo Program are judged based on the characteristics of innovation, which are relative profit indicators. Compatibility indicators are categorized accordingly. Observability indicators categorized can be observed. While complexity indicators are categorized as very complicated and triability categorized cannot be tried.

1. Introduction
In subtropical and tropical countries, a name such as red chili (Capsicum annuum L.) is no stranger to the subject, and was a compulsory course in the kitchen. It is a main ingredient in all cooking, as it has high nutritional value. For Malaysian red chile, it was found to be very nutritious, with high vitamin C (175 mg/100 g), calcium (15 mg/100 g), fiber (4.8%), protein (2.8%), iron (1.8 mg/100 g), ash (0.9 mg/100 g) and lipids (0.7 mg/100 g) [1].

Chili is a basic requirement determined through Presidential Regulation (Perpres) Number 71 of 2015 concerning Stipulation and Deviation of Prices of Basic Needs and important goods. As one of the basic necessities, the government is obliged to make efforts to guarantee the availability and affordability of chili prices at all times. Seeing this, in 2009 the Makassar City government established a P2KP program (Implementation of the Acceleration of Diversification of Food Consumption) activities.

In order to encourage efforts to diversify food consumption quickly through the base of local wisdom and integrated cooperation between the government, regional governments and the community. Then in 2017 the Makassar City government re-created a program which is a form of sustainability of the Food Consumption Diversity Movement (P2KP) which was implemented through the Optimization of the utilization of the Hall of Yard through the formation of the Aisle Business Entity (BULo), which was then implemented in the form of the Aisle Farmers Group (Poktanrong) for chili cultivation [2].

The BULo program is a form of sustainability of the local resource-based Food Consumption Diversity Diversification (P2KP) movement which began in 2010 in Makassar City. In 2017 the P2KP program was implemented through the optimization of the use of the hall yard through the formation...
of the Aisle Business Entity (BULo). Through this large activity it is expected to meet the food consumption needs of the community, especially the chili commodity and also for the market needs of high economic value [3].

The BULo program has a goal of being people in the alley area. The community is grouped into several groups of farmers in the aisle or abbreviated Poktanrong in each district to then be given training related to the chili cultivation business. Training will be given by people who are experts in the cultivation of chili especially. The aisle community is empowered to become an independent community in meeting the food needs of its household, especially the chili commodity.

The Makassar City Government really expects the community to be active in the success of the BULo Program, especially the aisle farmers group (poktanrong) to always maintain the BULo Program on a regular basis. The community will carry out chili cultivation activities as the main activity in the BULo Program. The following is data on the potential for chili production based on districts in the 2017 BULo Program obtained from the Makassar City Food Security Department.

Perception about the nature of innovation is one important factor in the implementation of a program. Perception is able to absorb the aspirations of the community to support the sustainability of other programs in the future [4]. The goal is that the deficiencies found in the previous program are not encountered again in the next program.

2. Methods

This research was carried out in Biring Romang Sub-District, Manggala District, Makassar City. The research location was chosen purposively on the grounds that Manggala District had the highest level of chili production in Makassar City while running the BULo Program and the location determination was also based on advice from extension agents who served in Manggala District. This fieldwork was carried out during April - September 2018.

Determination of respondents in this study using the census method or total sample because this study uses all members of the population. The number of respondents is 80 people. According to Usman in Sari (2015), with the census sampling method it is expected that the results can tend to be closer to the actual value and are expected to minimize the occurrence of errors in population values.

The main data collection technique is to use a questionnaire and interviews with respondents. The results of the questionnaire will then be analyzed using a scoring technique. To measure perception, 3 assessment criteria are used which are very good (score 3), good (score 2) and not good (score 1). In measuring perception, there are 5 indicators that will be assessed in this study, namely relative advantage, compatibility, complexity, triability and observability.

3. Result and discussion

The public perception of the BULo program chili business is the community's view of the BULo Program that they have run. Perception in this case is measured through the characteristics of innovation. The characteristics of innovation described include aspects of relative advantage, compatibility, complexity, triability and observability. The results of the community assessment of the BULo Program chili business in Biring Romang Village can be seen in table 1.

Table 1. Community Perceptions of the Characteristics of the BULo Chili Business Innovation in, Makassar City

| No. | Indicator          | Frequency Presentation Respondents (%) | Subindicator Score | Indicator Rating |
|-----|-------------------|----------------------------------------|-------------------|------------------|
|     |                   | Very good | Good | Not good |                   |                   |
| 1   | The advantage     | 82.50     | 12.501 | 87.50-226 | 90 (not profitable) | 316 (profitable) |
|     | Consumption       |           |       |         |                   |                   |
|     | Social            |           |       |         |                   |                   |
| 2   | Compatibility     | 63.75     | 36.252 |         | 211 (very suitable) | 118 (Not) |
|     | The economy       |           |       |         |                   |                   |
3.1. Relative Benefits

Based on the data in table 1, the community's perception in the Biring Romang Village to the BULo Program chili business in terms of relative profit is categorized as beneficial, where the total score obtained in terms of relative profit is 316. Indicator of meeting the needs of chili, the BULo Program gets a score of 90 which indicates that the program this is considered unprofitable. According to respondents, the BULo Program chili business did not have such a large impact in terms of meeting the needs for chili consumption because respondents still had to buy chili on the market to meet household chili needs.

The BULo Program chili business reduced the intensity of respondents' chili purchases. This can be seen from the intensity of respondents' chili purchases in the market. Prior to the BULo Program chili business, respondents bought chili at the market every 3-4 days. After the respondent runs the BULo Program chili business, the respondent buys chili in the market about once a week to 10 days. However, this happened only 2 months after the first harvest.

At the beginning of cultivation activities, where people who are members of Poktanrong get 10 to 20 polybags containing chili plants, respondents said the yield of chilli plants was quite a lot. Each chili tree can produce up to 2 handfuls of chilies at a time. As the program progressed, several chilli plants which were cultivated began to be attacked by pests and diseases so that they were not as productive as before which was then followed by the condition of the chilting withered and eventually died. Chilli plants which are cultivated start to die one by one due to rain with high intensity.

The social benefits of the BULo Program chili business are in the very favorable category with a score of 226. It can be seen from the number of respondents, as many as 66 people (82.5%) rated the social benefits of the BULo Program to be very beneficial. Each poktanrong has a special area provided for chilli nurseries. They work together to breed chili which is then the result of the nursery which will be distributed to each member of the poktanrong for later treatment. Respondents worked together starting from mixing soil and fertilizer to make a seedling media, then together putting the seedling media into hundreds of polybags which were then filled with chilli seeds. After that poktanrong members in the Biring Romang Village worked together in caring for the seeds that were sown.

The cooperation that has made the intimacy between the people of the aisle even tighter. When there are those who have problems or complaints in the chilli cultivation business, other people who understand about it try to help, such as giving advice or information, and even giving materials or tools that are considered to be able to overcome the problems encountered. Respondents also said that there were times when members of the Poktanrong gave their chili to other communities because the production results were considered excessive at the time. Not only increasing community cooperation and intimacy, the BULo Program chili business can also expand community relations or social relations. In this case, the aisle Farmers do not benefit in the form of material value.

3.2. Compatibility

In table 2 it can be seen that the respondents' perceptions of the BULo Program chili business from the compatibility aspect are in accordance with the total score of 492. The public perception of the
suitability of the program with economic conditions is in the very appropriate category, with the number of respondents who rate very much as many as 51 people (63.75%). Based on the results of interviews with respondents, the BULo Program chili business did not burden the economic conditions of the community. Providing aid in the form of seeds, polybags, pesticides, compost and even soil according to respondents has helped them carry out activities in the BULo Program.

Community perception of indicators of suitability with the conditions of the yard are in the category not in accordance with the score of 118. It is seen as many as 51 people (63.75%) of the 80 respondents stated not suitable. Polybags placed on the body of the road make the access road in the hallway even narrower. It is not uncommon for several polybags to fall because they were accidentally touched by people passing through the aisle. The BULo program states that the chili plants they plant around the aisles often get disturbances, such as when there are motorists passing by each other passing by, they are very difficult to avoid the chili plants so that there are some damaged plants and ultimately reduce the amount of production from this chilli farming [5].

Conformity with the needs of the community with a score of 163, 57 people (71.25%) of respondents said it was appropriate. Chili is not considered as a staple food so it does not have to be available every day. With the BULo Program, it is able to help fulfill household chili. Respondents who are all housewives claim to like farming activities in the yard, because they are considered able to fill spare time. Especially before the existence of the BULo Program, the community in the Biring Romang Village was also active in the Aisle Garden Program activities.

3.3. Complexity

Table 2 shows that people's perceptions of the BULo Program chili business from the aspect of categorized are very complicated. This can be seen from the total score obtained, which is 233. Indicators of the complexity of the chilli nursery process are classified as very complicated with a score of 123. The place for seeding is considered minimal to breed hundreds of chilies. The amount of land used is not much, without a fence to protect plants from animal disturbance such as chickens roaming the aisle environment. In addition, another thing that makes the process of planting chillies complicated is unfavorable weather conditions. This is if the rainy season is an off season for chili plants and it is too difficult to treat chili in the rainy season. In theory, growing chili in the rainy season inhibits the growth of chili plants normally.

Public perception of the complexity in the treatment of chili is classified as very complicated with a score of 110 which means that the level of complexity in the treatment of chili is high. Unsupportive weather conditions make plants very susceptible to pests and diseases. Another problem is the respondents' understanding is still limited related to the handling of pests and diseases that attack chili plants. Lack of understanding of respondents due to the activeness of instructors in providing knowledge related to chili cultivation is also very minimal. Respondents' complaints related to pests and diseases were also less responded by local extension workers.

3.4. Triability

Public perception of the triability of chilli cultivation in the yard gets a total score of 126 which indicates that this activity cannot be tried in advance by the community. As many as 42 people (52.5%) stated that respondents could not try the chilli cultivation business in the yard. According to respondents chili cultivation requires special care techniques, not like caring for ornamental plants. The production facilities needed are also different from the production facilities needed to cultivate ornamental plants. Especially during the rainy season where chili plants are vulnerable to pests and diseases, so the chili plants need special handling and production facilities in the form of pesticides are needed.

Respondents said the difficulty of the cultivation business was tried first because of the respondents' understanding which was still minimal related to chili cultivation. This lack of understanding is related to socialization activities and also counseling which is considered less active by respondents. Apart from lack of understanding, the availability of production facilities also affects the level of ability of this business to be tried. The production facilities are obtained after the
poktanrong is formed. Production facilities are provided as a form of assistance to the community that will run the BULo Program chili business. When assistance has been provided, the people who are members of the Poktanrong immediately carry out chili cultivation together. So there is no process of trying first conducted by respondents. When I first joined the Poktanrong,

Although it is difficult to try first, respondents still register themselves as members of the Poktanrong. Some respondents said that they joined in the poktanrong because they followed other communities who had joined earlier. But there were also respondents who claimed to have decided to join the BULo Program poktanrong because they were lured to be given venture capital to develop a chili business if they wanted to join the poktanrong and carry out activities in the BULo Program.

3.5. Observability

Public perception of observability is in the observable category with a total score of 136. A total of 61 respondents (76.25%) said they could see the results of the BULo Program chili business. According to respondents, the BULo Program chili business is quite helpful in meeting their household chili needs. When they need chili to be processed like to make chili or as a supplementary material for cooking, they can pick directly from the chili trees in the yard. But the chili they can pick is not much, especially after 2 months after the first harvest.

Based on the results of interviews, it is known that the BULo Program chili business makes the aisle environment look more organized and looks more beautiful. It is not uncommon for people who have just visited the aisle environment to run a chili business in the BULo program to appreciate the chilli cultivation business that they are running. Not only that, it is not uncommon for relatives or neighbors to ask respondent chili seeds to be cultivated in their homes, because they are interested after seeing the results of the chili cultivation conducted by the Poktanrong in the Biring Romang Village. This shows that other people can also see the results of this BULo Program chili business.

Based on Table 2 it can be seen that the aspects of relative advantage, compatibility and observability get a relatively good perception. While the aspects of complexity and triability received unfavorable assessments from the community in the Biring Romang Kelurahan. This indicates that the level of complexity in running this program is quite high and the ability to try it on a small scale is also low. In general, people are less interested in complicated matters, because besides being difficult to understand, they also tend to be perceived as new burdens [7]. An innovation should be able to demonstrate (demonstrate) its superiority so that the implementation process runs smoothly [8].

The perception that is present will influence community actions towards the activities of a program. The decision to continue or not continue the activities of a program is the confirmation stage of a program. The decision to continue the BULo Program chili business in Biring Romang Village, Manggala District, Makassar City is presented in table 2.

| No. | Decision of Respondents | Number of people | Percentage (%) |
|-----|-------------------------|-----------------|----------------|
| 1   | Continue                | 26              | 32.50          |
| 2   | Do not Continue         | 54              | 67.50          |
|     | Amount:                 | 80              | 100.00         |

Table 2 shows that the number of respondents in Biring Romang Village, Manggala District, Makassar City who decided to continue the BULo Program chili business was 26 people or 32.5%. While respondents who decided not to continue numbered 54 people or 67.50%. When associated with
community perceptions of each indicator, where community perceptions tend to lead to good categories, but despite having a good perception even classified as very good, it does not guarantee that the community will continue a program or application of new technology. It is that the better the perception of the nature of innovation, the higher the chance of innovation to be applied [8].

The order of the importance of the characteristics of innovation is very influential in making decisions to continue an application of innovation or not to continue and use the previous methods. The order of importance according to Crouch includes: (1) Profitability, (2) Costs required, (3) Complexity / simplicity, (4) Compliance with the physical environment, (5) Compliance with cultural environments, (6) Savings labor and time, (7) Limited try [9].

Seeing the low level of sustainability of the BULo Program chili business in Biring Romang Village, Manggala District, Makassar City, but with the results of perception assessment which tend to be good in several aspects of innovation characteristics, it shows that there are several indicators that have a major influence on the decision making of the community of respondents not to anymore continue the BULo Program chili business. These indicators are definitely the ones that get a rating that is classified as not good from the respondents. The sequence of indicators is based on the scores that have been assessed in a bad category from respondents in this study as follows (1) The relative advantages of meeting needs, (2) The complexity of the nursery, (3) The complexity of the nursery, (4) Compatibility with the condition of the plot of land, (5) Triability.

Respondents considered this program has not been able to provide concrete economic benefits. Consumers or the public will more quickly accept and use a product innovation if the product or service provides more benefits both in terms of financial and economic compared to previous products [10]. The higher the usefulness of a product, the faster the product is received and used.

Respondents perceive complexity in terms of nurseries and care in the very complicated category. The intention to use technology is seen from the perceived complexity [10]. If this technology is easy to use, it is very likely that it will be used. So that it can be said complexity has an influence in the process of applying BULO Pogram chili business.

The condition of the yard which was deemed unsuitable caused many plants to fall and then die. Suitability of the physical environment is very influential on the application of a technology. Likewise in this study, the condition of the yard environment which was considered to be unsuitable caused the community's interest to be low to continue the BULo Program chili business [9].

According to respondents, the chili business was unable to be tried first because of the lack of knowledge. In this study, the innovation triability that is not good affects the community's decision to no longer continue the BULO Program chili business. The ability to be tested influences community decisions. The easier an innovation is to be trialled and the public can see the results of the innovation, the easier it will be accepted [9].

4. Conclusion
The community perception in the Biring Romang Village, Manggala Subdistrict, Makassar City on the BULo chili business includes 5 indicators. Public perception of the relative benefits is relatively beneficial with a total score of 316. The BULo program is considered to be very capable of increasing humidity even though it has not been able to meet the needs of chili at any time. The compatibility indicator is in accordance with the total score of 492, where the BULo Program is considered not to burden economic conditions and according to the needs of respondents but not in accordance with the conditions of the yard. Indicators of complexity are classified as very complicated with a total score of 233, where the nursery and maintenance processes are very complicated due to unfavorable weather factors and minimal understanding of respondents regarding chilli cultivation. The triability indicator is classified as not possible with a total score of 126, because respondents claimed that there were no means of production and lack of understanding. The observability indicator can be observed with a total score of 141, where the results of the BULo Program make the hallway look more beautiful and make other people interested in cultivating chili in their yards.
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