Evaluation of the Implementation of Government Policies to Promote the Successful Development of Regional Potentials of Kecamatan XIII Koto Kampar, Indonesia

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Abstract. Rubber and gambir farming business is the main livelihood of the community in Koto Tuo Village, but this farming business is a small-scale business so it is not conducive to the development of the potential of rubber and gambir plantations in the area, this condition causes, the demand and supply of rubber and gambir plants will decrease so that the development of their potential will be hampered. The purpose of the study was to determine the implementation of government policies in encouraging the successful development of plantation potential in Koto Tuo Village and to identify efforts to implement policies to develop plantation potential. The research method is a survey method, namely a case study in selected villages (plantation villages) in Kampar Regency. The total sample of 50 respondents was 25 people who received land certificate assistance and 25 people who did not receive assistance. The results showed that the capital and entrepreneurship capabilities of rubber and gambir farmers in Koto Tuo Village are still very weak. Thus, spurring investment of private entrepreneurs from inside and outside Koto Tuo Village is the key to the successful development of rubber and gambir mainstay crop agribusiness in Koto Tuo Kampar Village as an economic base. The investment booster must be carried out with specific policies from the government, namely (a) Provision of long-term investment credit; (b) Provision of seed capital (seed capital); (c) Development of venture capital; (d) Development of rural credit institutions and agribusiness-specific banks.

Keywords: Development, Evaluation, Government Policies, Implementation

1 Introduction

The introduction load contains the background and current conditions of the topics discussed, District XIII Koto Kampar Kampar Regency is an area with a relatively high number of poor people, 23.01% higher than the number of poor people in Riau Province in 2019 of 22.19% of the total population 4,543,584 people [1]. Even though the poor population in this sub-district is relatively high, one of its villages, namely Koto Tuo Village, has great potential in the field of rubber and gambier plantations so Koto Tuo Village is also called a Plantation Village [2]. The government's effort to develop the potential of rubber and gambier plants in this village is to assist in obtaining land certificates, but there are still many residents who have not received this assistance.

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Rubber and gambier farming is the main livelihood of the people in Koto Tuo Village, but this rubber and gambier farming is a small-scale business, so it is not conducive to the potential development of rubber and gambier plantations in the area. The small production volumes of rubber and gambier, various transportation, and production quality make production costs high and there is no certainty of information regarding quality and harvest time causing very high marketing costs, thereby depressing the price level received by farmers and raising the price level paid by consumers. As a result, the supply and demand for rubber and gambier will decrease, which means that the potential development of these plants will be hampered.

The right strategy to encourage the potential development of rubber and gambier plants in Koto Tuo Kampar Village is vertical consolidation. Small-scale rubber and gambier farming businesses are consolidated by an agro-industry or marketing business in a partnership business organization to achieve one "industrial agribusiness unit". Based on theoretical economic principles, industrial agribusiness units can grow and develop naturally by driving market quantity. However, the market is not perfect and there is an information gap regarding the characteristics of the partners, so the formation of agribusiness units based on free market mechanisms will be slow or even ineffective. Therefore, the formation of an industrial agribusiness unit for rubber and gambier plants in Koto Tuo Village must be encouraged through the active role of the government acting as an idea initiator, mediator, facilitator, protector, and regulator who is honest, fair, and wise.

Against this background, it is necessary to study how the Kampar Regional Government's policies regarding the development of plantation potential in Koto Tuo Village, District XIII Koto Kampar? and what is the policy strategy for the development of the plantation potential. For this reason, the purpose of this study was to determine the implementation of government policies in encouraging the successful development of plantation potential in Koto Tuo Village, XIII Koto Kampar District, and to identify efforts to implement these plantation potential development policies.

2 Methodology

2.1 Location and time research

This research was conducted in Koto Tuo Village, District XIII Koto Kampar, Kampar Regency. The research time was 5 months starting from the preparation of proposals and questionnaires, data collection, data analysis, report writing, and final reporting.

2.2 Method data and sampling

Method study is method survey with collect data from villages selected purposively based on criteria village plantations in Kampar District. Population in study This is eyed society _ search in the field plantation that is plant rubber and gambier. The consideration is that rubber and gambier plants are the mainstay plants for the local community's economy. The population was grouped into two, namely people who owned rubber and gambir land and who had received government assistance in the form of land certificates, namely 73 families and 74 families who had never received assistance [2]. For populations with high homogeneity in descriptive research such as surveys, samples should be taken above 30 units/ respondent. Therefore, in this study, a total sample of 50 respondents, namely as many as 25 people who received assistance with land certificates and 25 people who did not receive assistance. Other primary data sources

were obtained from community leaders and village officials. Secondary data is in the form of statistical data from villages, agencies, or agencies related to research.

2.3 Data analysis

To achieve the research objectives, the data that has been collected both primary and secondary were analyzed in an auditive descriptive manner using the average percentage, namely identifying data about the description of the research location, village economic infrastructure, etc.

To measure the performance of government policies using a Likert scale, namely the variable that describes the indicator is measured using a score ranging from 1-3 with the following assessment:

1) for a high answer with a score of 3
2) for a moderate answer with a score of 2
3) for less/low answers with a score of 1

According to Thurstone in Edwina [3], scores can be used because they involve influence or rejection, like or dislike, and positive or negative evaluations of psychological objects. To see the score of each aspect, the score obtained from each indicator from each aspect is calculated and multiplied by the respondents on each indicator. This study used a questionnaire with 50 respondents. With the lowest score range of 25 and the highest score range of 75. The score range (RS) criteria are obtained by the formula:

$$RS = \frac{n\,(m-1)}{m} \div 2$$

$$RS = \frac{20\,(3-1)}{3} \div 2 = 33{,}33 : 2 = 16{,}66$$

Information
n = number of samples, m = weight of answers.

Based on the score above, each indicator is weighted. Determination of the category classification is by calculating the lowest score range of 10 and the highest 30, as follows:

1). 25.00 – 41.66: less/low/never/not appropriate/inadequate category
2). 41.67 – 58.33: moderate/enough/sometimes/not appropriate/not feasible
3). 58.34 – 75.00: high/good/frequently/appropriate/proper category

3 Result and Discussion

3.1 Economic Infrastructure Development in Koto Tuo Kampar Village

The existence of adequate economic infrastructure is a pre-condition for the growth and development of agribusiness activities and the general economy in rural areas. According to Sudaryanto [4], essential infrastructure for agribusiness and the village economy and a, in

general, are (a) Irrigation systems, (b) Agricultural commodity markets, (c) Highways, (d) Electricity, (e) Telecommunication networks. The infrastructure is a public *good* or semi-*public good* so development must be carried out by the government or by the government together with the public (private sector). Infrastructure development is the government's most strategic responsibility in operationalizing the paradigm of agribusiness-oriented rural economic development (PEPEBA).

Table 1. Economic Infrastructure Development in Koto Tuo Village

No	Koto Tuo Village Economic Infrastructure	PERFORMANCE CONDITIONS							
		BEFORE HELP				AFTER HELP			
		Amount sample		Amount score		Amount sample		Amount score	
		B	Non	B	Non	B	Non	B	Non
1	System irrigation / Water sources/water availability	18	15	60	59	18	15	60	59
		15	12	(OK)	(OK)	15	12	(OK)	(OK)
		17	23			17	23		
2	Commodity Market agriculture	25	25	50 (Not appropriate)	47 (Not appropriate)	25	25	50	47
		25	25			25	25	(Not suitable yet)	(Not suitable yet)
		0	0			0	0		
3	Highway _	25	21	50	47	25	21	50	47
		25	14	(Not eligible yet)	(Not eligible yet)	25	14	(Not eligible yet)	(Not eligible yet)
		0	15			0	15		
4	Electricity	21	0	30	30	11	0	30	30
		14	25	(Not enough)	(Not enough)	14	25	(Not enough)	(Not enough)
		15	25			15	25		
5	Network telecommunication	25	25	40	40	25	25	40	40 (Less)
		25	25	(Not enough)	(Not enough)	25	25	(Not enough)	
		0	0			0	0		

Description:		
Score Range		
25.00-1.66	=	Less/Never/Inappropriate/Inappropriate
41.67 – 8.33	=	Enough/ Sometimes/ Not Appropriate/ Not feasible
58.34 – 5.00	=	Good / Often / Appropriate / Appropriate

B = community/respondents who receive government assistance
Non = people/respondents who have never received government assistance

3.2 Development of Economic Infrastructure (Water Sources/Water Availability) in Koto Tuo Village, District XIII Koto Kampar

For agricultural businesses, irrigation systems are useful for: (a) Increasing land productivity, (b) Increasing crop intensity, and (c) Increasing the potential for land use diversification. The livestock business requires clean water and a flowing irrigation system. The fishing business requires fertile and flowing water. Agro-industry requires clean water and sewage systems. In general, the irrigation system is an essential requirement for the development of agribusiness in rural areas [5]. Find out the irrigation system/availability of water that is useful for increasing land productivity, cropping intensity, and potential for land use diversification, which can be seen in Table 3.

Based on Table 3, it can be concluded that all respondents, namely recipients of government assistance in the form of land certificates and those who were not recipients of assistance, had irrigation systems/water availability/water sources in the location of the farming land the respondents worked on was not good. This can be seen from each of the total scores obtained from respondents who received assistance before and after assistance, namely 60 (good), and for non-recipients, the water system/source is equally good (total score of 59). This is due to technical guidance from PPL and water equipment assistance from the government.

The water source is owned by a together community (*common property*). But the construction of large-scale irrigation networks requires very large investment funds. Therefore, the construction of the irrigation system must be jointly carried out by the government or by the local community. Given the limited development budget of the Kampar regional government, another alternative that can be taken is to encourage respondents and the general public to build their irrigation sources such as groundwater pumps and simple irrigation networks on a self-managed basis. This has been done by all respondents, namely utilizing groundwater by making dug wells. Besides that, Koto Tuo Village has a drinking water treatment plant (PAM) which was built in 2002 using the self-rewarding method. Self-rewarding is a method of cooperation in which funds for the procurement of equipment are provided by the government and the construction is carried out in cooperation with the village community. In general, every resident's house has its water source in the form of dug wells, and there are still some residents who use public baths. The source of water comes from groundwater because water sources such as rivers and lakes are far from their location, so they took the initiative to make dug wells and drilled wells.

3.3 Economic Infrastructure Development (Agricultural Commodity Market) in Koto Tuo Village, District XIII Koto Kampar

The local market for agricultural commodities is essential for the growth and development of farming in District XIII Koto Kampar. Development of local markets is urgently needed to guarantee the materials produced by respondents in Koto Tuo Village so that the results of their farming activities can be sold at fair prices. The development of this local market has the function of creating an efficient agricultural commodity market. Since local markets are also public goods, development, and management are the responsibility of the government. For this reason, the attention of the Kampar Regional Government is needed to manage the local market so that it can guarantee a decent selling price for the community. In Table 3 based on the score obtained for recipient respondents is 50 and non-recipients are 47 with criteria not appropriate. This means that the condition of the local market in Koto Tuo Village accommodates the results of the respondent's farming with an inappropriate selling price.

3.4 Development of Economic Infrastructure (Highways) in Koto Tuo Village, District XIII Koto Kampar

Highways are needed to open the economy of District XIII Koto Kampar to create trade with the economy outside the sub-district. An efficient highway system in this area is needed to minimize marketing costs and is necessary for the growth and development of community farming.

In Table 3 it can be seen that the highway for recipient respondents has a total score of 50 and non-recipient respondents with a total score of 47 each with criteria not yet feasible. This means that the condition of the road is not feasible for all respondents as a means to market the results of their farming. This condition is very much felt because not all respondents have vehicles to market their farming results directly to the market, so the production is sold through traders who come to the location with selling prices that do not match the expectations of the respondents.

The condition of the main roads in Koto Tuo Village is quite well maintained by the government. However, this is very different from the road conditions in the respondent's farming location. The road in the location is not sufficient to support all production activities, distribution of farming production facilities, and marketing of production results. For this reason, attention from the regional government/local officials is needed because adequate roads are necessary for the smooth running of their farming business.

Even though the road conditions at the location of the respondent's farming business are not yet proper, the mobility of the population in Koto Tuo Village to both the sub-district, regency, and provincial capitals is supported by a fleet of public transportation in the form of an L-300 type minibus, in addition, there is two and three-wheeled transportation in the form of motorcycle taxis and rickshaws. Public transportation (intercity within the province) mini bus type L-300 is transportation that serves the community to the district capital and the provincial capital. The service time carried out by this transportation is morning and evening. Public transportation in the form of motorcycle taxis and rickshaws serves people who have an interest in the sub-district capital (Batu Bersurat) and vice versa, the service time by these transports is throughout the day. In addition, the accessibility of the Koto Tuo community is also supported by private vehicles, both four-wheeled and two-wheeled. From this condition, the means of transportation are sufficient enough to help the economic process in the village.

3.5 Development of Economic Infrastructure (Electricity) in Koto Tuo Village, District XIII Koto Kampar

Electricity is a very essential source of energy and lighting for agro-industry as well as various agricultural tools and machines. According to Baharsyah [6], the development of rural electricity is needed to spur the growth and development of agribusiness, the village economy in general, and the comfort of life for rural residents. Rural electricity can be built by the government or by private companies. However, given its strategic role, the main initiative and responsibility for developing rural electrification must remain on the shoulders of the government. Rural private electricity businesses need to be encouraged to accelerate the expansion of the distribution of electricity in rural areas.

In Table 3 it can be seen that all respondents, had electrical conditions with a total score of 30 and less/inadequate criteria. This provides information that the electricity used by respondents in Koto Tuo Village is inadequate/electricity often goes out. Electricity is used by respondents in addition to lighting, also for the smooth running of their farming business.

3.6 Development of Economic Infrastructure (Telecommunication Network) in Koto Tuo Village, District XIII Koto Kampar

Telecommunication networks are needed to facilitate the flow of information between villages and outside villages. Communication networks are useful for reducing market and technological information distortions. Fast, precise, and inexpensive telecommunications can reduce transaction costs. Thus, the development of rural telecommunication networks is essential for developing agribusiness and the village economy in general.

Communication facilities in Koto Tuo Village are still limited to communication facilities in the form of electronic media, including radio, television, and satellite dishes. Since December 2005 Koto Tuo and several other villages in the District XIII Koto Kampar have been able to enjoy cellular communications (*mobile phones*) with Telkomsel *providers (operators).* This means of communication greatly assists the community in carrying out economic transactions and accelerating economic processes in the area.

In Table 3 it can be seen that the total score for telecommunications networks for all respondents is less/inadequate (total score of 40). This means that the existence and service of telecommunications networks have not met the needs of the respondents. Telecommunication networks such as telephones make it easier for the community/respondents in Koto Tuo Village to obtain market information, prices for production inputs, and other information that is useful for the smooth running of their farming business. Until now, the private sector has invested in the telecommunications services business in Riau Province, but the community/respondents in Koto Tuo Village have not been able to use it properly. Private investment in telecommunication service businesses in rural areas needs to be stimulated by the government so that development is faster and the market is efficient.

3.7 Development of an Agricultural Innovation System in Koto Tuo Kampar Village

Koto Tuo Village can be classified as a plantation village (DPB) type. This can be seen from the people's livelihood, most of which are in the plantation sector [2]. The plantation village category can also be seen from the potential sectors for business development in Koto Tuo Village, including the fisheries sector including pond fisheries, cage fisheries, and capture fisheries (reservoirs). The household economic sector includes the catfish cracker industry, spinach leaf crackers, banana chips, tempeh chips, and others. The livestock sector includes broiler farms, laying hens, free-range chickens, ducks (ducks), and cattle farms.

The agricultural sector that stands out in this village is rice farming with simple (non-technical) irrigation techniques, besides that there is also horticultural farming such as spinach, long beans, chilies, cucumbers, corn, and fruits (watermelon, melon, etc.). The industrial sector which is also a source of livelihood for the local community includes the boat/boat industry, the furniture and furnishings industry, the brick/adobe building industry, and several processed wood industries.

Table 2. Livelihood Structure _ Resident

No.	Livelihoods _	Number (people)
1.	sub sector agriculture plant food	348
2.	sub sector plantation	600
3.	sub sector farm	38
4.	sub sector fishery	158

No.	Livelihoods _	Number (people)
5.	sub sector mining	1
6.	Small industry/handicraft sub-sector	25
7.	Medium/large industrial sub-sector	14
8.	sub-sector trading	36
9.	sub sector service	47

Source: Koto Tuo Village Profile, 2019

From Table 4 it can be seen that the paradigm of agribusiness-oriented rural economic development (PEPEBA) is the development strategy in District XIII Koto Kampar, especially in Koto Tuo Village. The strategy that must be implemented is to make the plantation crop business the main driver of the economy. As a locomotive driving the economy, the rubber and gambier plantation business must be able to grow and develop progressively. With limited resources in a very competitive market setting, the only possible source of growing rubber and gambier plants is technological innovation.

According to Zulkarnain [7], technological innovation is beneficial in increasing production capacity and productivity so that it can spur production growth while increasing the competitiveness of plantation commodities. Technological innovation is also needed in plantation product development to increase added value, product diversification, and product transformation according to consumer preferences. Thus, technological innovation is vital for the dynamic, efficient, and highly competitive expansion and diversification of plantation crops.

3.8 Research Institute Engagement

System innovation agriculture built through a development network integrated interactive between researchers-extension-farmers / perpetrators agribusiness. Technology agriculture generally is goods public and fees development technology agriculture must be the first organized by the government. order results study more appropriate to use so institution study area needs to be empowered so that become mainstay for produce agriculture Specific local. Research institute development private also needs to be encouraged and made partners government in development system innovation progressive agriculture. _ System-built innovation _ must capably provide technology innovative for every knot business agribusiness start from technology For business favor power, harvest, handling post-harvest until For business agro-industry [8]. because _ The priority main system agribusiness commodity rubber and gambier in Koto Tuo Village is development technology for support business cultivation and post-harvest that is development system procurement seeds/seeds.

The development system innovation agriculture in the village of Koto Tuo Kampar, among others, involves institutional research. Involvement institution study according to the whole respondent not optimal (count score 49). Party institution study sometimes visits To do research, so community/respondents No so feel existing institution research. Condition This caused activity study from college still _ limited the budget. Whereas for PPL from the Department/ Agency related, still There are extension workers who have not have wages stay. For That need exists policy Regional Government of Kampar Riau Province to overcome the above, remember _ researchers and extension workers is device important in _ the development of agriculture/agribusiness.

3.9 Role/ Involvement Party Private

Presence and engagement party private No role in implementation business farmer rubber and gambier in the village of Koto Tuo Kampar. According to respondent recipient help (amount score 30) and non-recipients (total score 25), no Once party private building and collaborating with them. The community/ respondent expects help and guidance from party Pemda Kampar and wants exists improvement from the party government For can as facilitator For connect them with party private in framework cooperation cultivation/business farmer, post-harvest and marketing product them.

3.10 Improvement of Production Capacity and Productivity

3.10.1 Intensification Program

The policy of increasing food production and supply through intensification programs need to consider 5 (five) characteristics of the food supply system which include resource capacity, equity, independence, reliability, and sustainability, namely guaranteeing long-term food availability without damaging the environment. In developing production through an intensification program, the principles of optimizing resource allocation and regional comparative advantage must still be considered. The application of environmentally friendly farming is a global demand and an important part of market humanization which must be considered in the process of crop production and development [9]. The policy of increasing production and supply of food through this intensification program has not been implemented in rubber and gambier plantation farming in Koto Tuo Kampar Village, for example, all respondents still use artificial fertilizers (urea, TSP, KCL, NPK), because the price of artificial fertilizers is cheaper than organic fertilizers. organic/manure, so farming is not environmentally friendly.

In table 5 it is known that the intensification program has not been routinely carried out by all respondents. This is due to the limited capital of all respondents so they never increase production. Although the beneficiary respondents received assistance in the form of land certificates so that land management costs were not a burden, the funds they had were not sufficient to increase their working capital.

3.10.2 Irrigation System Development

The source of water for the daily needs of the community and rubber and gambier farming activities in Koto Tuo Kampar Village is groundwater. The utilization of groundwater is in the form of dug wells and using a water pump machine (as explained earlier). The development of this water source by the beneficiary respondents was carried out quite frequently so it was very beneficial for the respondents. Meanwhile, farming uses a non-technical irrigation system. This can be seen in Table 5, the total score is the same, namely 52 (enough). Likewise, non-beneficiary respondents, each with a total score of 49 (enough), so that the development of water sources is not so significant. This is because each respondent seeks to procure a water pump machine and make dug wells independently. Besides that, the irrigation system for rice farming has not met the needs of the community, and for this reason, the attention of the local government is needed.

3.10.3 Technology Upgrade

In Table 5 it can be seen, efforts to improve technology are in the form of biotechnology, cultivation: seeds/seeds, post-harvest technology, and agro-industry. Respondents who received

assistance had never carried out biotechnology activities, as well as post-harvest technology and agro-industry activities. Specifically for cultivation activities: rubber and gambier seeds/seeds, the beneficiary respondents had done this through guidance/counseling provided by the PPL of the related service. Meanwhile, non-beneficiary respondents never carried out activities to improve their farming techniques.

Therefore it is necessary to make more active efforts to improve farming technology activities in Koto Tuo Kampar Village. Especially those related to harvesting, post-harvesting, and processing industry activities which so far have seemed rather neglected. The development of this technology needs to be based on the potential of existing resources in the community and involve the community/respondents actively from planning to evaluating the results. The thing that needs to be considered regarding the development of this technology is the process of dissemination through various existing media so that more people know what is produced and are then encouraged to try it. In the community of Koto Tuo Village, the group approach is still the best in disseminating research results, and what needs to be done is to reduce the gap in technology application between communities in one overlay group.

3.11 Farmer Institutional Development

Farming in Koto Tuo Kampar Village is dominated by small-scale family farming which is very weak in various fields, such as limited productive assets, working capital, transaction bargaining power, and political-economic strength, so it cannot develop dynamically independently. Farmers are very dependent on many parties. Depending on subsidies, price support, and protection from the government are usually inefficient and not following the principle of free competition which forms the basis of the WTO agreement, so it cannot be maintained in the long term. Farmers are very dependent on the rich or traders to obtain the means of production and sale of results that are economically very detrimental to farmers. Therefore empowering farmers so that they can grow and develop independently is a key step in realizing the economic development strategy in Koto Tuo Village. One of the right ways is to foster unity among farmers through the formation of local farmer organizations.

According to Saragih [10], farmer organizations that need to be developed include (a) Organizations to regulate shared-owned resources such as water user farmer organizations, utilization of forests or customary lands, and so on; (b) Cooperative business organizations can be in the form of collective activities (buyers of production inputs, collectives, procurement of collective capital and marketing of collective products), joint ventures and cooperatives; (c) Politico-economic lobbying organization by forming farmer associations.

Table 3. Development Institutional Farmers in Koto Tuo Kampar Village

No	Policy Government	PERFORMANCE CONDITIONS							
		BEFORE HELP				AFTER HELP			
		Amount Respondents		Total Score		Amount Respondents		Amount score	
		B	Non	B	Non	B	Non	B	Non
1.	Development of Farmers' Institutions								
	a. Organization For	24	22	66	52	21	22	69	52 (enough)
	arranging source	26	15	(Fine)	(Enough)	12	13	(OK)	
	Power owned together	0	13			17	15		
	b. Utilization of	12	13	68	50	14	17	70	50
	customary forest/land	22	23	(OK)	(Enough)	22	21	(OK)	(enough)
	(empty land, etc.)	16	14			14	12		
2.	Organization business	21	13	48	35	21	12	50	35
	cooperative	18	14	(enough)	(no ever)	19	14	(enough)	(no ever)
	a. Purchase input collective	11	23			10	22		

No	Policy Government	PERFORMANCE CONDITIONS							
		BEFORE HELP				AFTER HELP			
		Amount Respondents		Total Score		Amount Respondents		Amount score	
		B	Non	B	Non	B	Non	B	Non
	b. Collective capital procurement	12 21 17	21 16 13	50 (enough)	35 (no ever)	13 20 17	21 16 13	65 (OK)	35 (no ever)
	c. Marketing results collective	22 12 16	20 16 14	30 (no ever)	30 (no ever)	22 12 16	20 16 14	35 (no ever)	30 (no ever)
	d. Joint venture (Share)	0 25 25	0 0 50	30 (no ever)	30 (no ever)		0 0 50	35 (no ever)	30 (no ever)
	e. Cooperative	0 0 50	21 14 15	47 (not yet appropriate)	30 (no ever)	0 0 50	21 14 15	50 (not yet appropriate)	35 (no ever)
1.	Organization lobby politics-economy	0 0	22 12	35 (no ever)	30 (no ever)	0 0	22 12	35 (no ever)	30 (no ever)
	a. Association farmer	50	16			50	16		

3.12 Organizations arrange resources owned together

Organization For arranging resources owned by together in the village of Koto Tuo Kampar are 1). Organization farmer water users (share use machine pump water; 2) Organization utilization land that is not maintained / not utilized / land empty.

Table 5 can is known before and after help, respondent recipient help in a manner No direct has to utilize with good organization water/ machine users water pump. this _ can be seen from the amount score obtained _ before help is 66 and after is 69, the second score This includes criteria ok. Likewise, with _ non-recipient respondents, before and after help, use enough water machine good (amount score 52). Condition This caused Still There is non-recipient respondents use common water source for necessity every day and for business, he asked.

In table 6 it is known that the utilization of the land in Koto Tuo Kampar is very good. this _ can be seen from the condition respondent recipient help before and after help amount scores are 68 and 70 (both). Whereas using land non-recipient respondents, before and after help Enough good (amount score 50). Condition This is also supported by secondary data use land in Koto Tuo Village that can be seen in Table 6.

Table 4. Land Use Koto Tuo Village

No.	Use	Land area (Ha)
1.	Settlement	59,9
2.	Facility general	
	Office	2
	School	3
	Shops	2
	Market	2
	Place of worship	2
	Grave grave	2
	Road	8
	Etc	4
3.	Agriculture	
	Water fields technical	80
	Water fields half technical	20
	Fifted rice field Rain	15

No.	Use	Land area (Ha)
4.	Farm/moor	26
5.	Plantation	
	People's plantation	1200
	Private plantation	1200
6.	Pasture/grazing fields	11
7.	Forest	
	Community-owned forest (tribe)	2000
	Forest protects	500
8.	Recreation and sports	
	Football field	1
	Volleyball/badminton court and others	1.5
9.	Fishery	
	Pool	8
10.	Catchment area Rain	3000
11.	Swamp	50

Source: Koto Tuo Village Profile, 2019

3.13 Cooperative business organization in Koto Tuo Village

The cooperative business organization includes 5 (five) collective activities, namely: 1) purchasing inputs collectively; 2) procurement of collective capital; 3) marketing of collective results; 4) joint venture (partnership); 5) cooperatives, [10].

Collective buying of production inputs for respondents who received assistance, before and after assistance was sometimes carried out (each total score was 48 and 50), with sufficient criteria. This activity occurs when the plant seeds and the type of fertilizer used by farmers are the same. Drugs/pesticides were rarely/never purchased by respondents because the prices of medicines were expensive. So the local government policy is needed to overcome the price of production inputs which tends to always increase and be distributed evenly, so as not to cause new problems among the community/respondents. Meanwhile, for non-recipient respondents, before and after assistance, collective input purchasing activities were never carried out (total score 35).

Collective capital procurement activities, in table 6 it can be seen that non-beneficiary respondents have never carried out collective capital procurement activities. Unlike the recipient respondents before (total score of 50) and after assistance (total score of 65). This means that since the assistance of collective capital procurement activities among the community/respondents has begun to be carried out properly. Alternative Financial Institutions (LKA) are one way to facilitate collective capital procurement.

One form of LKA includes the Independent Business Credit (KUM) scheme, as a form of Village Bank *(Grameen Bank*) which has undergone modifications to adapt to the conditions of the community with weak economic groups/ limited *capital resources.* The KUM scheme mechanism is very profitable for the economically weak because there is no collateral *and* guarantor. The procedure for lending credit is carried out using a group approach even though it is used individually, and payments are made every week. Strict selection of program targets, simple loan procedures, regular monitoring of loan users, professionally trained internal controls in loan repayments (role of groups or small groups), support for initial and rolled out operational funds, and support for the local government of Kampar and Riau Province to be KUM success factors.

The positive impact of having a source of capital obtained from KUM for the community/respondents can be seen in terms of increasing income and community welfare. Specifically, the effect can be seen in increasing the saving ability of economically weak groups and repaying loans on time. Thus the KUM scheme can become an Alternative Financial Institution (LKA) in Koto Tuo Kampar Village.

Before the assistance, the recipient respondents had never carried out collective marketing of farming products (previously explained in Table 5 regarding the development of economic infrastructure (agricultural commodity markets) in Koto Tuo Kampar Village. Joint business activities before and after assistance were also never carried out The reason is that the role of PPL only provides non-technical guidance on plant cultivation. Likewise, cooperatives and other organizations such as farmer associations have not played an optimal role, so the community/respondents have not been able to take advantage of them.

3.13.1 Continuous Resource Optimization

Optimization of sustainable resources is sustainable agribusiness development *which* has five basic principles; (a) growth, (b) efficiency, (c) stability, (d) sustainability, and (e) equitable justice, [4]. With this basic principle, the rubber and gambier agribusiness in Koto Tuo Village will grow and develop in a sustainable manner, namely optimal management of resources based on soil, water, climate, and genetics. If not managed wisely, exploitation of these resources can undermine capacity so that production potential, the production base of agricultural businesses, business productivity, and competitiveness will decrease so that agricultural businesses cannot survive sustainably. Therefore, the management of agricultural resources must be carried out optimally.

Table 5. Sustainable Resource Optimization (Resource Utilization)

No	GOVERNMENT POLICY	PERFORMANCE CONDITIONS							
		BEFORE HELP				AFTER HELP			
		Amount Respondents		Total Score		Amount Respondents		Amount score	
		B	Non	B	Non	B	Non	B	Non
C	Optimization source Power sustainable (use source power)	13 15 22	25 0 25	30 (less)	30 (less)	13 14 23	25 0 25	30 (less)	30 (less)
	1. Setup & confirmation of ownership source power (*property rights*)	13 15	25 0	65	60	13 14	25 0	65	60
	a. private property b. collective/communal	22	25	(OK)	(OK)	23	25	(OK)	(OK)
	2. Compilation of exploitation patterns Natural Resources: _ supervision usage natural resources _	13 12 25	13 23 14	65 (Good)	60 (OK)	14 12 24	17 21 12	65 (Good)	60 (OK)
	a. public just b. apparatus just c. society and officials	13 22 15	13 23 14	51 (Enough)	45 (Enough)	14 22 14	27 21 12	51 (Enough)	45 (Enough)
	3. Set effective rules _ internalize environment and consequences activity the agribusiness/farming	13 15 22	13 14 23	60 (OK)	50 (Enough)	13 15 22	13 14 23	60 (OK)	50 (Enough)
	a. Every company must bear the impact								
	4. Consolidation agribusiness	21	16	37	37	21	16	37	37
	a. pattern partnership farming/cultivation	15 14	13 21	(less)	(less)	15 14	13 21	(less)	(less)

No	GOVERNMENT POLICY	PERFORMANCE CONDITIONS							
		BEFORE HELP				AFTER HELP			
		Amount Respondents		Total Score		Amount Respondents		Amount score	
		B	Non	B	Non	B	Non	B	Non
	b. pattern partnership marketing results	12 24 14	15 13 22	32 (no ever)	30 (no ever)	12 24 14	15 13 22	32 (no ever)	30 (no ever)
	c. cooperation (dialog forums, etc	3 4 3	0 0 10	50 (Enough)	30 (no ever)	3 4 3	0 0 10	50 (Enough)	30 (no ever)
	d. role of active government as an honest, fair, wise facilitator, mediator, protector & regulator :	0 0 50	21 14 15	30 (less) 50	30 (not enough) 25	0 0 50	21 14 15	30 (less) 52	30 (not enough)
	- provision investment period long	22 13	25 0	(Enough)	(Not enough)	21 14	25 0	(Enough)	25 (Not
	- determination of ethnic group flower low	15	25			15	25		enough)
	- initial capital from the government and venture capital	14 22 14	21 15 14	52 (Not suitable yet)	35 (Never)	14 22 14	21 15 14	53 (Not appropriate	35
	- development institution credit & Bank nearby settlement & farming	14 21 15	22 14 14	50 (Enough)	35 (Not enough)	14 21 15	22 14 14	50 (Enough)	(Never) 35 (Not enough)

In Table 7 for regulation and confirmation of resource ownership for one's property, the total score is 30. This means that before and after the assistance all respondents had never carried out any activity of regulating and strengthening resource ownership (property rights) *for* private property in Koto Tuo Kampar Village. Unlike the collective arrangement of resources by involving the community respondents before and after assistance, this activity is very beneficial for beneficiary respondents (score 65) and non-recipients (score 60).

Activities planning and monitoring the use of resources, before and after assistance have involved the community. For all respondents, a total score of 65 means that community involvement in resource planning and monitoring is good. In this case, for all respondents before and after assistance, the apparatus played quite a role (respectively the total score was 51 and 45. Meanwhile, in the same activity, for recipient and non-recipient respondents the involvement of the community together with the apparatus, before and after assistance was also a sufficient role.

In the village of Koto Tuo Kampar, the private sector, such as companies located in the study area, have never had to bear the cost of the environmental impacts arising from the activities carried out. This is because according to the community, the company's activities do not have a detrimental impact on the environment, so there are no internal rules for environmental impacts resulting from the activities of the private sector. Even so, the Kampar Regional Government needs to make and socialize rules for companies/private parties and even for people who carry out their activities with the impacts they cause, so that the environment is maintained.

Optimization of sustainable resources can be carried out and realized by compiling policies on the use of agricultural natural resources that are comprehensive and implemented strictly. According to Rahmat [9], the main points of a sustainable resource utilization policy are (a) Regulation and confirmation of resource ownership (*property rights*). In this case, it is necessary to regulate private, collective or communal and community property; (b) Compilation

of long-term patterns of exploitation of national natural resources which are strictly implemented and monitored by involving the wider community; (c) Establish rules that effectively internalize the environmental impact of agribusiness activities, each company must bear the cost of the environmental impact it causes.

In Table 8 it can be seen, for all respondents, before and after the foster father's partnership pattern assistance in business and farming the community/respondents were less active. Farming is managed directly by the community/respondents, the private sector never provides technical and non-technical guidance. Likewise, the agricultural product marketing partnership pattern, both before and after the assistance, was never actively carried out.

Based on the conditions above, the partnership pattern between the community/respondents must be based on the awareness of all parties that they need each other and can only grow together so they must partner with the principles of transparency, fairness, compliance with agreement rules, and trustworthiness. In addition to the partnership pattern, forms of cooperation between the community and other parties (government and private sector) are also realized through dialogue forums, although this is not routinely carried out. This dialogue forum is to discuss existing activities and plans such as the development of land certificate assistance so that the agribusiness of rubber and gambier mainstay plants is growing, plans for farming other agricultural commodities, and others deemed necessary.

In Table 8 it can be seen that all respondents before and after the assistance of the government's role in providing long-term investment credit were very minimal to the community, especially for the community/respondents in Koto Tuo Kampar Village (total score 30).

The central government and/or regional governments have never implemented a determination of bank credit allocation by Bank Indonesia which is intended for people with soft and low-interest rates, and the government has not provided the initial capital for new farming activities which must be returned in stages after farmers can grow independently. The lack of government's role is also in terms of developing venture capital where the regional government should form a venture capital company that will act as a business partner for agribusiness companies or private parties and there should be efforts to develop credit institutions and special agribusiness banks around the residential locations and business locations of respondents. For this reason, real efforts are needed from the central government and regional governments, so that there is an improvement in the standard of living of the low economic group in Koto Tuo Village, District XIII Koto Kampar.

3.13.2 Incentive Policy

In Table 9 it can be seen that the government's intensive policies are in the form of agricultural input subsidies (seeds/seedlings, fertilizers, pesticides, and capital) and the basic price policy has not helped all respondents in Koto Tuo Kampar Village. For all respondents, before and after the assistance of subsidized seeds/seedlings, fertilizers, and pesticides they have never received (total scores of 35 and 30), while capital subsidies for recipient respondents have received them but the amount of funds is still not appropriate/insufficient for business capital and non-recipient respondents never get a capital subsidy.

Table 6. Policy Incentive

No	Policy Government	PERFORMANCE CONDITIONS							
		BEFORE HELP				AFTER HELP			
		Amount respondent		Total Score		Amount respondent		Amount score	
		B	Non	B	Non	B	Non	B	Non
E	1. Policy Incentive								
	Input subsidies								
	agriculture:	22	0	35	30	22	0	35	30
	a. Seed	13	25	(No ever)	(No ever)	13	25	(No ever)	(No ever)
		15	25			15	25		
		21	0	35	30	21	0	35	30
	b. Fertilizer	14	25	(No ever)	(No ever)	14	25	(No ever)	(No ever)
		15	25			15	25		
	c. Pesticides	22	0	35	30	22	0	35	30
		13	25	(No ever)	(No ever)	13	25	(No ever)	(No ever)
		15	25			15	25		
	d. Capital	14	21	52	35	14	21	53	35
		22	15	(Not suitable	(No ever)	22	15	(Not suitable	(No ever)
		14	14	yet)		14	14	yet)	
	2. Policy price base	14	21	35	35	14	21	35	35
		22	15	(No	(No appropriate)	22	15	(No appropriate)	(No
		14	14	appropriate)		14	14		appropriate)

One of the causes of the condition of all respondents is due to political interests. As we know, agribusiness entrepreneurs and rural residents such as rubber and gambir farmers generally have relatively low political power compared to non-agribusiness entrepreneurs and urban/non-farmer residents. Government policies often tend to be biased in favor of non-agribusiness entrepreneurs and urban residents. Pricing, trade, fiscal and monetary policies are often detrimental and hinder the growth of agribusinesses, especially those located in rural areas. On the other hand, the demand for agribusiness products is generally inelastic so prices tend to decrease secularly. The combination of the impact of government policies and the intrinsic nature of agribusiness products causes the exchange rate (*term of trade*) for farmers and agribusiness, in general, to tend to decrease in a secular manner, thereby hampering the growth of agribusiness in rural areas.

Therefore, one of the government's policy agendas needed to encourage the development of agribusiness in rural areas is to prevent a decline in the exchange rate of agriculture and agribusiness in general. Government policies that are biased against agribusiness and rural residents must be repealed. Price, trade, fiscal and monetary policies should be as much as possible directed toward spurring agribusiness growth in rural areas. The government must also protect agribusiness and rural residents from the negative impacts of other countries' policies and unfair actions by entrepreneurs in the non-agribusiness sector or large entrepreneurs.

Elimination of subsidies and price supports that have been enjoyed by farmers must be carried out carefully and wisely. In matter, this, principle is the best basis used namely: (a) multi-function agriculture: business agriculture multi-functional with impact externality broad positive and valuable _ big. The economic value of the resulting product business agriculture is Far from price private or free market price. With thereby free market regime No can wear as reference price shadow economy products agriculture; (b) return-policy: abolition subsidies and support price to agribusiness must be done with always notice other country's policies. When other countries enter still give subsidies and support prices to agribusiness in the country so the government of Indonesia has the right to do the same policy; (c) gradually: it must be carried out, deletion of subsidies and support price for agribusiness must be done in a manner gradually.

This is very important to prevent happening impact of negative can _ characteristic destruction or turn off agribusiness or the economy in a manner general.

4 Conclusion

The capability of capital and entrepreneurship farmer rubber and gambier in Koto Tuo Village is still very weak. because _ that's spurring investment businessman private good origin _ from village/ward nor origin _ from outside village/ward key success development agribusiness plant mainstay rubber and gambier in the village of Koto Tuo Kampar as an economic base. booster investment private agribusiness must be done with policy special from the government. Policy necessary government _ namely : (a) Provision credit investment period length; this _ can do among others with application determination allocation credit banking by Bank Indonesia; (b) Provision of initial capital (*seed capital*): Government provides start-up capital in formation agribusiness new later _ must be returned in a manner gradually after company can grow independent ; (c) Development of venture capital: Government form venture capital firm that will Act as partners business for company agribusiness in District XIII Koto Kampar; (d) Development institution credit rural and special banks agribusiness: this is very necessary as sources of investment funds and working capital for agribusiness business farmer rubber and gambier as well as business others in District XIII Koto Kampar. Commercial banks less commercial located in Kampar are interested in channeling funds to business farming and business respondents.

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