



Traditional and Formal Institutions Synergies to Support Agricultural Development in Kertalangu Cultural Village, Denpasar City-Bali

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Abstract

This study aimed to examine whether the institutions that have been involved in the development of agriculture in rural areas, how a given role in increasing the income of farming communities, examines what happens during weaknesses, as well as assess any institution that still need to be developed and formulated the institutional empowerment strategy in reinforcing the achievement of agricultural development in rural areas. Data was analyzed by descriptive and SWOT Model. The analysis showed that the institutions involved in agricultural development are: *cooperatives*, *subak*, development and educational institutions. The strength factors of the institution is a trust and a sense of belonging by farmer members, while a weakness is the lack of capital. The opportunity is to market the production for the *cooperatives*, while the threat is, the rise in prices, competitors such as financial institutions that can provide shuttle servise to farmers.

Keywords: Institution; agricultural development; cultural village; SWOT analysis.

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1. Introduction

Changes in economic structure which marginalize the agricultural sector has been shifting role in the economy of the rural population [5]. The marginalization of the agricultural sector and increasing rural poverty can not be separated from the failure of village organizations (including organizations, or institutions related to agriculture) to improve performance. Two important aspects of the institutional structure of the stretcher is economic strength and motivation rural villagers (including farmers). The motivation of people to social change associated with the support or rejection of the farmers participate in institutional activities available in the village, such as the Village Unit Cooperatives [6]. There is also the result of policy research in international food 2009 [11], that the potential contribution of agricultural development to economic growth and poverty reduction outside the agricultural sector through the multiplier effect has also been recognized in the extensive literature. Activities agricultural sector: it involves humans, plants and animals require certain conditions for the process of development in the agricultural sector leads to the appropriate target. [4] "Getting Agriculture Moving" --- a necessary condition for agricultural development are: (1) the market of agricultural products, (2) The ever-changing technology, (3) the availability of inputs and agricultural machinery and equipment locally, (4) production incentives for farmers, and (5) transport. Fifth absolute requirement mentioned above must be met so that the process of agricultural development and achieving goals. If not met, the process does not result in the development of agriculture. Besides the absolute requirement according mentioned above their requirements facilitating agricultural development such as: (1) education development, (2) agricultural credit, (3) the activities of farmers in the group, such as the regulatory activity of water regulated institutions (*subak*), (4) the improvement and the expansion of agricultural land, and (5) The national agricultural development planning. If the requirements are not met facilitator, not fatal to the development of agriculture, but it will mislead the agricultural development process is slow. Institutional development of a strong agriculture is indispensable in order to create a climate to encourage compliance mempu absolute terms and conditions facilitating the development of agriculture. In this paper discussed how various agricultural institutions with regard to the requirements prerequisite and facilitating agricultural development, either in the form of government and private institutions, and physical and non-physical. Land use changes occur relatively rapidly, especially in Bali, especially in urban areas reflects the failure of agricultural development in creating a value chain that can be enjoyed by farmers was similar to the sector non-agricultural sector. The idea of agricultural development in synergy with tourism should enable farmers to obtain other benefits beyond mere agricultural produce, but also the benefits of tourism with the creation saojana that can give added value of creating new value chains for farmers. Thus the benefits obtained by farmers are benefiting from the agricultural products and of tourism. Kertalangu village, subdistrict of East Denpasar, Denpasar has consecrate ourselves as the Cultural Village synergistically develop agricultural activities and tourism. Such patterns should also be reinforced by the role of enabling institutional synergy with tourism value chain can be enjoyed by farmers.

2. Kertalangu Cultural Village as Tourism Destination

Kertalangu cultural village is located in the middle of 80 hectares of everlasting rice cultivation on Jalan Bypass Ngurah Rai-Sanur. A variety of facilities have been established in the efforts to realize the community based development at Kesiman Kertalangu Village. To bring comfort and enrich the experience of visitors, numerous

tourism supporting facilities have been available at this tourist attraction such as: Jogging Track, Bali Handicraft Center, Fishing Pond, Pesraman or Hermitage of Kertalangu Cultural Village, Spa & Beauty Salon, Open Stage, Restaurant, and Photo Studio (IBH).

3. Traditional Institution in Bali

Subak is one organization that is born from farmers and water management organizations which typically develops in Bali. *Subak* has been firmly entrenched in the local Hindu culture with systems that assist farmers in sharing water equitably. Water distribution is based on the principles of proportional, fair, and transparent with egalitarian irrigation systems [19]. This institution referenced many irrigation developments, agriculture, and even in rural economy. Technically John S. Ambler called *subak* as one of the most advanced water user organizations in the world [8]. *Subak* is also known as an institution which has a highly proven of social resilience with age of more than a millennium and still able to maintain the social cultural values [22]. *Lembaga Perkreditan Desa* (LPD) or village bank is a financial institution established and owned by *Desa Pakraman* (village). As banking institutions, LPD is an intermediary channeling funds from those who have excess funds (surplus units) to the parties that lack of funds (deficit units) [3]. Parties who have excess funds will be placing funds in the LPD in the form of savings or deposits which are then distributes in the form of credit to those who need funds [3].

4. Formal Institution

The International Cooperative Alliance defines a cooperative as “an autonomous association of person united voluntarily to meet their common economic, social, and cultural need and aspirations through a jointly-owned and democratically-controlled enterprise” [10]. Agricultural coopertaives have also taken steps to implement new strategies to enter the 21st century [7]. Coopertaives are user-driven businesses that have contributed greatly to the development of one of the world’s most productive and scientific-based agricultural systems. Cooperatives, as distinct form of business, rely upon members to work together towards collective goals [17]. They have played an important role in strengthening market access and competitive returns for independent farm operators during the 20th century. They adapted their operations to agricultural technological innovations, such as the us fertilizers, plant and livestock breeding, agricultural mechanization, electricity and other new sources of energy, and to new information systems [9]. Agricultural cooperatives are part of a dynamic environment [13]. Agricultural cooperatives have played an important role in rural development through development of agriculture [9]. The agricultural cooperatives are considered to be the most important organizations that pay attention and try to support the rural development in general and the agricultural development in particular, through the activities and services offered for farmer welfare [16]. Here introduce the paper. The paragraphs continue from here and are only separated by headings, subheadings, images and formulae.

5. Research Method

This type of research is *descriptive* research, namely exploration and clarification of a phenomenon by

describing a number of variables relating to the problems examined [20]. The research location in Kertalangu Cultural Village, Denpasar City of Bali Province, which is one of the objects and tourist attraction in the city of Denpasar utilizing expanse of rice fields as the main attraction. The population in this study are all farmers either as owners or tenants and sample determined by purposive sampling. Farmers used as a sample of 50 farmers with 30 farmers from a population of 247 farmers and 20 farmer owner of 165 existing tenants. Census conducted on the institutions concerned. The analytical tool used is descriptive analysis is to describe the role of these institutions in supporting the development of agriculture, and is equipped with a SWOT analysis. SWOT model is a management technique to look at strengths, weaknesses, opportunities, and threats of every condition and situation of the involvement of these institutions in the development process to increase people's income so that on the basis of analysis of the role and the SWOT analysis to formulated the institution empowerment strategy. Variable measured empowerment strategies include: the number of institutions involved, the performance of the institution, the number of samples of farmers, farmers' income, aid, types of training, the success of the institution in supporting agricultural development.

6. Results and Discussion

6.1. Analysis of The Institutions Synergy to Support Agricultural Development in The Kertalangu Cultural Village

Institution in a rural functioning to fulfill social needs of its people. Nature is not linear, but it tends to be the individual needs of its members, such as: physical needs, safety needs, the needs of social relationships, acknowledgment and recognition of the development. The main benefit is the institution accommodate the needs of one side of the social life of the community, and as social control, so that everyone can adjust their behavior according to the will of the people [18]. In accordance with this opinion, many institutions that allow it to be involved in developing the agricultural sector, and make farmers feel comfortable and protected, assisted and safety. As a means to meet and accommodate everything related to agricultural activity be it social, economic or political. In theory many existing institutions both formal and informal institutions, government and non-government institutions, and also traditional institutions, that can play a role in agricultural development. While agricultural development as submitted [21], is a process aimed at gradually increase agricultural production for each customer at the same time raise the incomes and productivity. Another thing as a driving force in agricultural development is of natural resources, human resources, technology, and institutional [23]. Besides, [4] "Getting Agriculture Moving" --- said that a necessary condition for agricultural development are: (1) the market of agricultural products, (2) The ever-changing technology, (3) the availability of inputs and agricultural machinery and equipment locally, (4) production incentives for farmers, and (5) transport. The Innovation Systems Approach (ISA), making the market work, bringing various parties including universities to the community and vice versa, the appreciation of the customs system, to encourage soil and water conservation collective and demand / use of technology until now a very significant breakthrough. Ongoing activities is how Openness Innovation in total guaranteed maintaining institutional learning through the availability of a functional institutions. Through the organization of the company, farmers and traders to facilitate / mediate the organization's relationship with the use of multi-media to build social capital to cope with the emergence of the knowledge, loan, market, technology, and resource degradation challenges based regulatory systems different policies. With respect to that, the results of research on the role of institutions in Kertalangu Cultural Village can

be delivered i.e.:

1) Subak institution

The institution *Subak* management involves many factors. Starting from the paddy-making systems, irrigation channels and tools, to the cultivation of paddy and mutual cooperation *Subak* members. *Subak* also fall into the category of cultural heritage. No wonder that UNESCO gave the title of world cultural heritage in this Balinese irrigation system. A *Subak* organization formed by springs. The owner or *penyakap* (working the fields) will enter into an *Subak* organization that has or uses springs together, to flood their rice fields. *Subak* is a member of Hindu society. Therefore, the Hindu ritual often tucked away in *Subak*. The existence of *Subak* in Kertalangu Cultural Village is seen as an institution that plays an important role by the farming community. The result showed that respondent said *Subak* was instrumental. And when viewed in detail a role in the field of irrigation, some say that does not act by 12 percent, and was instrumental respondents there were 52 percent and 36 percent of respondents said quite a role. It can be said that in a nice village and his organization, certainly not in reality be able to satisfy all the interests of members. And when in associate with other things also asked respondents about fairness in the distribution of water there are respondents who say unfair is 20 percent, it can be interpreted in fact there is the role of the existence of the agency *Subak* however concerned are not satisfied that there are 12 percent said as though no role. This is understandable, as the sense of dissatisfaction because however unlikely in question does not get water sharing.

2) Cooperatives

Mega Sari Cooperatives is a cooperatives farmer groups and cooperatives often called *Subak* formed/founded by farmers for farmers who are most keenly felt and is considered a very important role by farmers. Besides, there are also Mega Sari Sarin Gumi multi business *cooperatives*, which at the beginning of the assistance from the government amounting to IDR100 million, but in this cooperative farmers borrow relatively rare, so it is considered somewhat less instrumental by farmers. Moreover, with ever their cases, farmers are complaining about the president of the cooperative Sarin Gumi in Kertalangu. The farmers complain, because the head of Kertalangu Cultural Village said such controlled cooperatives, on behalf of *Subak*. Maybe less disbelief as the cause of farmers to steward this *cooperatives* that said somewhat lesser role, although it's the board already clarified the existence of the *cooperatives*, that all that is done is by the rules of the Department of Cooperatives. This is where the importance of human resources as a factor driving existing institutions, that mutual trust is very important in addition *kamampuan*. Besides, there is also the Agricultural Cooperatives Unit in the region Penatih (in one subdistrict but a bit far from the Kertalangu cultural village) is also said to be instrumental by farmers, which according to information board *Subak* that reason farmers do not utilize Agricultural Cooperatives Unit there at Penatih is because of his location *jauh*. Peran Cooperative Mega Sari said the role of farmers, when viewed from the capital fund, 52 percent of respondents said that quite a role, 10 percent said very important role, while saying a lesser role is to reach 38 percent. This can be understood perhaps for those who feel less fulfilled his request for help, for example, not in accordance with the request is approved, will feel less satisfied so said the cooperative had a minimal role. And when associated with respondents' answers also ditanyak about the fair whether or not cooperative in serving members, there are 38 percent of respondents said

the cooperative unfair and even expressed no role. For farmers is the capital is essential to the production process, so the existence of cooperatives as institutions keuangan is expected to assist farmers. As said [1,14], that financial institutions such as LPD, cooperative, Agricultural Cooperatives Unit is one important pillar supporting the agricultural production process. Relating to the availability of the means of production (inputs) such as fertilizer, seeds / seedlings and medicines is a basic requirement for the success of agricultural enterprises in rural areas, 74 percent of farmers said that the cooperative is quite a role, and only 18 percent who say it plays a role, but still there 8 percent were found not cooperative role in saprodi services. Hopes that the farmer's inputs in this regard not only to provide a wide range of uses of the farmers, but more importantly the quality and the prices offered can be reached farmers. However, when viewed on average that over 62 percent of the farmers said that in terms of the fulfillment of the cooperative capital is air role, as well as in terms of the fulfillment of saprodi 92 percent of the farmers say is instrumental, so we can say the existence of cooperative on average is very supportive Kertalangu agricultural development in the village.

3) Agricultural Cooperatives Unit (*Koperasi Unit Desa/KUD*)

Generally the Village Unit Cooperative is a cooperative venture consisting paced villagers located in the countryside, the area of work usually covers one of the districts. This cooperative formation represents the union of several small agricultural cooperatives, and many rural areas. Additionally Agricultural Cooperatives Unit indeed officially be promoted by the government. According to a presidential decree of the Republic of Indonesia No. 4 of 1984 Article 1 Paragraph (2) states that the development of cooperatives directed to Agricultural Cooperatives Unit can become centers of economic activities in rural areas which is an integral part of national development and nurtured and developed in an integrated manner through sectoral programs. The assistance of the government aimed at enabling the public to enjoy the prosperity evenly with the aim of a just society prosper will also be achieved through the development in the economy, for example by providing credit to those whose economies are still weak or poor people, especially in rural areas In carrying out cooperative efforts directed at businesses that are directly related to the interests of members, both for the success and well-being, with the diverse needs of members. However Agricultural Cooperatives Unit Kertalangu closest village is in the region Penatih, so that should play a role to help farmers by reason geografis be considered acts by farmers in the Kertalangu. Results of research on the role of cooperatives, obtained none of the farmers said Agricultural Cooperatives Unit role. This is explained by the management of *Subak* is secretary of the head of the *Subak (pekaseh)*, that the reason farmers do not take advantage of cooperatives is due to remote location, and farmers sometimes when it does not get a loan d farmer cooperatives, they instead get credit to *BPR* (Bank of Credit) in terms of service sometimes faster in coming. Likewise, in terms of inputs farmers were not utilizing the existing cooperatives in Penatih for reasons far. And to overcome this the role of traditional institutions allows for discourse or proposes to create a branch unit for example in order to serve farmers in the village Kertalangu. Indeed, sometimes the role of customs or culture is required in this case.

4) Institutions of Educational and Development

Educational institutions agricultural development related is very important in providing guidance and counseling to farmers both in production such as cropping, cultivation, breeding, technologies such as research Clark,

(2002), that the combination of technology and institutions are important, and other things, such as in the areas of marketing, maintenance to be sustainable. Based on the research that the institution is perceived role of farmers is of the office culture and the department of agriculture. From the office culture is guidance on how to make the village Kertalangu remain attractive into the Village Cultural Tourism, due to the presence of agricultural areas in the Village Kertalangu as Village Cultural Tourism Tani, then it should be given understanding to the farmers to preserve, sustainability without prejudice agricultural production, since it is in reality there are some farmers who are contracted to remain lesatri fields in supporting the Village Kertalangu as Cultural Tourism Village farmer. While the development of the department of agriculture is in terms of cropping patterns which is perceived role by farmers, namely 84 per cent of farmers said that the role of educational institutions is quite a role and only 16 percent say no role so that, generally speaking, the existence of the institution of agricultural development is very important. And there are even some farmers are very berharaf sustainability of coaching - coaching and counseling that dives from the institutions concerned. Extension granted to farmers 84 percent of farmers mengatakan extension is quite a role and only 16 percent said no role. This could be for example that say do not play a role because it is not present at the time extension is granted or may be considered less wear what given time extension, but in general it can be said that the extension is very important and educational institutions have a role because there are some farmers who are hoping that extension is still very necessary and ongoing.

5) Village Credit Institution (*Lembaga Perkreditan Desa/LPD*)

LPD as rural financial institutions is very decisive and very needed by the villagers, including farmers in general that its presence is an important factor. But the existence of LPD especially for farmers is considered minimal role for farmer cooperatives, farmers are already organized or incorporated by farmers, so that a sense of ownership of the institution is quite high. And when asked why not take advantage to farmers or cooperatives existing LPD, they say we've got cooperatives serve and provide for the needs of farmers, although there are some farmers say less fair and less cooperative role. Whereas the existence of the village LPD Kertalangu as quoted by the Bali Post newspaper Nop, 2013.

6.2. Identification of Weaknesses or Constraint Institutions to Support Agricultural Development

Based on the research that has been done either by farmers as respondents as well as from interviews with community leaders such as the head of *Subak (pekaseh)*, *bendesa* as head of customary village, as key informants on how the role of the institution - an institution that exists in the village Kertalangu in supporting development agriculture in order to increase the income of farmers masyarakat, there are some things that can be identified as weaknesses and constraints. This weakness may involve the weakness of the marketing of farmers, provision of inputs, capital, and others. Marketing of farmers, the capital, can be said to be an important factor for farmers, because pemasarah incorrect results would be detrimental to the farmers. Likewise, if the capital obtained from high-interest financial institutions will be able to burden farmers. Sales results for these farmers is to middlemen, which can be said when the agricultural products purchased middlemen sometimes farmers do not have the bargaining power of values, and even powerless because the price is often determined by middlemen. In this case the farmer really hope the relevant institutions such as cooperatives can bridge to

accommodate the crops, so farmers are more certain. And if adapted to the expectations of farmers of these results in the ranking of the results of most of the answers to the farmers to the smaller rankings are: (1) in order to accommodate the participating cooperatives and market farmers not to middlemen who determine the price; (2) so that existing institutions more involved so that not only in the discourse; (3) to be given regular counseling and guidance so that better results; (4) that fertilizer is always available, and hope subsidized; (5) pekaseh expected more often down for more attention to the irrigation. When associated with the statement unfairly by farmers who are on a percentage basis in the distribution of inputs to reach 96 percent, while the capital, there are 30 percent who say unfair, and the role of *Subak* 20 percent is not fair, can more detailed layout less unfair is: (1) cooperative of capital, and provision of inputs; (2) *Subak* on water sharing, and berharaf pekaseh more often down; (3) cooperative about marketing results (due to expectations of farmers cooperatives that help accommodate and market their crops farmers

6.3. Relevant Strategy to Empowering Institutions

Based on the weaknesses or problems that are the internal conditions and the role of institutions as internal strengths can be prepared strategy of empowering the institutions to help farmers in accordance with what the expectations of farmers. Generally, said the power, if the internal conditions are becoming drivers of success and weakness when internal conditions are becoming an obstacle to the institution. the opportunity, if external conditions become drivers of success and the threat, if external conditions become barriers to success. In accordance SWOT analysis, namely:

- SO Strategies: where internal strength is used to grab the opportunities that exist beyond
- WO Strategies: aims to minimize internal weaknesses with external opportunities utilizing
- ST Strategies: where trying to be able to avoid or reduce the impact of external threats
- WT Strategies: a tactic to survive directed at reducing internal weakness and avoid threats the environmental

Terms of marketing the product, in order to accommodate and market the production, can be prepared a strategy by asking the cooperative institution or institutions to provide counseling or guidance on how to bridge that agricultural products are not bought by middlemen so that the farmers have certainty over the price and felt diayomi, so that farmers get higher receipts so expect more increases welfare. On the other hand can take advantage of existing cooperatives like Agricultural Cooperatives Unit in Penatih whether to open a sub-unit in the region Kertalangu, for reasons farmers Agricultural Cooperatives Unit location is remote. While in terms of capital, more giving famine to an existing institution such as the LPD, the Cooperative has not played a role, whether by imposing an interest in accordance with what has been implemented by the farmers' cooperative owned by farmers over the years so that no farmer was treated fair in lending. Or helps the cooperative farmers of a larger financial institution, because of the confidence of farmers to farmers' cooperatives, and a high sense of feeling better so they borrowed in their own cooperatives that the cooperative itself become big fast forward. To the farmer cooperatives could be assisted capital base to meet the needs of the farmer members in terms of capital and the distribution of inputs.

Subak as water management is not doubt its existence, although there are some farmers who declare less than fair in the distribution of water, but in general the *Subak* institution has been recognized as an institution that existed from era to era. To anticipate external threats such as that complained of farmers, namely the middlemen who make the farmers helpless, institutions - institutions may cooperate with traders, retail so that the middlemen had competition in buying the results of the farmers, so the price is not determined solely by the middlemen who often deadly farmers, often do not have bargaining power. Likewise, in terms of capital how the cooperative is able to meet the request of farmers, so as not to other financial institutions such as rural banks, loan sharks who sometimes provide facilities to farmers to obtain credit while the higher interest. This is in addition to a threat to the cooperative institutions is also the threat of a heavy burden for farmers. Other external threats for rural financial institutions as well as for farmers is according to the information we get from in-depth interviews with community leaders in the area of research, that there is an offer of rice mills association (PERPADI) for a loan of IDR 2.000.000 per farmer and paid on during harvest. However, from the results of negotiations in case of crop failure how the payment problem. Perhaps there is a concern of farmers end no one to borrow the offer. Things like this when the institution - related agencies do not anticipate is not impossible that this external factor is a threat Based on the research that has been done either by farmers as respondents as well as from interviews with community leaders such as the board is sekretaris head *Subak (pekaseh)*, Mr. bendesa customary, as key informants on how the role of the institution - an institution that exists in the village Kertalangu in supporting development agriculture in order to increase the income of farmers masrakat, there are some things that can be identified as weaknesses and constraints. This weakness may involve the weakness of the marketing of farmers, provision of inputs, capital, and others.

7. Conclusion and Recommendations

Synergy among institutions, that play a role in the development of agriculture is a farmer cooperative institutions, *Subak* institution, and institution building. Factors which the strength institution - the institution is a trust and a sense of belonging by farmer members, while a weakness is the lack of capital. Factors that an opportunity is opening up an opportunity to market the production for the cooperative, while the threat is, price increases, and competitors.

Educational institutions of agricultural development should be able to provide guidance and counseling continue both in terms of relating to production, quality and marketing. As expected farmers should wherever possible caretaker *Subak* more intense downward to avoid injustice in the distribution of irrigation. Farmers should also heed the advice of the relevant institutions, such as cropping pattern should be a distraction crops, because it can affect soil fertility affect the production.

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