

**PRESTIGE PERCEPTION ON TENGGERESE FARMERS TO POTATO FARMING
IN NGADISARI VILLAGE, SUKAPURA DISTRICT, PROBOLINGGO REGENCY****Cahyo Nur Muhammad and Yuli Hariyati***

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ABSTRACT

The Tengger Tribe has a very strong integrity, so it affects all life activities including agriculture. The farming of this tribal community also greatly contributed to the supply of various horticultural crops, especially potatoes. The analysis of prestigious perception of Tenggerese farmers on potato farming in Ngadisari Village, Sukapura District, Probolinggo Regency is assessed from economic and socio-cultural aspects. The economic aspects is based on the income and financing of each commodity. The socio-cultural aspects are based on tribal life in seeing the development of agricultural businesses. The study was conducted with a descriptive analysis method. Respondents were taken as many as 30 people using the Snowball Sampling technique at Tenggerese farmers in Ngadisari Village. The research data were analyzed using descriptive analysis with a percentage of statements and farm analysis. The results showed (1) the existence of a prestigious perception with a percentage of 77% or 22/30 respondents stated that there was a prestigious perception of potato farming, (2) the economic aspect was assessed from the income per season of potato - leek intercropping (Rp. 64,516,695.60) > monoculture leek farming (Rp. 36,176,637.62) and potato farming (Rp. 36,960,001.11) > cabbage farming (Rp. 7,852,261.67), while the highest annual income is Rp. 172,246,681.49 and the lowest is Rp. 41,100,114.80 with the most prestigious business, namely potato and leek intercropping farming, (3) socio-cultural aspects are assessed from 8 socio-cultural elements.

Keywords: *potato, prestige perception, social-culture, Tengger Tribe*

BACKGROUND

Productivity of potato commodities nationally tends to increase. According to Ministry, Probolinggo Regency has the second-largest potato harvest area in East Java Province. The potato development area in this district is located on the slopes of Mount Bromo in Sukapura District, which is inhabited by the Tengger Tribe. This tribe has various traditions regarding religion or local traditional rituals. The custom is integrated with various social, economic, and environmental aspects. One of these aspects is shown in agricultural activities as the main source of livelihood for the community. Various types of horticultural crops, especially potato plants, have been cultivated and passed down from generation to generation as a form of community tradition. This tradition encourages people to understand how to cultivate potatoes as the main commodity. There is also a belief that there is a classification of cultivation classes by placing potatoes as the highest class in commodity exploitation so that there is a justification for one's welfare/position. From an economic perspective, potatoes are a commodity with high economic value but are accompanied by high risks and costs.

The influence of socio-cultural and economic which form the justification of a person's welfare/position comes from the existence of a prestigious assessment. A sense of pride and

consideration for the size of the gain becomes the basis for the farming activities of the Tengger Tribe. Prestigious perception is a challenge at this time with the changing pattern of reality perspective on agricultural business activities which tend to prioritize one aspect, either economic or cultural. Such conditions make the two aspects contradict each other. The attraction arises because the community tries to continue to cultivate potatoes even though it only tends to one aspect by operating on a small portion of their agricultural land. Under these conditions, almost all farmers still own their respective potato farms.

According to Wood, the prestigious perception is conceptualized as a psychological constitution that comes from various sources. There are several reviews of the sources of the emergence of prestigious perceptions of potato farming. Wasihun, et al. (2014), shows that prestigious perceptions arise from the policy of increasing potato farming by assessing the level of farmer participation. This participation is influenced by knowledge, capital capacity, and activeness in agricultural programs. Kolech et al. (2015), showing high-quality and high-yielding potato varieties will increase the perception of prestige. The expected varieties are pest resistance, environmental tolerance, long shelf life, and are suitable for various preparations. Mudege, et al. (2016), indicated the presence of a prestigious perception of OFSP (Orange Fleshed Sweet Potato). A stereotype of cultivation class classification is formed by placing OFSP cultivation in a higher position as a quality farm. Based on the source of the emergence of a prestigious perception of potato farming, it can be seen in the economic and socio-cultural aspects.

Farming activities are very concerned about economic aspects in the form of large income and costs, one of which is potato farming. The higher the income and the smaller the financing will be able to affect the perception of prestigious, and vice versa. There are various reviews of prestigious perceptions from the economic aspect of potato farming. Dahal and Rijal (2019) showed an average potato production of 14.69 tons/ha with a low B/C ratio of 1.71 due to the high cost of labor and chemical fertilizers. Siregar (2016), shows that potatoes have the smallest income of 38.07 million/ha and the largest cost of 39.09 million/ha compared to leeks and carrots. Taiy et al. (2017) explained that potato farming was influenced by crop rotation which increased income and cartel-shaped marketing.

According to Berger in Wirawan (2012), humans have a dialectical relationship with the socio-cultural world. This relationship makes it necessary to study the socio-cultural aspects as aspects that influence the formation of perceptions such as the perception of the prestigious potato farming. A study of Bagheri shows the correlation of socio-cultural elements in the form of sources of information, participation, and education has a positive effect, while age and experience have a negative effect on potato farming. Guiiba (2019) shows that knowledge of potato farming is based on relationships within the community from the community environment and the external environment that is influential in terms of social, physical, local knowledge, and time. Mudege et al. (2017), show perceptions on the basis of gender differences in farming abilities, and others. This study underlies the research on the perception of the Tenggerese farmers' prestigious perception of potato farming.

The distribution of the Tenggerese community covers the entire area of the Sukapura District, including the Ngadisari Village. Topographically, Ngadisari Village is located closest to the peak of Mount Bromo. This village's topographical position has the highest tendency toward horticultural agriculture compared to other villages. This tendency is especially in potato farming which is run by the majority of the community. Ngadisari village also has a different policy from other villages in the form of land ownership is not allowed to be owned by people outside the village. The position of the

village as a center for potato production, special policies, and the development of customs made the focus of the research placed in Ngadisari Village.

The greatest urgency of this research is the assessment of people's perceptions of the changing patterns of socio-cultural life, which are heavily influenced by regional or global conditions that are changing very rapidly, and the economic aspect in the form of income reality. Therefore, this study aims to: (1) identify the existence of a prestigious perception based on various considerations; (2) analyze the economic aspects of prestigious perceptions through farming analysis; and (3) identify socio-cultural aspects through socio-cultural elements. This research reveals the prestigious perception by applying prestige values, and the prestigious perception is developed by collaborating the economic and socio-cultural points of view.

RESEARCH METHODS

The research location is in Ngadisari Village, Sukapura District, Probolinggo Regency intentionally with consideration of the high yield of horticultural production, especially potatoes, ample land, the second largest number of farmers in Sukapura District, and the center for the development of the Hindu community of the Tengger Tribe in Sukapura District. This research is quantitative with a descriptive analysis method on 30 samples selected by Snowball Sampling on Tengger Tribe farmers in Ngadisari Village. The sample selection was applied by considering the unknown number of farmers who cultivate potato plants but still considering the considerations of precision, trustworthiness, and variability of quantitative research (Roscoe in Sugiyono, 2017).

Two types of data are used, namely primary data and secondary data. Primary data were obtained directly by interview and observation. Interviews were conducted with potato farmer respondents, traditional leaders, and the village government. Statements were made by observing people's behavior, agricultural conditions, and culture. Secondary data were not obtained directly from the field and were used to support primary data. Secondary data in this study are in the form of village monographs, traditional books, journals, theses, and the internet (Creswell, 2007). They were testing the existence of perceptions and socio-cultural aspects using descriptive analysis to describe prestigious perceptions with statements of attitudes and supporting reasons (Priscylio et al., 2018). Testing the existence of a prestigious perception with prestige indicators in the form of display values, uniqueness, social, hedonic, and quality (Vigneron and Johnson, 1999). Examination of prestigious perceptions from socio-cultural aspects with cultural elements in religious/customary systems, community organization systems, knowledge systems, livelihood systems, technology and equipment systems, arts, differences in status/position, and gender roles. These cultural elements are a form of renewal of this prestigious perception research. The application of these elements is based on universal coverage to describe the condition of the socio-cultural situation as a whole (Robin in Wibowo, 2017; Hanafie, 2016).

Testing the economic aspect for the perception of prestigious using farming analysis. According to Samadi (2018), farm analysis can be used to compare income and costs between farms. Prestigious perceptions will lead to farming with high-income values and minimal costs. The farming analysis is assessed from revenue, cost, profit, and feasibility, which depend on resources, markets, and commodities being cultivated in field (Abidin & Puspitasari, 2018).

1. Revenue

$$TR = TP \times P$$

Information:

TR : Total revenue (Rp)

TP : Total production (Kg)

P : Product price (Rp/Kg)

2. Cost

$$TC = FC + VC$$

Information:

TC : Total cost (Rp)

FC : Fixed cost (Rp)

VC : Variable cost (Rp)

3. Profit

$$\pi = TR - TC$$

$$\pi = TP \cdot Py - \sum_{i=1}^n X_i P x_i - FC$$

Information:

π : Profit (Rp)

TR : Total revenue (Rp)

TC : Total cost (Rp)

TP : Total production (Kg)

Py : Product price (Rp/Kg)

Xi : Factors of production (unit of factors)

pxi : Factor of production price (Rp)

FC : Fixed cost (Rp)

4. Feasibility

$$R/C \text{ ratio} = TR/TC$$

Information:

TR : Total revenue (Rp)

TC : Total cost (Rp)

Table 1. Comparative Farming Results from Economic Aspects in Ngadisari Village in 2019

Comparative Economics	Commodity	
	A	B
Revenue (\overline{TR})	\overline{TR}_a	\overline{TR}_b
Cost (\overline{TC})	\overline{TC}_a	\overline{TC}_b
Profit ($\overline{\pi}$)	$\overline{\pi}_a$	$\overline{\pi}_b$
Feasibility ($\overline{R/C}$)	$\overline{R/C}_a$	$\overline{R/C}_b$

Information:

\overline{TR} : Average revenue of each respondent for commodities (potatoes/cabbage/leeks)

\overline{TC} : Average cost per respondent for commodities (potatoes/cabbage/leeks)

$\overline{\pi}$: The average profit of each respondent for commodities (potatoes/cabbage/leeks)

$\overline{R/C}$: The average feasibility of each respondent for commodities (potatoes/cabbage/leeks)

RESULT AND DISCUSSION

The Presence of Tengger Tribe Farmers' Prestigious Perceptions of Potato Farming in Ngadisari Village

According to Hayes (2012), prestigious is a thought of admiration and appreciation. The existence of a prestigious perception of potato farming arises because of the promising results and has become a noble legacy. The presence of this perception can be seen in Figure 1.

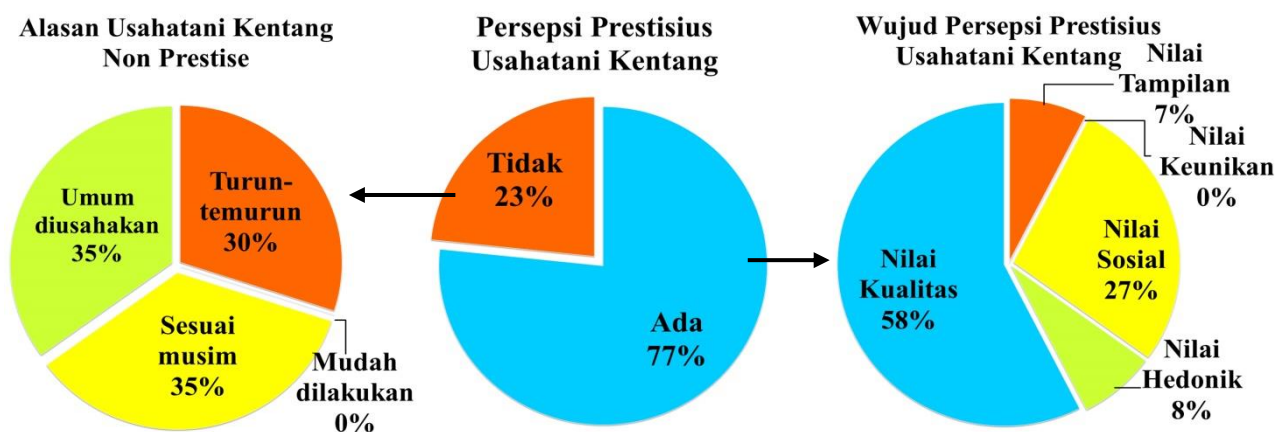


Figure 1. The Presence of Tengger Tribe Farmers' Prestigious Perceptions of Potato Farming in Ngadisari Village

Based on Figure 1, there is a tendency for prestigious perceptions of potato farming to be 77%. The forms of these prestige values are 57.5% quality value, 27.5% social value, 7.5% display value, 7.5% hedonic value, and 0% uniqueness value. The value of quality can be seen from the high demand and product prices so that the income of potato farming is the highest compared to other commodities. The social value among potato farmers is closed due to the high flow of exchange regarding updating information regarding the development and complexity of farming problems. Social relations can be seen in the regular association activities of farmer groups in discussing and implementing programs regarding potato experiments on land owned by farmer groups. The display value is seen from the level of welfare supported by the justification of the cultivation class from the top level, namely potatoes, leeks, cabbage, mustard greens, and other commodities that influence the assessment of one's success. The display value is also seen in the average level of land ownership of respondents, namely potato farming (1.71 Ha), leek (1.11 Ha), and cabbage (0.67 Ha). The hedonic value appears as a sense of pleasure/sensation, so farmers try to cultivate potatoes even though it is a little. The feeling of pleasure/sensation arises from the satisfaction when farmers can successfully cultivate the famous potato with high risk, complicated care, and high cost. There is no unique value because potatoes are not a new business or are rarely run, so they are considered common.

The reason for the perception of non-prestige from the largest to the smallest percentage is the assumption that it is a general/usual farming business at 35%, needs to be adjusted to seasonal/environmental conditions by 35%, and has been passed down from generation to generation by 30%. Being a general farm is because most of it is cultivated by farmers. Environmental conditions are suitable for potato cultivation in terms of altitude and temperature but need appropriate seasonal adjustments. Potato farming is hereditary farming because of the high demands or abilities possessed.

These three reasons give rise to the assumption that potato farming is only natural. Easy farming is not the right reason because there are complex problems in terms of capital, knowledge, and maintenance.

Differences of opinion between prestige and non-prestige of farming arise because of the diversity of characteristics, especially at the level of education and main occupation. The idea of relative prestige was obtained from respondents with upper secondary education and the main occupation of farmers. Non-prestige opinions were obtained from respondents with lower secondary or higher education levels but whose main occupation was non-farmers. In the story of respondents' education with non-prestige ideas on this basis, there are different points of view in seeing the reality of opinions regarding potato farming as a prestigious farm.

Economic Aspects of the Prestigious Perception of Tengger Tribe Farmers on Potato Farming in Ngadisari Village

Economic aspects are fundamental to be considered in agricultural activities through farming analysis. This analysis includes financing, revenue, and income during the farming process. Considerations are made to adjust the needs and capital of each farm. So that there is a prestigious perception of potato farming compared to other commodities (non-potatoes) according to what each farmer is trying to do, a prestigious perception will arise if the economic aspect is inclined towards high profits and minimal costs in the farming field (Samadi, 2018). The following is a non-potato farming business in Ngadisari Village that 30 potato farmer respondents carried out during 2018.

Table 2. Types of Non-Potato Commodities Cultivated Tengger Tribe Potato Farmers 2019

No	Commodity	Number of people
1	Leek	14
2	Cabbage	5

Based on Table 2, it shows that there are other commodities cultivated by potato farmers, namely leek by 14 farmers and cabbage by 5 farmers. Intercropping is only done on annual crops (leek) with annual crops (potatoes or cabbage). Leeks can be classified as seasonal/short-lived plants, but in the village of Ngadisari leeks are used as annual crops because as a grass/clump-shaped plant, harvesting can be done periodically. Determination of the commodity to be cultivated is based on the consideration of each individual farmer from environmental conditions, availability of capital, fulfillment of needs, level of profit, ability and other considerations. Farming analysis carried out on each potato and non-potato commodity by Tengger Tribe farmers in Ngadisari Village is explained below:

1. Cost

According to Khusaini (2013), costs are expenses to meet business needs. There are two types of costs, namely fixed and variable costs. Fixed costs are costs that do not change with the amount of production such as land costs and equipment depreciation. Variable costs are very dependent on the amount of production carried out such as production needs (seeds, fertilizers, pesticides, irrigation), labor, and other costs. The need for minimal costs will increase the prestige value of farming activities, but in some conditions the higher costs will increase the prestige value if it is directly proportional to the acquisition/benefit value (Kirmani & Baumgartner, 2000). Table 3 shows cost requirements that need to be spent on farming activities per commodity.

Table 3. Average Total Cost of Potato Monoculture per Season for Tengger Tribe Farmers 2019

No	Input	Unit	Amount	Price (Rp/Unit)	Total (Rp)
1	Land Cost	ha	1.71	51,476.05	87,766.67
2	Production cost				
	a. Seeds/Seeds	kg	3,501.70	25,366.67	88,825,611.11
	b. Fertilizer	kg			11,342,764.83
	c. Pesticide	liter			29,298,489
3	Labor				
	a. In family	HOK	77.11		5,094,716.67
	b. Outside the family	HOK	119.57		7,956,133.33
4	Equipment	pcs			307,748.98
5	Etc.				
	a. Fuel	liter	25.26	9,489.58	239,691.06
	b. Machine rental	time			-
Total					143,152,921.65

Based on Table 3, the average total cost of potato commodities per season is Rp. 143,152,921.65. Data were obtained from 30 respondents of potato farmers with a middle land area of 1.71 ha. The cost was obtained from the land cost of Rp. 87,766.67. The costs of production facilities are seeds, fertilizers, and pesticides so the production facilities require a fee of Rp. 129,466,865.15. The cost of seeds is Rp. 88,825,611.11, with an average requirement of 3,501.67 kg and a price of Rp. 25,366.67. which is the most critical cost requirement for potato farming. This seed's cost is because the source's quality is the main requirement that greatly influences production results and other cost inputs. The labor cost is Rp. 13,050,850, with labor costs outside the family more significant than those from within the family. The depreciation cost of potato farming equipment per season is Rp. 307,748.98. Other costs amounted to Rp. 239,691.06, with expenses only from fuel costs.

Table 4. Average Total Cost of Leeks Intercropping Pattern per Season for Tengger Farmers 2019

No	Input	Unit	Amount	Price (Rp/Unit)	Total (Rp)
1	Land	ha	1.11	27,521.37	30,666.67
2	Production cost				
	a. Seeds/Seeds	kg	1,300	10,000	13,000,000
	b. Fertilizer	kg			2,170,620.75
	c. Pesticide	liter			9,522,155.87
3	Labor				
	a. In family	HOK	51.97		3,417,493.62
	b. Outside the Family	HOK	60.98		4,049,180.48
4	Equipment	pcs			227,839.30
5	etc.				
	a. Fuel	liter	4.76	9,166.67	43,607.14
	b. Machine rental	time			-
Total					32,461,563.90

Table 4 shows that the average total cost of leek commodity with intercropping pattern per season is Rp. 32,461,563.90. Data were obtained from 14 respondents of potato farmers who also cultivate leeks with an average land area of 1.11 ha. These costs are obtained from land costs of Rp.

30,666.67. The cost of production facilities of Rp. 24,692,776.60 was obtained from the integrity of seeds, fertilizers, and pesticides. The average need for seeds for intercropping patterns is 1,300 kg, which is Rp. 13,000,000 with Rp. 10,000 per kilogram, which is the highest cost of farming. Labor costs are Rp. 7,466,674.11 with labor costs outside the family of Rp. 4,049,180.48, which is higher than in the family of Rp. 3,417,493.62. The cost of depreciation of leek farm equipment per season is Rp. 227,839.30. Other costs amounted to Rp. 43,607.14 for fuel needs.

Table 5. Average Total Cost of Cabbage Monoculture per Season for Tengger Tribe Farmers 2019

No	Input	Unit	Amount	Price (Rp/Unit)	Total (Rp)
1	Land	ha	0.67	23,184.08	15,533.33
2	Production cost				
	a. Seeds/Seeds	kg	3.50	72,800	254,800
	b. Fertilizer	kg			3,603,113.33
	c. Pesticide	liter			4,418,881.33
3	Labor				
	a. In family	HOK	83.10		5,574,900
	b. Outside the Family	HOK	20.60		1,400,800
4	Equipment	pcs			185,275
5	etc.				
	a. Fuel	liter	3.20	9,425	30,160
	b. Machine rental	time			-
Total					15,483,463

Based on Table 5, the average cost of cabbage commodities per season is Rp. 15,483,463. Data were obtained from 5 respondents who were potato and cabbage farmers with an average land area of 0.67 Ha. These costs are obtained from land costs of Rp. 15,533.33 earned from taxes and land rent. The cost of production facilities is Rp. 8,276,794.66, which consists of the need for seeds as much as 3.5 packs amounting to Rp. 254,800, fertilizers amounting to Rp. 3,603,113.33, and pesticides amounting to Rp. 4,418,881.33. The labor cost is Rp. 6,975,700 with labor costs in the family of Rp. 5,574,900, which is higher than the cost of labor outside the family of Rp. 1,400,800, even being the highest cost of farming activities. The enormous labor costs are because cabbage farming tends to be managed independently with an average land area of 0.67 Ha, so the need for labor in the family is 83.10 HOK, and workers outside the family are 20.60 HOK. The depreciation cost of the cabbage machine per season is Rp. 183,008.33. Other costs of Rp. 30,160 for fuel expenditure.

2. Revenue

Revenue is the product of the number of products produced by the product's price. The amount of production is influenced by input farming, ability/knowledge, and environmental conditions. The price of the product is determined by the influence of the market and the result of an agreement between the farmer as the producer/seller and the middleman as the buyer. The amount of income obtained will be directly proportional to the value of the prestige of the farm, so the more significant the income will give the perception of farmers more prestige of a commodity. The income of each farming commodity of the Tengger Tribe farmers in Ngadisari Village is shown in Table 6.

Table 6. Average Revenue per Season for Tengger Tribe Farmers in Ngadisari Village in 2019

No	Commodity	Land Area (Ha)	Production (Kg)	Price (Rp/Kg)	Total (Rp/Season)
1	Potato	1.71	36,500	6,400	233,600,000
2	Leek	1.11	5,050	10,000	50,500,000
3	Cabbage	0.67	16,900	1,440	24,336,000

Based on Table 6, it shows the average revenue of agricultural commodities per season depending on the total production which is influenced by land area and product prices on the market. Data were obtained from 30 respondents from potato farmers, as well as potato farmers with non-potatoes. The amount of farm revenue per harvest season from the largest to the smallest for each commodity, namely potato farming is Rp. 233,600,000, leek is Rp. 50,500,000, and cabbage is Rp. 24,336,000. The large revenue from potato farming is because the average land area is 1.71 ha, high production is 36,500 kg, and the price is Rp. 6,400. The revenue from leek farming is obtained from the intercropping pattern, which makes the production volume about half of the production of leek farming in monoculture. The amount of leek revenue is also due to the average farm area of 1.11 ha, production of 5,050 kg, and price of Rp. 10,000. The size of cabbage revenue is the smallest because the average land area is 0.67 Ha, the production size is quite high at 16,900 kg, but the lowest price is Rp 1,440. Cabbage revenue is strongly influenced by price volatility.

3. Income

Income is the result of farming after deducting the need for costs which are influenced by the level of production, price, land area, input use/needs, and other things beyond the control of the farmer. The income relationship is directly proportional to the perception of prestige, namely the higher the income from farming results, the higher the prestigious perception of farming. For the difference in the number of respondents in each commodity business, the economic aspect is seen from the comparison of income per season and per year (Seatrain et al., 2017). The economic aspect of the prestigious perception of income per season is shown in Table 7.

Table 7. Average Intercropping Income of Potatoes and Leeks Monoculture per Season 2019

No	Comparison	Potatoes and Leeks (Rp)	Monoculture Leeks (Rp)
1	Cost		
	a. Fixed	271,636.90	258,505.95
	b. Variable	119,033,096.07	64,564,856.43
	c. Total	119,304,732.98	64,823,362.38
2	Revenue	183,821,428.57	101,000,000
3	Income	64,516,695.60	36,176,637.62
4	R/C Ratio	1.541	1.558

Table 7 is obtained from 14 potato and leek farmers with an average land area of 1.11 Ha. The comparison in terms of the cost of leek monoculture is more prestigious because it costs Rp. 64,823,362.38 less than potato-leek intercropping of Rp. 119,304,732.98. The comparison in terms of revenue of potato-onion intercropping is more prestigious because the revenue is higher by Rp. 183,821,428.57 than monoculture leek of Rp. 101,000,000. Revenue of leek in monoculture is an increase in revenue by intercropping which is only Rp. 50,500,000 due to differences in population from intercropping about 18,000 plants, while monoculture is about 36,000 plants per hectare. Comparison in terms of income, prestige potato-onion intercropping because it is more profitable is

Rp. 64,516,695.60 than monoculture leek of Rp. 36,176,637.62. Based on the efficiency level of leek monoculture, it is more prestige because it is more efficient Rp. 1 in cost generates Rp. 1.558 in revenue, while potato-leek intercropping for Rp. 1 cost generates Rp. 1.541 in revenue.

Table 8. Average Potato and Cabbage Income Monoculture per Season for Tengger Farmers 2019

No	Comparison	Potato (Rp)	Cabbage (Rp)
1	Cost		
	a. Fixed	186,963.89	200,808.33
	b. Variable	56,153,035	14,196,930
	c. Total	56,339,998.89	14,397,738.33
2	Revenue	93,300,000	22,250,000
3	Income	36,960,001.11	7,852,261.67
4	R/C Ratio	1.656	1.545

Table 8 is obtained from 5 potato and cabbage farmers with an average land area of 0.67 Ha. Comparison in terms of costs, cabbage farming is more prestigious because the lower costs are higher at Rp. 14,397,738.33 than potato farming of Rp. 56,339,998.89. Comparison in terms of revenue, potato farming is more prestigious because the revenue is higher by Rp. 93,300,000 than cabbage farming of Rp. 22,250,000. Comparison in terms of income, potato farming is more prestigious because it is more profitable by Rp. 36,960,001.11 than cabbage farming of Rp. 7,852,261.67. Based on the efficiency level, potato farming has more prestige because it is more efficient Rp. 1 with a cost of generating revenue of Rp. 1.656, while cabbage farming with Rp. 1 costs generates revenue of Rp. 1.545.

Prestige assessment of income per season shows that potato commodity has the highest level of cost, revenue, income, and R/C compared to other commodities, except for the large R/C of monoculture leek. For this reason, potatoes are positioned as the main commodity, let alone supported by social realities. Potatoes, which require large capital and generate high income, make the assumption that potato farmers are capable and are classified as successful farmers. This assumption makes people's pride / prestige increase when they can cultivate potatoes. Leeks are cultivated by 14 respondents because this commodity can be harvested at any time for economic fulfillment. Cabbage is still cultivated by 5 respondents because of low cost. There is an assessment of the economic aspect of the prestigious perception of potato farming in terms of annual income. The economic aspect of annual income is shown in Table 9.

Table 9. Range of Farming Income Levels for Tengger Tribe Farmers 2019 (Ha/year)

Level	Upper (Rp)	Lower (Rp)	Amount	Percentage (%)
Level 1	172,246,681.49	146,017,368.16	7	23.33
Level 2	146,017,368.15	119,788,054.82	7	23.33
Level 3	119,788,054.81	93,558,741.48	10	33.33
Level 4	93,558,741.47	67,329,428.14	2	6.67
Level 5	67,329,428.13	41,100,114.80	4	13.33
Total			30	100.00

Based on Table 9, it shows the range of farm income levels per hectare per year for Tengger Tribe farmers in Ngadisari Village. The data was obtained from the farm income data of 30 respondents of potato farmers in Ngadisari Village. The highest income was Rp. 172,246,681.49 per hectare per year and the smallest income was Rp. 41,100,114.80 per hectare per year. The difference

between the two values is Rp. 131,146,566.67 which is divided into 5 levels with a range of Rp. 26,229,313.33. The bigger the level from level 1 to level 5 the income goes down. The higher income is directly proportional to the increase in prestige value. The income mode of 10 people (33.33%) is in level 3 with a range of Rp. 119,788,054.81 to Rp. 93,558,741.48. The income level with the least number of farmers is at level 4 in the range of Rp. 93,558,741.47 to Rp. 67,329,428.14 as many as 2 people (6.67%). For the distribution of the number of enterprises, the prestige value is in the upper-middle level (level 3 to level 1).

Table 10. Commodity Business for Each Level of Farming Income per Year for Tengger Tribe Farmers in Ngadisari Village in 2019

No	Commodity	Level	I	II	III	IV	V	Amount
1	Potato		4	8	8	3	6	29
2	Potato-Leek		9	5	7	0	0	21
3	Leek		5	3	11	0	0	19
4	Cabbage		0	0	0	1	2	3
5	Cabbage-Leek		1	1	0	0	0	2
Total			19	17	26	4	8	74

Based on table 10, it shows the number of farming carried out as much as 74 out of 90 times that can be done per year. Data were obtained from 30 respondents who were potato farmers, which could be done 2-3 times a year. The higher the number of businesses at the top level, the more prestigious the commodity business will be. The highest number of commodity operations from level 1 to level 5 sequentially are potato-leek intercropping 9 times at level 1, potatoes 8 times at level 2, leek 11 times at level 3, potatoes 3 times at level 4, and potatoes 6 times at level 5. The prestige of commodity business can also be seen from the highest level. Potatoes were the most abundant at level 2 and level 3 (8 times), potato-leek intercropping at level 1 (9 times), leeks at level 3 (11 times), cabbage at level 5 (2 times), and cabbage-leek intercropping at level 3 (11 times), leek in level 1 and level 2 (1 time). This number shows that the prestige of farming from the economic aspect tends to be potato-leek, potato, cabbage-leek, leek, and cabbage intercropping.

Socio-Cultural Aspects of the Prestigious Perception of Tengger Tribe Farmers on Potato Farming in Ngadisari Village

Socio-cultural aspects are closely related to human life. There are elements that are formed from and for the survival of human life. Culture is defined as the order of values in the community. The following is a statement of prestige from the socio-cultural aspect. Based on Figure 2, the percentage of the influence of socio-cultural aspects on the prestigious perception of potato farming is 100%. The influence of the socio-cultural aspect is because the people of Ngadisari Village still strongly uphold the existence of social life, and still maintain a noble heritage in the form of culture. This condition is not something strange when various activities in people's lives are influenced by socio-cultural aspects. One of the activities that has been widely developed is potato farming, so that the results of potato farming are also often included in social or customary activities. There are 8 elements of culture consisting of 194 statements in the socio-cultural aspect. The data obtained illustrates that aspects of religion/customs, livelihood systems, technology and equipment, and gender roles are expressed as aspects with the same percentage of 15.46%. The elements with statements that support the existence of a prestigious perception, then from the most are elements of the knowledge

system by 13.92%, the community organization system by 11.86%, the difference in status/position by 8.25%, and art by 4.12%. The following is a thorough explanation of each element of the culture of the Tengger Tribe farming community in Ngadisari Village.

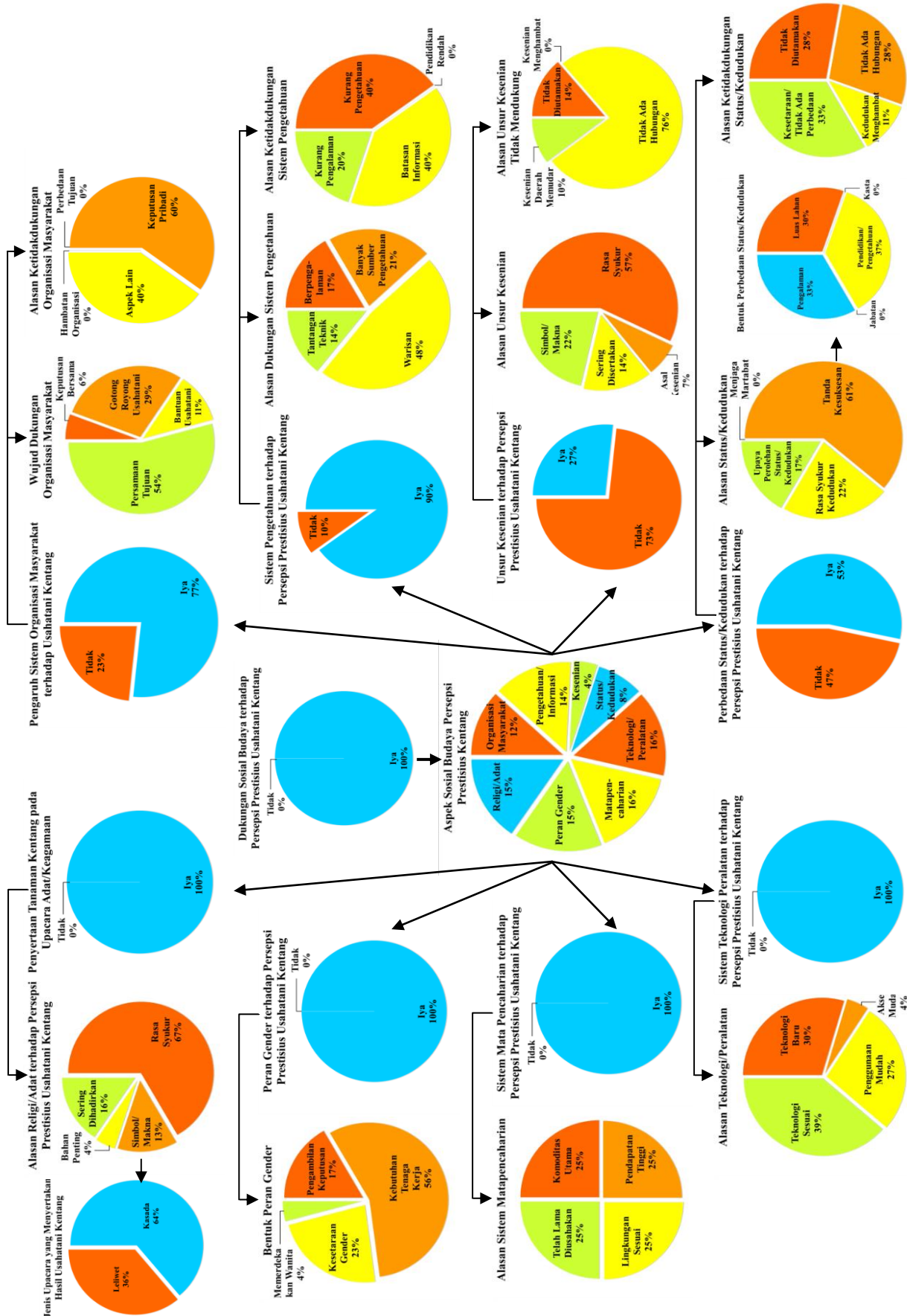


Figure 2. Socio-Cultural Aspects of Prestigious Perceptions of Tengger Tribe Farmers towards Potato Farming in Ngadisari Village

1. Religious/Indigenous System

Humans as homo religious are creatures who need peace of mind through spiritual beliefs and noble feelings such as the Tengger Tribe community who hold many traditional/religious ceremonies. Various dishes are included in the ceremony, including agricultural products such as potatoes and other offerings. A percentage of 100% stated that potato plants were included as materials for traditional/religious ceremonies. The percentage of reasons for participation from the largest to the smallest is gratitude at 66.67%, frequently presented at 15.56%, symbols/meanings at 13.33%, and important materials at 4.44%. A form of gratitude for the sustenance obtained and a picture of the success of potato farming as the primary commodity of farmers. For this, the provision of potatoes needs to be included in various ceremonies. Some respondents stated that the potato plant has a symbol/meaning as a form of enjoyment of sustenance, prosperity, and a sense of compassion from Sang Hyang Widhi. The data shows that potato plants are included in Kasada Ceremony by 63.89% and Leliwet Ceremony by 36.11%.

2. Gender Role

Masculinity vs. femininity is a form of division of roles between men and women, which is further explained as the division of gender roles. Gender roles are formed not because of biological functions but the formation of the community environment by showing dominance or equality in life. Indications can be seen from the influence of the level of power, supervision, achievement, and views of opposition to men and women. A percentage of 100% states the influence of gender roles on the prestigious perception of potato farming. The influence of gender roles with the most significant percentage to the smallest is the need for labor by 56.25%, gender equality by 22.92%, decision making by 16.67%, and liberating women by 4.17%. Potato farming activities require a huge workforce because there are maintenance activities that must be carried out regularly on a large area so that it involves a lot of male and female workers with equal treatment. Women farmers in Ngadisari Village have extensive knowledge, experience, and independence, so they are interested in decision making and receive the same wages. For these reasons, the prestige value defined in the potato business, namely the level of involvement/role of women, can emerge. This involvement can lead to more functions that in the world of agriculture, the role of women is very much needed. The conditions are different from other commodity farming; the role of women is not very clear because the level of complexity and the need for labor is not as significant as potato farming.

3. Livelihood System

Humans, as homo economicus, make economic activities to fulfill life's needs, which is manifested in the livelihood system. Increased requirements are influenced by efforts to improve living standards, thereby creating status/position in society. There is a percentage of 100% stating the influence of the livelihood system on the prestigious perception of potato farming. The four main reasons for the livelihood system are potato as the primary commodity, high income, suitable environment/climate, and cultivated for a long time with the same percentage of 25%. Besides potatoes, various commodities are often acquired, the main commodities, namely leeks, cabbage, mustard greens, and other commodities. Potatoes as the main commodity due to environmental, market, technology, input, method/technical conditions, and farming capabilities. High income can be seen from fulfilling secondary, even tertiary needs. Environmental suitability is seen in terms of area elevation, temperature, and climate/weather according to the requirements for growing potato

plants. The cultivation of potatoes has been carried out for generations with the tendency of farmers not easily changing commodities.

4. System Technology and Equipment

Humans as homo fabers make various efforts to simplify their lives by creating and running objects from the fruit of thought/intelligence and strength. A percentage of 100% states the influence of technology systems and equipment on the prestigious perception of potato farming. The technology system and equipment with the most significant percentage to the smallest are appropriate technology at 38.64%, new technology by 29.55%, easy use by 27.27%, and easy access by 4.55%. Technical accuracy is adjusted to environmental and cultural conditions to make it more efficient and effective in terms of time and workforce. The suitability of technology is seen in the use of diesel in facilitating the processing of large farmers' land and requiring routine maintenance. The number of new machines with private ownership indicates the need for production optimization. The ease of use of machinery is evidenced by the work system that is simple to understand, although it is not flexible enough to be used on arable land. The acquisition of machinery and equipment can be accessed easily, which can be found in various shops, mainly agricultural and machinery shops.

5. Community Organization System

Humans, as homosocial are social beings who form associations manifested in the community organization system. Farmers' lifestyles tend to be in groups. There is a tendency for the community organization system to influence the prestigious perception of 77%. The trend is also obtained from the percentage of the purpose equation of 54.29%, cooperation farming by 28.57%, farming assistance by 11.43%, and joint decisions by 5.71%. The similarity of objectives concerns the profit and development of agriculture. Cooperation is shown by harmony and sharing the latest farming information compared to other commodities so that farmers often conduct joint experiments. Farming assistance is minimal because farmers are reluctant to ask/accept help for a high sense of independence and self-esteem/prestige. The decision tends to be a personal decision of the farmer and his family.

There are two solid reasons for unsupportiveness: personal decisions by 60% and other aspects by 40%. Individual decisions are based on financial ability, knowledge of optimizing and minimizing production risk, and willingness to farm—other more influential elements such as realistic profit gain and habits/hereditary inheritance. The two statements show that prestigious perceptions are obtained from social needs marked by the intensity of associations discussing potato farming issues, while words that do not support the emergence of prestigious perceptions are more about individual farmers' problems. There are two reasons for unsupportiveness: personal decisions by 60% and other aspects by 40%. Emotional decisions are based on financial ability, knowledge of optimizing and minimizing production risk, and willingness to farm—other more influential elements such as realistic profit gain and habits/hereditary inheritance. The two statements show that prestigious perceptions are obtained from social needs marked by the intensity of associations discussing potato farming issues, while statements that do not support the emergence of prestigious perceptions are more about individual farmers' problems.

6. Knowledge System

Humans, as homo sapiens, are intelligent creatures to produce knowledge collected through memory. The knowledge system affects the perception of prestigious by 90%, and the statement has no effect by 10%. This influence is that potatoes as a hereditary commodity are 47.62%, many sources of knowledge are 21.43%, experienced is 16.67%, and farming technique challenges are 14.29%. Potatoes have been cultivated for generations since childhood, so the average experience of potato farmers is 27.33 years. The many techniques become a challenge and pride or gratitude for farmers. Information can be obtained easily with advances in science and technology and information networks between farmers' internal and external environments. The reasons for not having an effect are the lack of knowledge 40%, information limitation 40%, lack of experience 20%, and low education is 0%. The lack of knowledge is due to the limitation of obtaining information with the old age factor, not being able to keep up with technological advances, and the limited quota of farmer group members. Lack of experience due to the complexity of agricultural constraints regarding farming techniques, environment, markets, and others.

7. Art

Humans, as homo aestheticus, create art to fulfill psychic needs. Art is defined as a form of beauty/expression of the human soul. Art is used and realized as a form of cultural values. Art is associated with magic and belief in a power. Art encourages community solidarity, but farmers state that art does not influence the perception of prestige by 73%. This trend is because there is no relationship by 75.86%, not a priority by 13.79%, and the waning of regional arts by 10.34%. The purpose of art is generally as public entertainment, so it is stated that there is no special relationship with potato farming. Regional art has faded a bit, but the influence of culture and the enthusiasm of the youth still maintain the arts. Compelling reasons include gratitude at 57.14%, symbols/meanings at 21.43%, frequently included by 14.29%, and origin of art at 7.14%. Gratitude is described as the result of farming. The potato commodity has a symbol/meaning of sustenance and prosperity, so it is often included as a dish for traditional activities. A dance depicts agriculture, mainly potatoes, as an icon of community agriculture.

8. Status Differences

Power distance defines the difference in power in the form of status/position. There are two groups of people: high-power distance, which tolerates a system of difference, and low power distance, which prioritizes equality and opportunity. There is a tendency to influence 53%. The reasons for the trend are signs of success by 61.11%, gratitude for status/position by 22.22%, and efforts to gain status/work by 16.67%. According to Yanuar (2013), indicators of success such as money, health, family, religion, social, charity, time, and happiness. Signs of success from potato farming tend to be financial indicators in welfare and social as a form of solidarity in the use of labor. Gratitude is intended for the acquisition of wealth/status to be recognized in social life or to achieve a certain level. The reasons for not having an effect are equality of status/position of 33.33%, not prioritized by 27.78%, no relationship by 27.78%, and the position of inhibiting farming by 11.11%. There is the principle of equality with equal gender treatment. Ability, knowledge, and capital take precedence over acquiring status/position, a temporary goal.

The differences in status/position among the Tengger Tribe farmers in Ngadisari Village are education/knowledge by 36.36%, experienced by 33.33%, land area by 30.30%, caste by 0.0%, and

position by 0, 0%. Education/knowledge is highly prioritized; there is even a village regulation that requires a minimum education of SMA-equivalent to improve the quality of the community. Experience is a reference for the level of knowledge of farming, where the more experienced, the more someone will be used as a reference for farming activities. Land area indicates the level of success of land ownership. The average land area ownership of the 30 respondents is 2.02 Ha, with a narrow land division (≤ 0.5 Ha), medium ($0.5 < X < 1.0$ Ha), and wide (≥ 2.0 Ha). Other forms such as caste and position are not forms of status/position that exist or affect the perception of prestigious. Based on the two statements and the form of differences in status/position showing a prestigious perception, there is a justification that farmers will prefer to cultivate potato farming with more knowledge, experience, and land area. This step is taken as a form of recognition because the higher the status/position, the more respected a person will be and become an example/reference in farming development.

CONCLUSION AND SUGGESTION

The assessment results show a prestigious perception of Tengger Tribe farmers towards potato farming in Ngadisari Village at 77%. The prestigious form is manifested mainly in terms of quality as the primary source of income and social aspects of the level of communication and use of labor. The economic aspect shows that the income per season of potato-leek intercropping > monoculture-leek farming and potato farming > cabbage farming, while the annual income of potato-leek intercropping agriculture is the most prestigious. Socio-cultural aspects affect the perception of prestigious, with seven elements having a statement of influence with a percentage of more than 50%, except for aspects of art. The influential elements are the religious/customary system, livelihoods, technology/equipment, and gender roles with the same percentage of 15.46%. Based on these results, the development of agricultural activities from a socio-cultural approach will be more effective through the four main elements. Prestigious perceptions need to be maintained to motivate the development of potato farming, whose average productivity is still 21.35 tons per hectare, below the optimum productivity of 30-35 tons per hectare. It still has the potential to impact profit and social levels positively.

This study has not provided an in-depth explanation of the prestigious perception theory due to the limitations of the researcher. Based on this limitation, it is necessary to research the perception of the prestigious Tengger Tribe farmers in other distribution areas of the Tengger Tribe, such as in Lumajang, Malang, or Pasuruan Regencies, so that they can be compared with the results of previous studies. The development of the economic and socio-cultural aspects needs to be done to see the test angle from the use of analytical tools and cultural elements that affect the perception of prestigious. Further research can also conduct qualitative research to find out more deeply the socio-cultural conditions that are strongly influenced by customs.

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