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THE ROLE OF HUMAN CAPITAL AND SOCIAL CAPITAL IN AGRICULTURAL INSTITUTIONAL DEVELOPMENT IN RURAL AREAS

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Abstract: The role of human capital and social capital is very needed in the development of farmer institutions. It is intended that existing farmer institutions can function optimally. This paper is a literature study based on data and related journals. In carrying out farmer institutional management, human capital can act as planners, organizers, implementers of activities and supervisors. In addition to human capital, social capital is also very important and needed in the development of farmer institutions. The role of social capital is to maintain cohesiveness, cooperation and carry out the tradition of deliberation (the element of trust), exchange of information, the tradition of “gotong royong” and the tradition of social gathering (the element of reciprocity), carry out common goals and have an element of volunteerism (participation in the network and do it according to the rules. norm).

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INTRODUCTION

The development of farmer institutions is very important and must be followed by increasing the capacity and knowledge of the community which is packaged in human capital and social capital. So far, to advance the knowledge of farmers in developing their capacity, the government has made development programs to change the behaviour of farmers. It is associated with a capital of human and social capital that exists in the region. Sumardjo (2009) states that social working and local knowledge is a key aspect in the development of community and participatory development and sustainability. Indonesia is an agricultural country where most people depend on the agricultural sector for their lives. The agricultural sector is one of the main

sectors that is important because it is related to the basic needs of the community.

In each village, farmer institutions have been formed to support the smooth farming process. Institutional existing farmers and formed in rural such as farmers' groups, group unions, extension, marketing agencies, brokers, cooperatives, groups UPJA and others. During this time, the institutional farmers in rural largely in name only, and many farmers' groups are not active after the expiration of government programs. It is associated with the group formed purposely for any development program activities, will however not able to build the character of the farmer. Most large groups exist, not formed by needs and behavioral change, but the terms melting alone program. The same thing happens to cooperative institutions where most of them only run at the beginning but do not

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continue. One of the contributing factors is the existence of structural problems within the cooperative itself and the competition between middlemen who have been endemic and have long been in power in terms of marketing compared to cooperatives. If the change in the mechanism and management that is the institution in rural can run well.

UPJA is a business unit, or (can be developed into) an organization or economic institution, which is engaged in the service sector (rent) of agricultural tools and machines. To accelerate the adoption of agricultural tools and machines by farmers, the government develop Agriculture Tools and Machines Business Services (UPJA). UPJA already exists, but its institutions have not run as expected (Mayrowani and Pranadji 2012).

To minimize the problems that exist in the farmer institutions, it is very important to develop the character of human resources. It is intended that the community as the subject of development can carry out activities and develop strong institutions. Of course, all of that is related to the existing social capital. Therefore, the importance of human capital and social capital for the development of farmer institutions.

So that farmers' institutions can run as they should and not just depends on the government programs. This can have an impact on the growth of farmers' independence in various farmer group activities. Based on the background above, the problem that is quite interesting to be discussed is how can the role of human capital and social capital be on institutional rural farmers?

RESEARCH METHODS

The writing of this paper uses a literature *review* by looking for theoretical references that are relevant to the cases or problems found. Reference theory is used as the basic foundation and main tool in writing this paper. This literature study was obtained from various sources, journals, documentation books, the internet and libraries.

The data collection method used in writing this paper is secondary data. Secondary data is data obtained from journals, documentation books, and the internet. Documentation is a method for finding documents or data that are considered important through newspapers, articles, journals, libraries, brochures, documentation books and through electronic media, namely the internet, which is related to the implementation of writing this paper.

The data obtained were then analyzed by the descriptive analysis method. The descriptive analysis method is carried out by describing the facts which are then followed by analysis, not merely

describing, but also providing sufficient understanding and explanation.

THEORETICAL REVIEW

A. Communication Concept

Communication is the act of one or more people sending and receiving messages that are distorted by *noise*, occur in a certain context, have a certain influence and have the opportunity to get feedback. The environment (context) of communication has at least three dimensions: physical, sociopsychological and temporal. The physical dimension is the space or place where communication takes place. The socio-psychological dimension is the communication environment that is governed by the norms or culture of the community, where communication can take place. Communication in the temporal dimension relates to the time the communication takes place. These three dimensions are interrelated and interact with each other, where each context influences and is influenced by each other (DeVito 1997).

Mulyana (2002) noted that there are at least three frameworks of understanding communication, namely communication as a one-way action, communication as interaction and communication as a transaction. As a one-way action, a popular understanding of human communication is communication that implies the delivery of a unidirectional message either directly (face-to-face) or through the media. Communication as interaction equates communication with a cause-effect or action-reaction process, which alternates in direction. In transactional communication, communication is considered to have taken place when someone has interpreted the behaviour of others, both verbal behaviour and nonverbal behaviour.

The role of communication according to Ruslan (2005) is very important for humans in everyday life, following the communication function that is persuasive, educative and informative. Without communication, there is no interaction process such as the exchange of knowledge, experience, education, persuasion, information and so on. The process of delivering the information generally takes place through a communication medium, especially conversational language which contains an understandable meaning or the same symbol. Understanding the use of language can be concrete or abstract.

Defined of to communicate effectively often cited by the paradigm of Harold Lasswell, which shows that communication includes five elements, namely communicator (*communicator, the source, the sender*), the message (*message*), media (*channel, media*), communicant (*communicant, communicate, receiver, recipient*) and effects (*effect, impact*,

influence). The following is a model of the communication process proposed by Harold Lasswell (Effendi 2004).

B. Human Capital Concept

As social beings, humans cannot fulfil their needs without interacting and communicating with other people and many things, including here with nature and the environment in which they live and develop. Individually, every person has basic rights so that he can still exist and develop his life and life in a humane and dignified manner. Thick and strong human capital is marked by, among other things, a high level of competence and human empowerment. Empowerment of humans or human groups can only be done through the involvement of the target in a variety of quality learning processes. While the quality learning process can only be done through a quality communication process as well. Here again the role of communication becomes a very central and strategic issue in human resource development efforts.

Human capital is said to be strong and of ideal quality, if the capital is formed from various learning processes and quality communication processes, in such a way that the position or status of each individual plays a role and functions optimally in the social system where the individual is by the position or status, which are owned. The characteristics of human capital that are classified as strong and qualified are:

1. Per their position and status, each individual has maturity both physiologically, psychologically and sociologically.
2. Every individual feels safe, comfortable and free from fear and deprivation.
3. The individual's attitude is aware of its potential.
4. If the basic rights of every person can be fulfilled optimally and humanely,
5. If every individual in his position and status has a great opportunity and can achieve optimal competence.
6. If every individual in his position and status has a strong personality and behaves positively.
7. Every individual has a strong drive and ability to value and respect the existence and basic rights of others.
8. Every individual in his position and status has a strong urge to be involved in solidarity actions, both mechanical and organic (Susanto 2009).

C. Concept of Social Capital

Social capital is the force that drives society, formed through various social interactions and social institutions. According to one of the

initiators of social capital, Robert Putnam, social capital is part of a social organization in the form of social relationships and mutual trust that facilitates coordination and cooperation for the common good (Putnam 1995). The social capital theory was first discussed in 1916 (Lin, 2001). Contemporary social capital was first proposed by Bourdieu (1986) who said that social capital is the whole source of actual or potential concepts, which are associated with the ownership of a durable network or more or less reciprocal relationships between familiar institutions. Cohen and Prusak (2001) define social capital as a willingness to have active relationships between people including trust, mutually beneficial cooperation, shared values and behaviours that bind each member of the network and society as well as the possibility of making cooperation.

Several kinds of literature identify definitions that approximate an approach to social capital. Porter (1998). Defining social capital is the ability of a person to benefit favourably from membership in a social network or other social structure. Baker (2000) says that social capital is the resources available in a person's personal and work networks. Meanwhile, Coleman (1999) defines social capital as all aspects that lead and are created to facilitate individual actions in the social structure. World Bank (2003) defines social capital as institutions, social relationships, networks, honesty, the establishment of norms of quality and quantity inter social action within the community.

Akdere (2005) shares social capital at the micro-level and macro-level. At the micro-level of social capital, civil social capital is related to values, beliefs, attitudes, and behaviour from norms (Parts 2003). Currently, civil social capital is divided into three (3) basic dimensions, namely; ties (*bonds*), bridges, and relationships (*linkages*). Bonds a portrait of close family kinship ties, close friends and professional colleagues who helped him. Bridges describe the relationship a little further so that achieve. While the relationship (*linkages*) is described as a vertical dimension of social capital where there are parties who are not included in power. At the macro level, the social level of government capital is attached to the rule of law, enforcement of contracts and free from corruption and transparency in making decisions, and efficient administrative system and a reliable legal system. In short, countries are more capable and credible (Meier 2002). So the social problems of capital are very multi-dimensional.

Robert Putnam (1993) defines social capital as a mutual value - trust (trust) between community members and the community towards their leaders. Social capital is defined as social institutions that

involve networks, social norms and beliefs that encourage social collaboration for the common good. Needed a *social network* in society and norms that encourage productivity, and community.

D. Farmer's Institutional Conception

Institutional is the overall pattern-the pattern is ideal, organizations, and activities centred around the basic needs of life such as family, country, religion and get food, clothing and shelter as well as the enjoyment. An institution is formed always aims to meet various human needs so that the institution has a function. In addition, the institution is a concept that blends with structure, meaning that it does not only involve patterns of activity that are born from a social perspective to meet human needs, but also organizational patterns to implement them (Roucek and Warren 1984).

The farmer institutions referred to here are farmer institutions located in the locality area (*local institutions*), in the form of membership organizations (*membership organizations*) or cooperatives, namely farmers who are members of cooperative groups (Uphoff 1986). This institution includes a broad definition, which includes not only the definition of farmer organization but also the 'rules of the game' or rules of behaviour that determine patterns of action and social relations, as well as social units that constitute a concrete form of the institution. Institutional farmers formed have several roles, namely: (a) tasks within the organization (*inter-organizational task*) to mediate society and the state, (b) *resource tasks* include mobilization of local resources (labour, capital, materials, information). and its management in achieving community goals, (c) *service tasks* may include service requests that describe development goals or coordination of local community requests, and (d) *extra-organizational tasks* require local requests for the bureaucracy or organizations outside society against interference by outside agents (Esman and Uphoff in Garkovich, 1989).

Institutions are the total of ideal patterns, organizations, and activities centred around basic needs. An agricultural institution that is formed always aims to meet the various needs of farmers so that the institution has a function. Institutional is a concept that is combined with structure, meaning that it does not only involve patterns of activity that are born from a social perspective to meet human needs, but also organizational patterns to implement them.

RESULTS AND DISCUSSION

A. The Role of Human Capital in Agricultural Institutional Development in Rural Area

Human capital is the main capital needed in the development of farmer institutions in rural areas. Farmer's institutions will not function if farmers do not have concern for farming institutions around them. Farmers as managers should be able to play their role in good management including planning, organizing, implementing and supervising farmer group institutions.

In connection with the non-functioning optimally farmer institutions can be said that the management is done less well in addition to the nature of the formation of institutions that tend only project-oriented. To minimize the problem of land, that with the role of human capital can play a role in the institutional management of farmers so that the objectives of institutional farmers began targeted and achieved. The results of Oktarina *et al.* (2020) state that the ideal farmer institution and can be used as a role model is the institution of farmers, by farmers and for farmers as a place of protection and empowerment in shaping farmers to be independent and prosperous in sustainable farming.

The roles of human capital in the development of agricultural institutions:

1. Planning Role

As a planner, the roles that can be played are as follows:

- a. The planner of group activities, as planners of group events, the community has made a reference or guidance for institutional peasants formed. Thus, the preparation of activity plans for each institution together will make it easier for those who become leaders to carry out further activities. Activity plans should be prepared to start from the current plan to the future.
- b. Looking for information, in this case, the community is required to play an active role in seeking information related to assistance, new technology, and price information to other farmers or institutions needed in farmer institutions. This is intended so that farmers do not appear to be waiting for the service or extension workers, but are cosmopolitan. In addition, information cooperates both between institutions and between local farmers.
- c. Developing a network, the existence of a network will form both internal and external structures, namely the structures

and processes that are held for the operation of the institution and its maintenance.

The role of a planner is unidirectional with the results of research by Masithoh and Yoesdiarty (2014), that the engineering of social institutions is done by way of strengthening institutions, the activities of extension and development of human resources.

2. Organizer Role

- a. Leaders, being a leader in an institution, is a mandate and a separate achievement in a social system. Therefore, when he becomes a leader, he should be able to communicate and manage the managed institution and have the ability to communicate with his subordinates.
- b. Coordinating people in institutions will facilitate people in job specifications, values, goals, and operational methods that underlie activities.
- c. Reorganizing the institutional structure, reorganizing the existing institutional structure should be carried out periodically, i.e. every few years (2 years) so that there is a change of management and good performance. In addition, knowing the existence of reliable resources, so that a job rotation can be carried out in terms of finance, technology and information.

Role as an organizer can increase the change of the capacity of the community in which according to the results of research Cahyono and Adhiatma (2012) states that the optimization of capital social must be supported their leadership transformational can influence and motivate people. Unidirectional research results of Oktarina and Sarwoprasodjo (2018) that the development of institutions in rural areas also can be made by *opinion leaders* to implement strategies that do campaigns, build and touch-ups the image of the institution, maintain harmony between the body and improve the performance of agents of development. According to Harris (2019), the social capital leader role is important in the process of sharing knowledge where more and better social capital leaders of an impact on the further opening of the farmers in sharing knowledge and sharing information.

3. Implementing Role

- a. Participate in activities and carry out activities that have been planned together so that the goals according to the group's vision and mission can be achieved. The implementation of this activity is a form of community participation in various activities of existing institutions. In

carrying out activities, they must comply with the norms that exist in the community so that they can be an example for other members in carrying out permanent activities based on local values, norms and wisdom that apply in the community.

- b. Conducting deliberation, should be open and conduct deliberations on the existence of government development programs for members of the local community to participate or play a role in the implementation of activities.

4. Supervisory Role

- a. Conduct evaluations, conduct joint evaluations of group performance and find alternative solutions for future improvements. This is so that problems that occur can be addressed immediately.
- b. In solving problems, it is very necessary to find solutions to the problems faced by the institution to find a way out.

As a form of evaluation in the institutional change of breeders, Zainal (2017) states that there is a need for encouragement and guidance for breeders to be able to work together. In addition, carry out joint groups as associations for system development and agribusiness efforts. In line with the opinion of Oktarina *et al.* (2012), things like well done on the empowerment of farmers swamp lowland where the need for the establishment of a group of farmers in a collective based on the activity of farming and increase access to the cooperation with the institutions associated.

In summary, the institutional capacity of farmers, according to Anantanyu (2009), can be achieved by looking at four indicators, namely:

1. The institutional goals of the farmer group are achieved, which means: the existence of clarity of purpose, the suitability of the goals with the needs of members, and the level of fulfilment of the needs of members by high institutions.
2. Functions and roles of ongoing institutions, including the ability to obtain, regulate, maintain, and mobilize information, labour, capital, and materials, as well as the ability to manage conflicts.
3. The existence of institutional innovation, including the role of leadership in the institution, the function of leadership in the running institution, the values that underlie cooperation, the division of member roles, the pattern of authority in the institution, the commitment of member's to the institution, available funding sources, available physical facilities, quality of resources. The members are adequate and have the appropriate technology.

4. Institutional sustainability, including good member sentiment, high member awareness, member cohesiveness occurs, large member trust, external assistance available, two-way communication patterns between members, and cooperation with other parties.

B. The Role of Social Capital in Agricultural Institutional Development in Rural Areas

Social capital in the development of farmer institutions in rural areas can be seen in community participation in institutions. If the community is all incorporated in farmer groups and always participates in activities, there will be many active farmer groups and function optimally. Social capital is defined as a set of norms related to reciprocity and trust (Putnam 2000). The social capital consists of trust, reciprocity, network and norms.

Several roles of social capital in developing institutional farmer is :

- 1) The existence of a trust, the existence of public trust in the role and function of farmer institutions, will make farmers aware of the benefits of farmer institutions ranging from farmer groups to other supporting institutions. According to Fukuyama (2000), trust is one of the most important social capital which acts as a glue for lasting cooperation both within groups and between groups. Carry out community-based development and a “*bottom-up* development process”. This is based on the belief of the people in rural areas. Trust is the main foundation, well as a binder for the establishment of cooperation and coordination.
 - a. Cultivate cohesiveness. The farmer institutions that are formed show the similarity of goals and interests. The existence of group dynamics in carrying out activities illustrates the cohesiveness of farmers in an institution.
 - b. Foster collaboration. The existence of a sense of trust and cohesiveness indicates a desire to cooperate both between groups and with other institutions.
 - c. There is a tradition of deliberation. Deliberation activities are a tradition that must be developed in terms of a development program. To participate in a program together, deliberation is needed.

The results of the Nasution research (2016) showed that the presence of trust between groups in the activities of productive can increase revenue and decrease poverty in Indonesia.
- 2). There is a reciprocal relationship. In farming institutions, it is often characterized by a

tendency to exchange favours between individuals within a group or between groups themselves. This exchange pattern is a combination of short-term and long-term in the nuances of altruism (the spirit to help and prioritize the interests of others). The existence of trust allows the realization of reciprocal relationships and collective action that is genuine in nature, driven based on community needs, and able to mobilize all the hidden potential of social capital. Empowerment activities can be seen in the form of cooperative and productive institutions at the community level.

- a. Information exchange, is part of helping the interests of others. The exchange of information between farmers and institutions will enrich the knowledge (cognitive) of farmers.
 - b. The tradition of “Gotong Royong”, is the social capital that must be preserved in the community. Where, the cooperation system is still often used in the life of farmers, especially in rice farming. At the time, clearing agricultural land in South Sumatra had a habit of burning land, which was carried out in cooperation by relatives. In addition, the tradition of “gotong royong” is also carried out at the time of planting rice and harvesting. This is an event that is carried out from generation to generation and takes turns and is institutionalized in the cultivation of rice farming.
 - c. The tradition of “Arisan”, is one of the local wisdom that exists in the agricultural sector as well, the community lends each other machine tools if there are difficulties and is returned in the form of loaned goods. This strengthens the sense of kinship in the farming environment.
 - d. Tradition auctions in the sale of rubber, where their dependence with to “toke” (boss) of rubber which capitalized farming rubber, buy rubber and cooperate for life that much better (Syofian *et al.* 2020). The research results of Rumagit *et al.* (2019) state in the run social life both within the group and outside the group, the level of social capital that is high impact to tighten the rope of brotherhood, tolerance and farming becomes better.
- 3). There is community participation in the network. The success of farmer institutions cannot be separated from the participation of the community, both in terms of the development and implementation of activities. The high level of participation shows community cohesiveness in an institution and as a benchmark in

determining whether the social capital of a group is strong. Needed to be built relationships with various *stakeholders* to facilitate the activities of the empowerment process. The network development strategy can be seen from inter-institutional collaboration based on trust so that an institutional relationship or network is formed. An Institution network is seen as a social capital that identity should be maintained, despite experiencing a process of interaction with other institutions and the process of development. Similarly, the pattern of inter-institutional relations of horizontal and vertical is seen as a strategy for the development of social capital based on their :

- a. The common goal is the basis for the community to participate in a program. The existence of similarity is something that makes it easier for people to carry out an activity. In farmer institutions, the common goal will unite them in an institution so that many farmer groups will be formed.
- b. Volunteerism is one of the characteristics that must be instilled when in an institution, especially a farmer group. Because the nature of volunteerism is one way of trying to put the public interest above personal interests, so we must be willing to put personal interests above the common interest.
- c. Increasing the capacity of institutions of farmers through the participation of the people in the group and the activities of counselling needs to strengthen charge capacity of farmers by way of approach to participatory are oriented on the needs of farmers. In addition, strengthening is also carried out on agricultural extension workers and extension institutions (Anantayu 2011). In addition, the involvement of participation can strengthen social capital that encourages the growth of initiatives to solve problems and design change (Prasetyono *et al.* 2017). The same thing was stated by Sumardjo *et al.* (2020) that there is a bond of solidarity in which there is a common interest in meeting the needs of life as a form of social development that can develop into social capital.
- 4) Norms, norms play a role in controlling the forms of behaviour that grow in society. Understanding the norm itself is a set of rules that are expected to be obeyed and followed by members of the community in a particular social entity. These norms are usually institutionalized and contain social sanctions that can prevent individuals from doing things that deviate from the habits prevailing in their society. These

collective rules are usually not written but are understood by every member of the community and determine the expected behaviour patterns in the context of social relations. Some results of the study stated that the formation of social capital either through trust, a network social, responsibility social, norms, customs and traditions in working together then it will affect the level of income in the business together (Wuysang 2014). In addition to the social capital also influential to the success of the program, extension farm in a group of farmers beginner, intermediate and advanced (Munier *et al.* 2018).

CONCLUSION

The existence of farmer institutions can function optimally if the community have high human capital and social capital. Therefore, in carrying out the institutional management of farmers, human capital can act as planners, organizers, implementers of activities and supervisors. In addition to human capital, social capital is also very important and needed in the development of farmer institutions. The role of social capital is to maintain cohesiveness, cooperation and carry out the tradition of deliberation (the element of trust), exchange of information, the tradition of "gotong royong" (work together) and the tradition of social gathering (the element of reciprocity), carry out common goals and have an element of volunteerism (participation in the network) and do it according to the rules. To realize the optimal function of farmer institutions, it is necessary to create communication convergence. This can be done by optimizing the role of companions in the development of human capital and social capital.

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