



THE IMPLEMENTATION OF NATIONAL MOTION PROGRAM FOR COCOA IN LUWU REGENCY

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ABSTRACT: *This research examines the implementation of Government policies Number: 1643/Kpts/01/160/12/2008 concerning the National Motion for the increasing cocoa quality and production. The research problem is "whether the implementation of the national motion program of cocoa and seedlings somatic embryogenesis can improve the quality and production of cocoa in the Noling Village". The research used qualitative method, and techniques of data collection are done by observation, documentation, and interviews with 25 informants which consisted of 20 cocoa farmers, Head of Forestry and Plantation of Luwu Regency, Head of Plantation Section, 3 people of companion for National Motion Program of Luwu Regency. Based on the research result explained that the program of National Motion with the rejuvenation by using somatic embryogenesis seeds are not able to realize the quality and yield improvement from 1,5 ton/ha/yr up to 2 ton/ha/yr. Thus, the findings of this research explain that the implementation of National Motion program for Cocoa in Noling Village and the rejuvenation activities were not successful.*

Keyword: Implementation, national motion program of cocoa.

INTRODUCTION

1. Background of the Research

National motion of cocoa plantation development in accelerating the improvement of cocoa quality and production. This study analyzes and describes concerning the implementation of rejuvenation program for cocoa national motion as the development program in plantation sector. Gernas program targets cocoa farmers and cocoa. The targets of cocoa national motion program are farmers

and cocoa plantation. The program was implemented since in 2009-2012 in the garden area of about 60 ha in the Noling Village. In this program, there has been cultivated seedlings of SE (somatic embryogenesis) derived from the Coffee and Cocoa Research Center in Jember, as an institution that is authorized in recommending the seeds of superior cacao to be planted in the central areas of cocoa in Indonesia. Therefore, farmers in Noling should be prepared and skilled in the cultivation of SE cocoa, because the seeds

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are very sensitive and is a relatively new technology that requires maintenance and care diligently and seriously in order to adapt to the natural conditions in the Nolingvillage.

Cocoa national motion program by doing rejuvenation activities in Noling Village are cultivation of cocoa seedlings, starting with planting, seed treatment to the growth, development until to cacao trees can produce. The conservation and maintenance of garden by doing sanitation and pruning were absolute activity done in cocoa national motion program. When the program will be implemented firstly be logging cacao trees that are less productive due to be attacked by pests and diseases, as well as the age of cocoa trees around 20-25 years.

Furthermore, the garden is planted with SE seedlings taken from national motion program which are expected by planting new seedlings may increase the productivity of cocoa in the Noling Village.

2. Formulation of the Problem

Formulation of the problem in this research is "How the implementation of the cocoa national motion program with the rejuvenation activities of somatic embryogenesis seedling can improve the quality of cocoa production in Noling Village?"

3. Implementation of the Program

State as a socio-political entity must be able to perform its obligations through the formulation of social and economic policies. In principle, the policies formulated, decided and implemented

should be able to resolve problems that developed in the community well.

The state administration should be more responsive to respond because its scope is very broad, including reviewing the complexity, development and public dynamics. Politics implement the legislative mandate, and further public administration will implement the executive mandate, so that work can be implemented continuously. Frederickson (1971) states that the public administration "new" is not separate politics and administration. The new public administration not only regarding how to implement the legislative mandate efficiently and economically, but also influences the policies and the execution of policies aimed at improving the quality of community life. The study of public policy is one focus of the science of the state administration. Dye (1978), states that "Public Policy is whatever governments choose to do or not to do".

The implementation of the policy is the use of resources that have been prepared to resolve public problems. The implementation of policies according Edwards III states that the emphasis on the implementation process is based on the assumption that if the implementers fully implement the standard implementation of which has been determined by policy makers is by itself the output and the expected policy outcomes will be achieved. Moreover, in reality showed that the policiesthat have been decided by the government generally never escape from

shortcomings and not be separated from the forces, social, economic and politics surrounding. Dunn (1994), makes explanation that the implementation of the policy can be divided into “*Policy inputs and policy process*”. *Policy inputs* consists of resources, while the policy process related to the activities of administrative and organizational which form the transformation of policy inputs into policies outputs and impact. Implementation of the policy is a system that consists of several interrelated elements in an activity by using the prepared resources, and the elaboration of political goals through administrative procedures.

Implementation of public policy in empowering cocoa farmers is an implementation of government policy through the decree of Minister of Agriculture Number: 1643/Kpts/OT/160/12/2008 dated 2 December 2008, concerning the implementation and formation of the coordination team of national motion for increasing the production and quality of cocoa. Furthermore, the Directorate General of Plantation, referring to the Decree of the Minister of Agriculture, published General Guidelines for the implementation of activities that has already been enhanced since in 2009, 2010, and 2011, (General Guidelines 2012, the Directorate General of Plantation).

The implementation of development programs is an activity that provides facilities to help cocoa farmers in Noling Villagewhich aims to improve the

production and quality of cocoa. This program is government intervention formatted in the form of a *blue print* as a centralized general guideline.

General guidelines as administrative procedures. David Korten (1993) explains that the development program is a program in the form of *topdown*, and policy is decided by the executive based on political interests. He examines the consistency between the blueprint and the results achieved after implementation and evaluation. The comparison of the actual conditions before the development programs implemented by the achievements of the program after implemented. These conditions are expected effectiveness rationality, so as to realize a policy which has the objective to realize the welfare of society.

4. Research Methodology

a. Research Approach

This research has been done using descriptive qualitative approach, in the collection of data and information using the method of observation, unstructured interviews, supported by secondary data consisting of cocoa national motion program, annual reports of cocoa national motion program, general guidelines for cocoa national motion program, guidelines, technical guidelines of cocoa national motion program, magazines, leaflets, and photographs.

Information and data collected by conducting interviews to participants and observing their behavior in natural contexts (Cresswell 2009). This principle as the

basis for any qualitative study of practices and behaviors that shape reality (Denzin NK, Lincoln YS 2000).

b. Method of Data Collection

The researcher obtained data and information concerning the rejuvenation program of SE seedling through data collection techniques namely by doing interviews to 25 cocoa farmers, Head of Department and Head of the Section of Forestry and Plantation of Luwu Regency, and also toward a companion of cocoa national motion program in Luwu Regency.

The analysis of data in this research was done by methods (1) when the interview is ongoing, the researcher are conducting data collection as well as analyzing the answers or information obtained from farmers and companion of cocoa national motion (2). Having analyzed but less convincing answers of the informants, the researcher went further questions about the condition of the program when implemented to obtain data as needed to show the data credible and convincing. Miles and Huberman (1992) stated that there are three dimensions of analysis among others reduction of data regarding implementation of cocoa national motion program in this case the required data is presented in a complete and analyzed, then the data used in making the conclusion. The next method is to integrate an interactive manner to the three main dimensions. Therefore, when the interview is ongoing, the researcher has conducted an analysis toward the answers or information and data obtained from informants. Having

analyzed but less convincing answers informant, then resumed again until obtaining credible data/convincing, the final step is the conclusion of the research.

5. Results and Discussion

The result of the research indicated that the implementation of cocoa national motion program in the Noling Village was done by planting SE seedlings in the garden, but not implemented properly.

Further development after 3 years of planting SE cocoa was able to produce fruits obtained from the garden which has large 1 ha is 150kg-300kg, when cocoa was earning the results obtained in 1 ha/yr is 1.5 tons -2 tons/ha/th. Therefore, the implementation of the national motion cocoa program in the Noling Village was not success. The failure of the program due to the implementer did not implementing the program properly. As explained by Meriilee S. Grindle (1980) that separates two variables determine the implementation of the policy, namely first, the content of policy, second, context and implementation (context of implementation).

Grindle added that policies related to the interests of actors, so it has influence in the implementation process. Therefore, the cocoa national motion program in the implementation process faced actors vying with each other to fight for their interests. As implementer of cocoa national motion program that distributes cocoa crop inputs each fight will. So this is caused the delay in the distribution of inputs cases, and another aspect is the performance of

companion program that does not support the success of the program.

6. Conclusion

SE seedlings planted on approximately 60 ha can not improve the quality and production of cocoa and even further reduce production. The yields showed size of fruit is small and not suitable with SNI where the minimum number of seeds is 150 grains, or 1100/kg (41a, PT.ArsSymbioscience Indonesia2012), caused by:

- a. The Implementation of cocoa national motion program in the renovation SE cocoa seedlings was not conducted in accordance with the procedures of the program.
- b. The realization of national motion program for rejuvenation cocoa by using SE seeds only 150 kg - 300kg/ha/year, meanwhile, the target of national motion program is 1500 - 2000 kg/ha/yr. Therefore, it could be concluded that the cocoa national motion program in NolingVillage by making the rejuvenation activity was failed.

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