

## Analysis of the Economic Potential of Tobacco Farmers for Community Welfare in Wungurejo Village, Ringinarum District, Kendal Regency

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**Abstract.** *The potential for community welfare in Wungurejo Village, Ringinarum District, Kendal Regency requires alternative strategies for tobacco farming to reduce the risks posed. The government also needs to be actively involved in supporting holistic programs for tobacco farmers in order to achieve sustainable agricultural goals so that economic potential can determine the welfare of the community. This research is qualitative research using data collection methods in the form of interviews, surveys and observations and aims to analyze the economic potential of tobacco farmers on the welfare of the community in Wungurejo village.*

**Keywords:** *Economy, Tobacco, and Welfare.*

### 1. BACKGROUND

Tobacco farming in Wungurejo Village has been an important part of the local community's life for many years. Tobacco is the main commodity that provides income for farmers in this village. In addition, tobacco farming is also part of the tradition and culture that has been passed down from generation to generation in Wungurejo Village. With favorable geographical and climatic conditions, tobacco from Wungurejo Village is known for its superior quality. In addition, tobacco products from Wungurejo Village have also been widely recognized in local and regional markets. With growing demand, tobacco farmers in Wungurejo Village continue to strive to improve the quality and production of their tobacco. This not only provides economic benefits to the village community, but also strengthens the identity and sustainability of tobacco culture in Wungurejo Village. With its potential, tobacco farming in Wungurejo Village is expected to continue to grow and contribute positively to the welfare of the local community. (Selfia et al., 2022)

The local government provides support and assistance to tobacco farmers to improve their farming techniques. In addition, training and mentoring are also provided to farmers so that they can optimize tobacco production in an environmentally friendly manner. With these joint efforts, it is hoped that tobacco farming in Wungurejo Village can serve as an example for other villages in developing sustainable agriculture. For example, the local government provides superior tobacco seeds and organic fertilizers to tobacco farmers in Wungurejo Village. This support helps farmers significantly increase their yields and reduce the use of chemical pesticides that are harmful to the environment. However, despite training and

mentoring as well as government support in the form of superior seeds and organic fertilizers, tobacco farming in Wungurejo Village still experiences problems related to environmental sustainability. (Larsito, n.d.)

## **2. METODE**

This study uses qualitative research with data collection methods used in this study are interviews, surveys, and observations. (Jailani, 2023) Interviews were conducted directly with tobacco farmers in Ringinarum Village to obtain information on their tobacco farming practices. Surveys were also conducted to collect data on the use of organic fertilizers and natural pesticides, as well as their impact on the environment and farmers' health. In addition, observations were made to directly monitor the organic farming practices implemented by tobacco farmers in the field. By using these various data collection methods, it is expected to provide a comprehensive picture of the success of tobacco farming practices in Ringinarum Village.

## **3. RESULTS AND DISCUSSION**

### **The importance of harnessing the economic potential of tobacco farmers**

One solution that can be implemented is to develop environmentally friendly tobacco farming practices, such as the use of efficient irrigation technology, sustainable land management, and the use of organic fertilizers. By doing so, tobacco farmers in Wungurejo Village can still obtain maximum yields without having to sacrifice the sustainability of the environment in which they live, thereby improving the overall welfare of the community. In addition, it is also important to provide training and mentoring to farmers on environmentally friendly agricultural practices so that they can properly implement new technologies and methods. Support from the government and related institutions is also needed to provide assistance and incentives to farmers who are committed to protecting the environment. With good cooperation between farmers, the government, and related institutions, it is expected that tobacco farming in Wungurejo Village can develop sustainably and provide benefits for all parties. (Hanani, 2024)

Identify the potential and challenges faced by tobacco farmers in Wungurejo Village in implementing environmentally friendly agricultural practices. In addition, this study also aims to provide policy recommendations that can support farmers' efforts to preserve the surrounding environment and improve the welfare of the local community. Thus, it is hoped that the results of this study can serve as a reference for the government and related institutions

in formulating policies that are more sustainable and have a positive impact on tobacco farming in the region. This study will also involve the active participation of tobacco farmers and the local community to gain a deeper understanding of the existing situation. With policy recommendations based on the results of this study, it is expected that tobacco farmers in Wungurejo Village can be helped in overcoming the environmental challenges they face. In addition, environmental conservation efforts undertaken by farmers are also expected to have a positive impact on the welfare of the local community and strengthen the relationship between farmers and the surrounding environment.

### **Factors affecting the economic potential of tobacco farmers**

- a. Impact of pesticide and insecticide use on the environment and health of tobacco farmers.
- b. Alternative strategies for organic farming to increase tobacco production in a sustainable manner.
- c. Government involvement in supporting holistic programs for tobacco farmers.

The impact of pesticide and insecticide use on the environment and health of tobacco farmers is enormous, hence the need for alternative tobacco farming strategies to reduce the risks. The government also needs to be actively involved in supporting holistic programs for tobacco farmers to achieve the goal of sustainable agriculture. (Santoso, n.d.) In addition, the role of local communities is also very important in supporting sustainable agricultural practices in agrarian villages, so that environmental sustainability and farmers' welfare can be maintained. Through case studies from other countries that have successfully implemented holistic programs, it can be an inspiration to improve the welfare of tobacco farmers and maintain environmental sustainability in Wungurejo Village, Ringinarum District, Kendal Regency. (Kamakaula, 2023)

Production costs and profitability of tobacco farming are two major factors that need to be considered in designing policies that support tobacco farmers. Production costs include the cost of seeds, fertilizers, pesticides, labour, and other costs required in the process of growing tobacco. Meanwhile, profitability refers to how much profit can be obtained from tobacco farming after deducting all production costs incurred. By understanding these two factors, local governments can take appropriate measures to significantly increase the production yield and income of tobacco farmers. For example, the local government can provide subsidies or assistance for seed and fertilizer costs to tobacco farmers to reduce the burden of production costs. In addition, the government can also provide training and mentoring to farmers to

improve efficiency in the use of pesticides and labor, thereby increasing the profitability of the farming business.

Efforts can be made to identify market opportunities and challenges for tobacco farmers by working with the local government and collaborating with agricultural research institutes to develop improved tobacco varieties that are resistant to pests and diseases. Thus, tobacco farmers will have access to quality seeds and can increase their yields. In addition, the government can also assist tobacco farmers in marketing their products by opening access to wider markets and providing training on effective marketing. With these measures, it is expected that tobacco farmers can increase their income and overall boost economic growth in the area. For example, the local government can collaborate with agricultural institutions to conduct research and development of tobacco varieties that are more resistant to pests and diseases. In addition, the government can also assist farmers in marketing their tobacco products through effective marketing training programs.

The impact of these efforts is expected to contribute positively to the welfare of the people in the area. By increasing the income of tobacco farmers, it is expected that it will also increase their purchasing power and will indirectly impact local economic growth. In addition, improving the quality of tobacco produced can also increase the competitiveness of local products in domestic and international markets, which will ultimately benefit the entire community in the area.

### **The relationship between tobacco farming and community welfare**

The welfare of the community, especially tobacco farmers, is complex and needs to be considered carefully. By involving various relevant parties, including the government, farmers, local communities, and non-governmental organizations, it is expected to create a positive synergy in achieving the goal of sustainable agriculture. With strong collaboration, it is expected to create a healthy and productive environment for tobacco farmers and improve the overall welfare of the community. A shared commitment to environmental sustainability will also help maintain Indonesia's ecosystems and biodiversity. With a holistic and sustainable approach, tobacco farming can develop sustainably without damaging the surrounding environment. In addition, efforts to improve the welfare of farmers will also have a positive impact on the local economy and overall community welfare. With good cooperation and awareness of the importance of protecting the environment, Indonesia can achieve the goal of sustainable agriculture and provide long-term benefits for future generations. (Cahyono, 2014)

The revenue earned from tobacco farming can be used to improve village infrastructure, increase access to education and health for the local community, and strengthen the overall

local economy. In addition, by understanding the economic factors that affect tobacco farmers' businesses, local governments can design more effective policies to support sustainable tobacco farming. This will bring benefits to the entire tobacco farming community and improve their welfare in the long run. Thus, the development of tobacco farming can have a broad positive impact on the village community and the local economy as a whole. Through the utilization of earned income, villages can allocate resources to improve the quality of life of its residents. With the right policy support from the local government, tobacco farming can become one of the sectors that contribute significantly to the development and welfare of the people in the region.(Arta et al., 2018)

In addition, tobacco farming can contribute to household income and can also help reduce the unemployment rate in the area. With an increase in tobacco production, new jobs will be created that can absorb local labor. This will certainly help improve the standard of living of the local community and reduce poverty. In addition, with the additional income from tobacco farming, it is also expected to improve access to education and health for the people in the area. Thus, it can be said that the contribution of tobacco farming has a very positive impact on the welfare of the local community. With increased access to education, it is expected that the literacy and knowledge level of the local community will also increase. This can help create a more educated generation that is ready to compete in the globalization era. In addition, increased access to healthcare will also help to reduce disease rates and improve the overall quality of life of the community. Thus, tobacco farming not only provides economic benefits but also has a positive impact on the social aspects and overall welfare of the community.(Nanik et al., 2022).

In addition, tobacco farming also provides social and economic benefits for communities around tobacco farming areas through increased employment and income for local communities. With more job opportunities, it is expected that the poverty rate in the area will also be reduced. In addition, the development of infrastructure and public facilities such as roads, clean water, and electricity can also improve the overall quality of life of the community. This shows that tobacco farming not only provides economic benefits, but also has a broad positive impact on the local community. The local community can also experience improved welfare and better accessibility to basic services. With the development of infrastructure, it is also expected to increase the community's accessibility to markets and improve the competitiveness of local tobacco products. Thus, tobacco farming not only provides direct economic benefits, but also indirectly helps improve the quality of life and welfare of the local community. (Gapari, 2020)

As such, it is important for the government and all relevant stakeholders to continue supporting initiatives that help maintain Indonesia's ecosystems and biodiversity. Concrete steps such as the development of tobacco farming practices, the use of environmentally friendly technologies, and educating farmers on the importance of sustainability can be a good first step. In addition, strengthening cooperation between the government, tobacco industry, farmers, and local communities will also be key to achieving sustainable tobacco farming. With joint efforts and awareness of the importance of protecting the environment, Indonesia can become an example in the implementation of sustainable agriculture for other countries in the world. For example, in Temanggung Regency, Central Java, tobacco farmers have successfully developed organic farming practices with assistance from the government and non-government organizations. They use organic fertilizers and natural pesticides to minimize negative impacts on the environment and farmers' health.(Oktafiana, n.d.).

### **Strategies to increase the economic potential of tobacco farmers**

One of the strategies to increase the economic potential of tobacco farmers that can be implemented is to develop organic farming systems to attract international markets that demand environmentally friendly products. In addition, regular training and mentoring to tobacco farmers on sustainable and efficient farming practices can also help increase production.

Another recommendation is to create an incentive program for tobacco farmers who switch to organic farming, thus encouraging a faster transition towards environmentally friendly farming. In addition, collaboration with local governments and non-governmental organizations in organic waste management and agricultural waste processing can also be an effective step in increasing the economic potential of tobacco farmers. Thus, not only will the economic potential of tobacco farmers increase, but also the surrounding environment can be well maintained.(Rachmat, 2010)

Policies to promote sustainable tobacco farming practices can be carried out. With supportive policies in place, tobacco farmers will be more motivated to switch to organic farming practices. This will help reduce the negative impacts of conventional farming on the environment, such as soil and water pollution and loss of biodiversity. In addition, collaboration with local governments and non-governmental organizations can also provide technical assistance and support for farmers in effectively managing organic waste and agricultural waste. Thus, the economic potential of tobacco farmers can be significantly improved and the surrounding environment can be well preserved. For example, tobacco farmers in a region in Indonesia made the transition to organic farming with assistance from the local government and NGOs who provided technical training on organic waste and

agricultural waste management. As a result, not only did the quality of tobacco products improve but also the surrounding environment became cleaner and better preserved. (Rosdianti, 2012)

Alternative Options for Tobacco Farmers could be to provide intensive training and environmental monitoring to pet owners so that they can understand how important it is to protect their surrounding environment and increase their level of safety through organic farming. A possible solution is to provide intensive training and environmental monitoring to pet owners so that they can understand how important it is to protect their surrounding environment and increase their level of safety through organic farming. A possible solution is to provide intensive training and environmental monitoring to pet owners so that they can understand how important it is to protect their surrounding environment and improve their safety level through organic farming. Another possible payment method is to provide financial support or incentives to farmers who want to switch to organic farming. Another possible payment method is to provide financial support or incentives to farmers who want to switch to organic farming. It is anticipated that as long as there is support from the government and related institutions, fewer tobacco farmers will be willing to make the change. The benefits and from helping farmers' interest in practicing it can be publicity regarding the financial health of organic farming can also increase the practice. It is hoped that with more collaborative efforts, organic farming will continue to grow in Indonesia and provide benefits to crops and ecosystems in the surrounding areas. (Joko et al., 2024).

#### **4. CONCLUSION**

Based on the results of this study, it can be concluded that government resources and related organizations are urgently needed. In addition, more needs to be done to promote the financial and health benefits of tobacco farming. It is hoped that through collaborative efforts, tobacco farming will continue to thrive in Wungurejo Village and provide valuable benefits to all parties involved. In addition to enabling tobacco farmers to understand and implement proper farming practices, there is also a need to increase the level of education and training for tobacco farmers. In addition, reliable organic certification can also increase consumer confidence in Indonesian agricultural products. With the efforts of various parties, it is hoped that tobacco farming can be the main choice that provides long-term results for the future of agriculture in Wungurejo Village.

The government should provide more resources for organic farming, such as programs and education, and the industry should actively ensure that organic practices are good and

consistent including programs and education, natural resources benefit the environment, human health, and the economy. In addition, improving human health and education can be a prerequisite for the production of organic goods that make Indonesia a leading producer of organic goods in the world. Organic farming can provide benefits to the environment, human health, and the economy. Improving human health and education can also be a prerequisite for organic production, thus making Indonesia the world's leading producer of organic agricultural products Agriculture can provide benefits to the environment, human health, and the economy and improve human health and education as a prerequisite for organic production, making Indonesia the world's leading producer of organic agricultural products.

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