

PRODUCTIVITY ANALYSIS OF PALM SUGAR BUSINESSES IN MONGIILLO VILLAGE BULANGO ULU SUBDISTRICT BONE BOLANGO COUNTY

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ABSTRACT

This research aims to find out the productivity of palm sugar business actors in mongiilo village, this type of research is qualitative research with a descriptive approach that is a problem-solving procedure that is investigated by making a social reconstruction, and further systematically describes the object of research. In data collection, researchers consider the selection of the first informant to be targeted, namely the palm sugar business itself which is the main key.

After doing this research, it is known that, palm sugar business actors are workers who never know the word tired in doing activities to work as palm sugar business actors, because in its implementation the palm sugar business actors do work from morning to evening to wait for their production results. The level of productivity depends on traders who buy palm sugar in the market not only that the role of middlemen in the midst of palm sugar business actors determines the results of production for the perpetrators.

Keywords: palm sugar business, work attitude, productivity

INTRODUCTION

Agriculture is one part of the history of human culture that emerged when humans were able to maintain the availability of food for them. The farm forced a group of humans to settle and survive from before nomads to settle in search of food and grow crops. Broadly speaking, the notion of agriculture can be summarized into four components that cannot be separated, namely: the production process, farmers or agricultural entrepreneurs, land where businesses, and agricultural enterprises [1].

In the Gorontalo area, the agricultural sector is generally dominated by plantation areas that produce a wide variety of production such as corn crops, cocoa crops and palm crops. The results of this production can be found in mongiilo

village which became one of the famous palm production villages in Gorontalo.

Mongiilo village has a population in 2018 with a total of 902 with its dominant livelihood as a palm sugar business craftsman and corn farmer the rest are workers, employees and traders. If you look at the livelihoods of the above population is very closely related to the strategic area of the plantation, because the area is in the form of a valley flanked by mountains and below it there is a very indulgent Bulango river flow for farmers to do various businesses in agriculture or plantations.

Palm plants that grow in mongiilo village are plants that grow wild with the help of birds so that there are palm plants that grow on their own land and there are also grown along rivers and moist areas. The production of palm plants in the form

of palm sugar, ijuk and other plant parts is useful as, batok sugar, ant sugar, and palm vinegar.

Water obtained from the tapping of palm trees is processed into palm sugar by household businesses. Palm sugar entrepreneurs in Mongiilo village have expertise in processing and making palm sugar products that have been passed down through generations by their parents who are still traditionally processed. The opportunity to make palm sugar is very wide open, because the competition is getting less and less business people. But a problem can occur due to the increasing availability of palm trees that are increasingly unable to produce because of the age of the plant is old. If replanting is still a long process because the growths of the palm tree itself is long, so it takes a long time to wait for the tree to produce.

Work productivity is as a measure of the use bag of resources in an organization that is usually expressed as one of the ratios of outputs achieved with the resources used.

Another problem is also in the marketing of palm sugar products that are still widely done by steamers or middle-ups only. Palm sugar businesses never promote their produce so they do not know the price of the ups and downs of their palm sugar production. The still relatively low level of education from palm sugar entrepreneurs causes them to understand less and be more indifferent about marketing that is more profitable for them than using the middle itself. In its marketing also the role of traders or tengkulap higher than the businessman himself.

Productivity is the ability of the company to produce the number of goods and production factors available to control the results obtained by employees or companies if the results of the business are getting longer it means that the business has been productive [2].

New challenges for palm sugar businesses to adapt to the new environment are the National Strategy Program (PSN) of Bulango Reservoir that will move their long-standing businesses. A fundamental map of the new environment with the effort they have long been engaged in whether to survive or adapt to their new job.

Management is the science and art of managing the process of utilizing human resources and other resources effectively and efficiently to achieve a particular goal [3].

Management explained that management is a typical process consisting of actions the act of planning, organizing, mobilizing, and controlling to determine and achieve the goals to be achieved through the utilization of manusia resources and other resources [4].

The main objective of management is to define and achieve the goals and objectives of the organization. Or maybe in a more specific sentence, management aims to: Therefore, managerial competence is a vital thing that everyone should have in potential supervisor, mid management, or top management.

Each level of management in a company or organization has its own detailed objectives, which become the BAU (business as usual) element of each process. The detailed objectives of a management process include the following [5].

1. Achieve organizational goals.
2. Implement and evaluate strategies planned by the company or organization.
3. Implementation of the plan, and the performance of employees in carrying out their duties.
4. Evaluate and re-evaluate the target achievement plan.
5. Understand the strengths and weaknesses and challenges and threats to the company.

6. Designing innovations to improve performance effectiveness.

Human beings as management actors where regulated by humans are all activities generated in the management process that are always related to factors of production called 6 M., the elements of management are called, "the six M in management" namely, Man, Money, Material, Machine, Methods and Market. All managers perform five management functions: designing, organizing, coordinating and controlling. So far, management functions have not been agreed between practitioners and theorists [6].

Based on the above description in principle that the management functions that have been put forward by the authors in general contain the following elements:

1. Planning (Planning), Planning is an activity of creating organizational goals and followed by various plans to achieve predetermined goals. Planning implies that the manager first thinks carefully about his goals and actions. Planning is also a process of rational thinking precisely determining the things that will happen in the future in a predetermined effort.
2. Organizing (Organizing), Organizing is an organizing activity on human resources available in the organization to carry out a predetermined plan and achieve organizational goals. The effectiveness of an organization depends on its manager's ability to lead resources to achieve its goals.
3. Driving/Directing (Actuating), According to George R. Terry (2015) mobilization is the action to make all members of the group work consciously to strive to achieve a goal set in accordance with managerial planning and organizational efforts that cause an organization to continue running. Driving is a activity related to motivating or encouraging employees.

So that it wants to work sincerely to achieve the goals of the organization effectively and efficiently.

4. Controlling (Controlling), Controlling is a management function that is concerned with monitoring the performance of employee activities to maintain organizational stability in order to stay on track in accordance with the targets and make corrections if needed.

The existence of human resource management is very important for companies in managing, managing, and using human resources so that they can function effectively, productively, and efficiently to achieve company goals.

Human Resources (HR) becomes one of the areas of general management, such as financial management, marketing management, and operations management. Human resource management is an important field of study in the company because the problems faced by the company are not only the problems of raw materials, capital, work tools, and production, but also human resource problems that in fact are those who run and manage the factors of production as well as the purpose of the production activity itself.

Human resource management is very important for companies in managing, organizing, managing, and using human resources so that they can function effectively, productively, and efficiently to achieve company goals. Utilization of human resources to achieve the company's goals. Human resources have a wide variety of tasks related to the effort to own, train, develop, motivate, organize, and maintain company employees. That every manager responsible for human resources should pay attention to things such as staff appointments, retaining employees, employee development, maintaining employee obedience and

order, and improving the company's capabilities.

Human resource management or human resource management is the utilization of human resources to achieve company goals. While the objectives of human resource management are increased efficiency, increased effectiveness, increased productivity, low rate of employee displacement, low level of absenteeism, high employee job satisfaction, low complaints and customers, increased company business [8].

The goal of human resource management is to improve the productive contribution of people or labor to an organization or company in a responsible, strategic, ethical, and social way [9]. There is a basic function in human resource management. The main functions of human resource management are as follows [10].

1. Planning function. Carry out tasks in planning the needs of procurement, development and maintenance of human resources.
2. Organizing function. Structure an organization by designing the structure and relationships between tasks that must be done by the prepared workforce.
3. Directing function. Provide encouragement to create a willing work that is implemented effectively and efficiently.
4. Control function. Take measurements between activities carried out and standards that have been set, especially in the field of labor.

Productivity is influenced by factors such as: education, skills, discipline, mental attitude and work ethic, motivation, nutrition and health, income level, social security, environment and work climate, industrial relations pancasila (highly humane work relationship), technology, means of

production, management, and achievement opportunities [11].

Labor productivity is influenced by education/training, improvements in the way of work, wages/salaries according to weight and work performance, improvements in the environment and working conditions, motivation [12].

The term productivity has different meanings for each different person, and its use is tailored to the needs of the wearer. Productivity is generally defined as the relationship between output (goods or services) and input (labor, materials, money).

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Factors that influence the increase in labor productivity are quantity, skill level, cultural and educational background, abilities and attitudes, interests, job structures associated with expertise, age, gender and workforce.

There are 5 factors that can concern you because it can affect how the productivity of your employees. These factors are [13].

1. Work Environment, An employee's work environment can affect their mood and overall performance. Simply put, give your employees a supportive work environment, then they can be productive. Their workplace is a safe zone for expressing themselves and

- doing the best of their abilities. The key to creating a healthy environment is to promote values such as transparency, cooperation, teamwork, and achievement.
2. Process, Processes can have a major impact on an organization's productivity. Implementing processes is one of the most effective ways to increase team productivity. Processes can help to determine a specific sequence or steps in performing a task. A good process is determined after many trial and error passes. Therefore, this method is the fastest and most reliable method for completing tasks. Also take advantage of various management tools to be able to help employees become more productive.
 3. Purpose, Clearly defined goals are great for increasing productivity levels. Telling your employees about their goals is a great way to create targets in their minds. This is the perfect way to channel and direct the energy that employees have to be able to complete productive tasks.
 4. Employee Health, Employee health becomes the next point that can affect how they perform and productivity. The mental and physical health of employees is paramount. Healthy and happy employees will have more physical and mental resources to invest in their work. Help them become very focused and avoid the feeling of procrastination. Although employees who are sick or experiencing stress may be able to get their work done, they have to work harder and longer than usual. This will affect performance and risk leaving employees exhausted.
 5. Training, Employee training will play a big role in how prepared they are to do their job. The more prepared they are, the more productive they will be.

Employees who are not trained, will not know what they should do or how to do their job. They can put in all the effort they want, but if they don't know where to direct those efforts, the work will become unproductive.

In the laws and regulations in Indonesia, precisely in article 1 number 3 of Law No. 1999 on consumer protection specifies that "business actors are every individual or business entity, whether they are legal entities or not legal entities that are established and domiciled or conduct activities in the jurisdiction of the Republic of Indonesia, either alone or together through agreements to organize business activities in various economic fields".

According to Law No. 5 of 1999 concerning the prohibition of monopoly practices and unfair business competition determines the claim "business actors are every individual or business entity, whether in the form of a legal entity or not a legal entity established and domiciled or carry out activities in the territory of the Republic of Indonesia, both alone and together, through agreements, organizing various business activities in the economic field".

It can be explained that including business actors contained in the Law are companies, corporations, SOEs, activists, and others. In addition, it can also be explained that, the understanding of business actors in article 1 number 3 of the Consumer Protection Act is quite extraordinary because it includes some about wholesalers, leveranis, retailers, and others. Based on the Directive, the definition of "producer" is also called business actors.

Palm sugar is the product of the bonding of nira aren with heat (cooking) to a very low water content so that when the product cools hardens. The manufacture of palm sugar is almost the same as palm syrup. Nira is heated until

thick, after that, the thick sugar liquid is poured into the mold and wait until cold. [14].

Making palm sugar is also easy and can be done using simple equipment. Sugar produced from the processing of palm sugar is very helpful in increasing people's income. So far the palm sugar industry is still used as a side business, especially by the village community. They don't expect too much from the palm sugar industry on the grounds that income is too little. Therefore they still work in rice fields, fields and other jobs as a support for his family's economic life.

Therefore, it is very appropriate that the government in this case the Ministry of Industry and Trade, always provides encouragement and motivation to the community, especially rural communities to improve welfare through the palm sugar industry that they already have.

RESEARCH METHODS

This research uses qualitative methods, and then the data processing method is carried out by deciphering data in the form of regular sentences, logical, non-overlapping, and effective so as to facilitate the understanding and interpretation of data [15].

Through this approach, researchers can obtain a complete and integrated understanding of the interrelation of various facts and dimensions of the case. The reason qualitative research is used allows researchers to gather more detailed information that covers the dimensions of a particular case over a wide range. Thus, researchers choose to conduct qualitative research with the most appropriate strategy.

Data processing methods describe data processing procedures and data analysis in accordance with the approach taken. The data collection method used in qualitative research is a method that allows obtaining detailed data over a relatively long period of time. Because this

research uses qualitative methods, the data processing method is carried out by deciphering data in the form of regular sentences, direct, logical, non-overlapping, and effective so as to facilitate the understanding and interpretation of data. Among them through the stage of observation, interviews, questionnaires, documentation.

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The method of data collection used in qualitative research is a method that allows detailed data to be obtained with a relatively long time, including through the stages of data examination, classification, verification, analysis and conclusion making.

The process of data analysis as a whole involves trying to interpret data in the form of data and photos. Qualitative data analysis is an effort made by working with data, organizing data, sorting it into units that can be explored, finding and finding patterns and deciding what can be told to others.

Examination of the validity of the data basically, in addition to being used to refute the allegations to qualitative research that says unscientific, is also an integral element of the body of qualitative research knowledge. The validity of the data is done to prove whether the research conducted is really scientific research as well as to test the data obtained. Data validity tests in qualitative research include tests, credibility, transferability, dependability, and confirmability.

In order for data in qualitative research to be accounted for as scientific research needs to be tested the validity of the data. As for the data validity test that can be carried out. In qualitative data analysis is done in an interactive way and takes place continuously until complete, so that the data is saturated. Activities in data analysis can be done by showing the stages of Data Reduction, Data Presentation, Conclusion and Verification.

RESEARCH RESULTS

Dimensions of Work Attitudes

Seeing the current conditions in Mongiilo Village of Bulango Ulu Subdistrict, Gula Aren Business Actors have concerns related to the Construction of Reservoirs. With the construction of Reservoirs, especially Mongiilo Village which is one of the villages that became the location of reservoir construction, most of the people whose main income is generated from producing palm sugar becomes threatened, this is because the Aren Tree which is the main basic material in the manufacture of Palm Sugar is feared that they will not find a new place of residence that becomes land for population relocation. People in Bulango Ulu Village in addition to losing their homes as a place to live, they will also lose their main livelihood as makers of Palm Sugar.

Skill Level Dimensions

Aren sugar businesses whose education levels are low and lack of training they participate in become the main problems in the level of skills they follow. The opportunity to take part in palm sugar making training is also very small. This resulted in the production process of Palm Sugar still using tgradisional means.

Dimensions of Work Relationships between Work Environments

The working environment also greatly affects the production process of Palm

Sugar, because it still uses traditional ways in the manufacture of palm sugar, then in the production process must be done in groups.

Productivity Management Dimension

In the process of producing Palm Sugar in Mongiilo Village, Gula Aren business actors conduct production processes in accordance with market demand. The manufacture of palm sugar that still uses traditional ways is also related to the productivity of palm sugar produced by business people. Manually produced palm sugar cannot last for a long period of time, so it cannot yet be produced in large quantities. The results of Palm Sugar produced are marketed in traditional markets and are sometimes sold to middlemen.

Dimensions of Labor Efficiency

The process of producing Palm Sugar that still uses traditional methods is still the main alternative in the manufacture of palm sugar, how to cook using a furnace made of soil is considered fast in cooking palm sugar so that it can save time and energy when producing palm sugar.

CONCLUSION

Based on the results of the discussions that have been described above, it is concluded as follows:

1. Dimensions of Work Attitude By looking at the current conditions in Mongiilo Village of Bulango Ulu Subdistrict, Gula Aren Business Actors have concerns related to the Construction of Reservoirs.
2. Dimensions of Skill Level That Are Palm Sugar Business People whose education level is low and lack of training they participate in, becomes a major problem in the level of skills they follow. The opportunity to take part in palm sugar making training is also very small. This resulted in the production process of Palm Sugar still using tgradisional means.

3. Dimensions of working relationships between work environments, namely work relationships between work environments also greatly affect the palm sugar production process, because it still uses traditional ways in the manufacture of palm sugar, then in the production process must be done in groups.
4. Dimensions of Productivity Management, namely in the production process of Palm Sugar in Mongiilo Village, Gula Aren business actors conduct production processes in accordance with market demand. The manufacture of palm sugar that still uses traditional ways is also related to the productivity of palm sugar produced by business people. Manually produced palm sugar cannot last for a long period of time, so it cannot yet be produced in large quantities. The results of Palm Sugar produced are marketed in traditional markets and are sometimes sold to middlemen.
5. The process of producing Palm Sugar that still uses traditional methods is still the main alternative in the manufacture of palm sugar, how to cook using a furnace made of soil is considered fast in cooking palm sugar so as to save time and energy when producing palm sugar.

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