Level Of Satisfaction of Advanced Class Beef Cattle Farmers Group on The Performance of Extensioners In Barru District, Barru Regency

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ABSTRACT

The performance of the extension agent is an important thing that must be considered starting from the preparation of extension, implementation of extension, and evaluation of extension so that the extension program can be carried out properly and on target so as to make farmers feel satisfied and have an impact on increasing productivity. The study aims to determine the level of satisfaction beef cattle breeders with advanced ability on the performance level of extension workers in Barru District, Barru Regency. This research was conducted from July to September 2021. The type of research used was descriptive quantitative. The sample size in this study was determined using the Slovin formula, namely 55 farmers/breeders. The research analysis method used in this study is a descriptive analysis of the Impormance Performance Analysis (IPA), and the Customer Satisfaction Index (CSI). The results of this study indicate that in the advanced ability class, it is known that the results of the calculation of science analysis have the average value of importance level (y) 3.22 and the average value of performance level (x) is 3.27, the average TKi value is 99.15. CSI calculation which states the level of satisfaction in the interval of 65 percent or 0.65. This value has not been maximized or in the quite satisfactory category, so livestock farmer groups must continue to strive to improve performance. Meanwhile, the performance of the attributes in quadrant II must be maintained so that in its development it can increase the CSI value.

Keywords: Extension Performance, Satisfaction Level, Beef Cattle Breeders.

1. INTRODUCTION

Agricultural development has a goal, namely to improve the welfare of the lives of farmers and breeders and their families. Livestock farmers have an important role in encouraging the growth of agriculture and livestock with their livestock farming (Raisa et al, 2020). Empowering breeders through counseling is very important because it serves as a foundation for breeders and as a source of information and a place of learning that can change the mindset of breeders. Extension is a very important activity to carry out and is an inseparable part of agricultural development (Nurmayasari et al, 2020). Agricultural extension is one of the programs used to realize the independence of livestock farmers as the main actors so that livestock farmers are more independent and reliable in managing their own livestock farming. So

that it can be independent, increase knowledge and productivity can increase. (Jafri et al, 2015).

Counseling as a forum for farmer breeders to interact with each other, and actively participate and consult, so that breeders are more skilled in managing their livestock farming business. In addition, the implementation of counseling must be in accordance with the conditions of the farmer breeders in the field so that breeder farmers can implement the extension program. Therefore, the performance of agricultural extension workers must be considered so that extension programs meet the needs of farmer breeders so that they can be implemented and can achieve success (Alam and Velayati, 2020). The performance of agricultural extension workers is an important matter to note so that farmers and breeders feel satisfied with the implementation of extension services. This can be

seen from various aspects starting from the preparation, implementation, evaluation and reporting of extension which is a structured and systematic flow. Furthermore, the extension program implemented must be in accordance with the conditions of the farmer in order to be able to solve the problems and obstacles faced by the farmer so that the extension program can run well and provide satisfaction for the farmer (Suranti and Sari, 2018).

Barru Regency is an area in South Sulawesi Province and is also one of the largest centers of agricultural and livestock production. The agricultural and livestock agribusiness system in Barru Regency has one weak point, namely the independence of being modern breeders. This happens because there are still many breeders who use traditional methods. This is one of the obstacles for breeders, especially in advanced skill classes. breeders who still depend on government assistance (Raisa, 2020).

2. METHODOLOGY

This research was conducted in Barru Regency, South Sulawesi Province from July to September 2021. The population in this study was taken as many as 55 advanced breeders. Data collection techniques using interview and observation techniques. The analytical method used is descriptive statistical analysis. Measurements are calculated using a 5-level Likert scale. Data processing uses IPA (Importance Performance Analysis) and CSI (Customer Satisfaction Index) methods.

3. RESULT AND DISCUSSION

3.1 Analysis of IPA (Importance Performance Analysis) in Advanced Class

Based on the results of the IPA (Importance Performance Analysis) calculation, the TKi value in Table

1 is obtained with an average value of 99.15 in the advanced class which can be seen in the following table:

Tabel 1. IPA Analysis (Importance Performance Analysis) in Advanced Class

No	Aspects	(x)	(y)	Tki (%)
Extension Preparation				
1	The planning of materials that are exposed	3.32	2.99	90.06
2	Time planning	3.28	3.26	99.39
3	Venue planning	3.33	3.32	99.70
4	Resource usage planning	3.45	3.02	87.54
Implementation of Counseling				
5	Carry out the dissemination/dissemination of extension materials according to the needs of farmers/breeders	3.25	3.19	98.15
6	Carry out the application of agricultural extension methods in the target area	3.07	3.13	101.95
7	Increase the capacity of farmers/breeders to access market information, technology and infrastructure	3.09	3.15	101.94
8	Improving the function of farmer-breeder groups in learning classes, collaboration vehicles and production units	3.57	2.73	76.47
Extension Evaluation				

9	Growing and developing farmers/breeders from the aspect of quantity and quality	3.00	3.53	117.67
10	Growing and developing the economy of farmers/breeders from the aspect of quantity and quality	3.00	3.55	118.33
11	Increasing productivity (compared to previous productivity for all sub-sectors)	3.60	3.58	99.44
	Average	**3.27**	**3.22**	**99.15**

Source: Primary Data After Processing in 2022

Based on the data in Table 1. Shows that the average value of the level of importance (y) is 3.22 and the average value of the level of performance (x) is 3.27. These two values will be the center line on the Importance Performance Analysis (IPA) Cartesian diagram, where the level of importance is the y-axis and the level of performance is the x-axis. Cartesian IPA (Importance Performance Analysis) diagram can be seen in Figure 4 as follows:
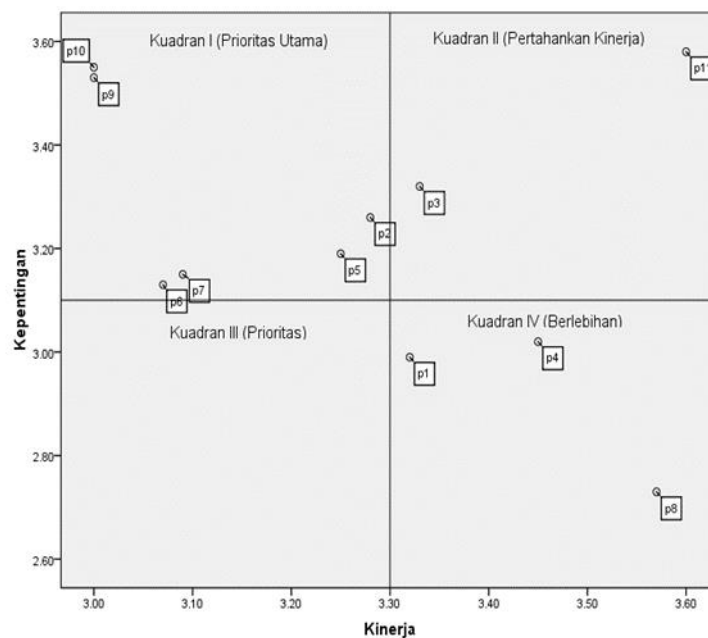

Figure 1. IPA Cartesian diagram (Importance Performance Analysis) in the Advanced class

Based on the data in Figure 1, it can be concluded that mapping on a Cartesian diagram based on the level of importance and level of performance should be done to improve attributes that are considered important by extension workers, in the short term and in the long term. With the improvement of attributes, it can make it easier for instructors to prioritize each improvement of each attribute. In improving each attribute is very dependent on the position of each variable contained in the four quadrants.

1. Quadrant I

The calculation results show quadrant I on the Cartesian diagram. Attributes that are in quadrant I have a high level of importance but their performance is still low. The attributes that are in quadrant I are:

a. Time planning

Based on the findings in the field regarding time planning, this attribute should be considered and improved regarding free time so that all farmers and ranchers can directly participate in determining the schedule and be present in its implementation. Because the participation of every farmer breeder is very important in the implementation of extension. This is in accordance with the opinion of Baba (2012) which states that the participation of

breeders in the extension planning stage is very important in order to be able to make the right decisions to ensure the suitability of extension services to the needs of breeders.

b. b. Carry out the dissemination/dissemination of extension materials according to the needs of farmers/breeders

This attribute should be increased again because extension agents have a very important role because they have to coordinate with all the farmers and breeders assisted by listening to their complaints and constraints one by one and then determining the material to be exposed to the extension activities but based on the conditions in the field only most of them are covered. Ask about the problem or problem you are facing.

c. Carry out the application of agricultural extension methods in the target area

Performance on this attribute is considered to still need to be improved because in the learning process extension farmers conduct counseling about AI (Artificial Insemination), about feed, about waste, about marketing livestock products, and so on. The learning process of farmer breeders through counseling must use methods that are easy to understand and practice and do not cost too much so that farmer breeders can apply them. However, there are still many advanced-class breeders who have not implemented it because they are still unsure and afraid of failure. Besides that, the obstacle is cost, because many breeders expect and wait for assistance from the government. This is in accordance with the opinion of Raisa (2020) which states that with counseling the farmer-breeder groups are expected to increase and develop their knowledge so that they are more advanced, but there are still many breeder farmers who have not implemented the results of counseling because they still lack the courage and confidence they have and are afraid of failure. although haven't tried. Besides that, there is still a lack of government assistance which is very necessary in fulfilling the needs of livestock farmers.

d. d. Increase the capacity of farmers/breeders to access market information, technology and infrastructure

In this attribute, middle class farmer breeders do not yet have access orientation to the market, this is indicated by the farmer breeders who still sell to collectors and there are still many breeders who have not been able to access agricultural and livestock technology. This is due to the limited number of livestock owned and also the business capital owned by the farmers.

e. e. Growing and developing farmers/breeders from the aspect of quantity and quality

The performance on this attribute is still low and needs to be improved so that the quality and quantity of HR (human resources) increases and becomes more enthusiastic because there are still some farmers who are not present during the implementation because they have other activities. This is in accordance with the opinion of Allen et al (2015) which states that one of the obstacles to implementing extension services is the low participation of farmers. The low participation of farmers in counseling is caused by personal activities and working as daily workers which are the top priority for farmers, because the majority of people work in agriculture.

f. f. Growing and developing the economy of farmers/breeders from the aspect of quantity and quality

The performance of this attribute is in quadrant I because it still needs to be further improved, this can be seen from the ownership of the number of beef cattle which still needs to be increased and there are also farmers whose maintenance system is still simple by releasing their livestock on vacant land and leaving them alone. This is because many breeders make it only as a side business. This is in accordance with the opinion of Rauf (2013) which states that livestock business is still considered a side business so that more attention and time is devoted to the farming business they run.

2. Quadrant II

The attributes that are in quadrant II describe. The attributes included in quadrant II are:

a. Venue planning

On this attribute, farmers agreed to carry out counseling in the BPP hall (Agricultural Extension Center) Barru District, the village hall and in the mosque area, this place was chosen based on the results of a mutual agreement. If the implementation of extension activities involves outsiders, it will be held in

the BPP (Agricultural Extension Center) hall of Barru District, as in counseling on livestock waste management involving outsiders held at the BPP (Agricultural Extension Center) office of Barru District. However, if only extension agents and farmers are involved, they will often hold meetings at the location of the farmer's plantation, the farmer's house or the courtyard of the mosque. This is in accordance with the opinion of Nurmayasari et al (2020) which states that the Agricultural Extension Center (BPP) as a forum is located in the District area and has an important role in carrying out its duties and functions as a place for interaction between extension workers and the main actors as a target to help farmers become more productive. independent in improving the welfare of his life.

b. Increasing productivity (compared to previous productivity for all sub-sectors)

In this attribute, the level of knowledge and insight of breeders is considered to have increased where the productivity of agricultural products has increased compared to the previous year. This is in accordance with the opinion of Rizal and Rahayu (2015) which states that the main goal of agricultural development is to develop systems and businesses that have high competitiveness that can prosper farmers as the main actors. Through coaching, farmers are directed to be able to change attitudes, behaviors and mindsets so as to increase production and income so as to improve their welfare.

3. Quadrant III

The attributes that are in quadrant III describe the attributes that are less important and the performance is still low. However, there are no attributes in the advanced ability class in quadrant III.

4. Quadrant IV

The attributes that are in quadrant IV describe the attributes from the satisfaction aspect as less important attributes but the actual performance is high. The attributes included in quadrant IV are:

a. Developed material planning

Performance in the material planning that was presented was in accordance with the rules that existed in the group. Before holding counseling the group head and administrators provide information to all members of the

farmer breeders about the counseling material. However, prior to implementation, farmers should have discussed and been involved in determining the extension materials, but there were still some farmers who did not participate in determining the materials on the grounds that they had other activities. This is in accordance with the opinion of Alif, (2017) which states that breeders must be active in their groups so as to facilitate achieving joint business goals, this can be seen from the amount of interaction and participation between fellow members and group cohesiveness to achieve common goals.

b. Resource usage planning

The attributes of planning for the use of resources in the advanced ability class show that the farmers who have the task of preparing the provision of resources have been selected according to their abilities so that their duties and responsibilities can be carried out properly, such as providing extension facilities and infrastructure such as preparing tools and materials. materials needed in the practice of extension activities. This is in accordance with the opinion of Mursalahuddin (2019) which states that before counseling all preparations must be prepared such as equipment, equipment, activity plan data so that at the time of implementation everything can go according to plan if preparations are not carried out then during implementation problems can occur. In addition, the implementation of counseling must apply methods that are in accordance with the needs so that they can run effectively and efficiently.

c. Improving the function of farmer-breeder groups in learning classes, collaboration vehicles and production units

The attributes of increasing the function of farmer-breeder groups in learning classes, collaboration vehicles and production units in advanced classes are appropriate. This can be seen from the interaction of farmer-breeders who are active in the teaching and learning process and consult about problems and constraints faced and planning for the processing of their agricultural products.

3.1 CSI (Customer Satisfaction Index) Analysis Method in Advanced Class

Preference of Satisfaction Level on Instructor Performance

Based on the results of the CSI (Customer Satisfaction Index) analysis, it shows the extent to which farmers are satisfied with the performance of extension workers. The results of the CSI (Customer Satisfaction Index) analysis can be seen in Table 33. The calculation results show that the CSI (Customer Satisfaction Index) value is 65 percent or at an interval of 0.65. If this value is based on the satisfaction index, then the CSI (Customer Satisfaction Index) value which reaches 0.65 is in the range of 0.51 – 0.65 so it can be said that in general the satisfaction index for the attributes that have been tested is in the criteria of "quite satisfactory" which means it needs to be improved performance so that farmers' satisfaction with each attribute is in the satisfaction index criteria of "very satisfying" or with a value of 0.81 - 1.00.

Table 2. Calculation of CSI (Customer Satisfaction Index) in advanced classes

No	aspects	Mean Importance Score (MIS)	Weight Factors (WF)	Mean Satisfaction Score (MSS)	Weight Score
	Extension Preparation				
1	The planning of materials that are exposed	2.99	8.43	3.32	0.28
2	Time planning	3.26	9.20	3.28	0.30
3	Venue planning	3.32	9.37	3.33	0.31
4	Resource usage planning	3.02	8.52	3.45	0.29
	Implementation of Counseling				
5	Carry out the dissemination/dissemination of extension materials according to the needs of farmers/breeders	3.19	9.00	3.25	0.29
6	Carry out the application of agricultural extension methods in the target area	3.13	8.83	3.07	0.27
7	Increase the capacity of farmers/breeders to access market information, technology and infrastructure	3.15	8.89	3.09	0.27
8	Improving the function of farmer-breeder groups in learning classes, collaboration vehicles and production units	2.73	7.70	3.57	0.27
	Extension Evaluation				
9	Growing and developing farmers/breeders from the aspect of quantity and quality	3.53	9.96	3.00	0.30
10	Growing and developing the economy of farmers/breeders from the aspect of quantity and quality	3.55	10.01	3.00	0.30
11	Increasing productivity (compared to previous productivity for all sub-sectors)	3.58	10.10	3.60	0.36
	Total	35.45	100.00	35.96	**3.26**

Average		3.22	9.09	3.27	
CSI					0,65
CSI					65.26%

Source: Primary Data After Processing in 2022.

After the IPA (Importance Performance Analysis) analysis shows the results of the CSI (Customer Satisfaction Index) which shows that the level of farmer satisfaction is at an interval of 65.26 percent. Based on the satisfaction value, it is in the criteria of "quite satisfactory" in the advanced class, which means that the value is not optimal, so extension workers and breeders in the advanced class must try to improve performance on each attribute, especially on the attributes in quadrant I which must be be prioritized so that the level of performance becomes optimal. Meanwhile, the performance attributes in quadrant II must be maintained so that the value of the CSI (Customer Satisfaction Index) increases.

4. CONCLUSION

Based on the results of the study, it can be concluded that the satisfaction level of farmer-breeders is in the quite satisfactory category because performance in quadrant I is a top priority for repair and improvement because there are several attributes, namely time planning, carrying out dissemination/dissemination of extension material according to the needs of farmers/breeders, carrying out implementation agricultural extension methods in the target area, increasing the capacity of farmers/breeders to access market information on technology and infrastructure, growing and developing farmers/breeders from the aspect of quantity and quality, growing and developing the economy of farmers/breeders from the aspect of quantity and quality, in addition to quadrant IV is a priority whose performance must be improved, namely the attributes of material planning that is developed, resource use planning, improving the function of farmer-breeder groups in learning classes on collaboration vehicles and production units. And in quadrant III there are no attributes. Meanwhile, quadrant II is the performance that must be maintained.

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