

Description of Ease of Market Access, Access to Information, and Availability of Transmigrant Transportation in Doing Business in Banyuasin and Ogan Ilir Regencies, South Sumatra Province, Indonesia

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Abstract

The success and sustainability of the transmigration program is largely determined by the quality of the supporting factors which are the main pillars of transmigration programs and activities, namely ease of market access, access to information, and availability of transportation. The purpose of this study was to describe the ease of market access, access to information, and the availability of transmigrant transportation in farming in the Districts of Banyuasin and Ogan Ilir, South Sumatra - Indonesia. The research was conducted from May 2016 to January 2017. The total population was 3,537 transmigrant families. The number of samples in this study was determined using the Slovin formula. This study involved 359 respondents who were determined by stratified random sampling. The research data consists of primary data and secondary data. Primary data were obtained through structured interviews, in-depth interviews and field observations. The results showed that ease of market access was moderate, information access was low, and transportation availability was low.

Keywords: *Easy Access to Markets, Access to Information, Availability of Transportation, Transmigrants, Transmigration.*

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A. INTRODUCTION

Transmigration is one of the population programs that has long been proclaimed by the Government of the Republic of Indonesia (Budi et al., 2021; Diego, 2020; Lai et al., 2021). Contextually, the purpose of implementing transmigration is for the distribution of the population evenly in Indonesia, the utilization of natural resources in areas that are still sparsely populated by using resources originating from outside areas. Thus it is hoped that the welfare of local communities can increase (Aminah, 2021; Monteiro et al., 2021; Syahrudin et al., 2019). Thus, it can be said that the transmigration program has a noble goal for humanity in Indonesia in general.

The existence of a transmigration program allows changes to occur in the destination areas of transmigration starting from social, cultural, economic, even political aspects (Bhatt, 2018; Feys, 2019). This is because the arrival of transmigrants will affect social life, such as: social interaction, social change and so on for local residents. The same goes for the cultural aspect. Not a few acculturation and even cultural assimilation occurred between immigrant tribes as transmigrants and other tribes as native people who had long occupied the area of transmigration destination.

Changes in the economic and political aspects are also likely to occur in the area that is the destination of the transmigration (Trigo, 2021; Idrus et al., 2019; Nababan, 2021).

In addition, it is undeniable that the implementation of the transmigration program has helped the less fortunate people in their areas of origin to become people who are already somewhat in the transmigration destination areas, at least they are able to meet their daily needs without help or depend on other people, or depending on the parents in the region of origin (Raquel, 2020; Diego, 2020). Transmigration has also encouraged a lot in improving the welfare of the people involved in it.

The success and sustainability of the transmigration program is largely determined by the quality of the supporting factors which are the main pillars of the transmigration program and activities, namely ease of market access, access to information, and availability of transportation at transmigration locations (Indraningsih et al., 2021). The purpose of this study is to describe the ease of market access, access to information, and the availability of transmigrant transportation in farming in Banyuasin and Ogan Ilir Regencies, South Sumatra.

B. METHOD

The type of research used is descriptive research, namely explaining the research variables. The research was conducted from May 2016 to January 2017. The research locations were in Banyuasin and Ogan Ilir Regencies, South Sumatra Province, with the consideration that they are areas with a large number of transmigrants in South Sumatra Province. The total population is 3,537 transmigrant families. The sample size in this study was determined using the Slovin formula. The number of samples is 359 respondents. Stratified random sampling, with strata: transmigration settlement, year of placement, type of transmigration, and origin of transmigration (local and outside the province).

Data collection was carried out to obtain primary data and secondary data. Primary data were obtained through structured interviews, in-depth interviews and field observations. Descriptive data is processed by categorizing and scoring.

C. RESULT AND DISCUSSION

1. Ease of Market Access

Ease of access to markets in transmigration locations in the medium category (Table 1). There is enough convenience in selling crops (rubber and palm oil) and can be sold all (100 percent) at each harvest. However, the benefits obtained by transmigrants are not optimal. The price of rubber at the time of research at the transmigration sites ranged from IDR 7,900 to Rp. 10,200 per kg; while the price of palm oil ranges from IDR 900 to IDR 1,100 per kg.

Table 1. Distribution of respondents based on ease of market access, access to information, and availability of transportation in Banyuasin and Ogan Ilir in 2016

Sub Variable	Category	Regency		Total
		Banyuasi n (n=284)	Ogan Ilir (n=75)	(n=359)
		(%)	(%)	(%)
Ease of market access** Average score: 69.4	Low	40.4	0.0	32.0
	Medium	9.2	6.7	8.7
	High	50.4	93.3	59.3
	Total	100.0	100.0	100.0
Information access Average score: 35.8	Low	90.1	88.0	89.7
	Medium	9.9	12.0	10.3
	High	0.0	0.0	0.0
	Total	100.0	100.0	100.0
Availability of transportation** Average score: 21.6	Low	100.0	48.0	89.1
	Medium	0.0	52.0	10.9
	High	0.0	0.0	0.0
	Total	100.0	100.0	100.0

Description: ** very significant difference at $\alpha=0.01$

Average score: Low = 0-50, Medium = 51-75, High = 76-100

There are two forms of commodity selling practices in the research locations, namely selling through middlemen and selling directly to companies. Most of the transmigrants (85.9 percent) sold their crops to middlemen who came to the transmigration locations (Table 2). Some transmigrants (14.1 percent) sell to companies, involving transmigrant groups and cooperatives in marketing the crops.

Most (89 percent) of the transmigration settlement locations can be reached by land vehicles; at these locations, buyers (middlemen) come every two weeks to buy the crops. Payment of the sales proceeds is made two weeks later, when the buyer comes to buy the next harvest.

Table 2. Percentage of commodity buyers from transmigrants in Banyuasin and Ogan Ilir 2016

Buyer	Banyuasin	Ogan Ilir	Total
	(n=284)	(n=75)	(n=359)
	%	%	%
Middleman	71.8	100.0	85.9
Company	28.2	0.0	14.1
Total	100.0	100.0	100.0

In the locations of transmigration settlements that cannot be reached by land vehicle, the transmigrants' crops are brought by motorized boat and meet with buyers at a place where buyers/middlemen can go by land vehicle. This happened in several transmigration locations in Banyuasin Regency. This condition increases production costs and reduces profit margins for transmigrants.

Technically, transmigrants get convenience by selling commodities through middlemen, because the middlemen come directly to the transmigration location; however, this practice perpetuates the dependence of transmigrants on other parties with a weak bargaining position (Budi et al., 2021; Indraningsih et al., 2021). Transmigrants are trapped in market mechanisms and are subject to price decisions by middlemen. Transmigrants tend to have no other choice to sell at a better price. The lack of functioning of joint ventures makes transmigrants very dependent on trading partners (middlemen) to market their products. Institutional strengthening of farmers/transmigrants is needed to increase their bargaining position and to be able to enter various types of markets. The results of this study are in line with the findings of Wigena et al. (2009), that the bargaining position of farmers is weak in commodity marketing.

Transmigrants who sell commodities by involving groups or cooperatives have the potential to get higher selling prices and make cooperatives get paid (fees) as an advantage of the process. This situation will strengthen transmigrant institutions. Through cooperatives, the margin share (which so far has been enjoyed mostly by collecting traders) will be enjoyed by cooperative members. According to Hendrojogi (2000), cooperatives have the potential to improve the bargaining position of people who are generally weak in front of other economic actors.

The market is a basic requirement that guarantees business continuity in any field. Ease and market certainty is one of the factors that can encourage the continuity of farming activities. Soekartawi (1993) stated that marketing is an important aspect that determines the smooth running of production in agribusiness chains as a profit opportunity for producers or farmers.

2. Information Access

Access to information at transmigration locations is in the low category (Table 1). The low level of access to information for transmigrants is due to the low level of availability of information according to needs. Information that is widely available and accessible to transmigrants is information that is not in accordance with the needs of transmigrants in carrying out farming activities. This situation occurred in both districts.

It is difficult for transmigrants to access new information in the agricultural sector or related to farming operations and sources of information are limited to people who are around the transmigrants, namely fellow transmigrants (Table 3). Transmigrants prefer to seek information from fellow transmigrants, because this source of information is always available when needed and because of emotional closeness and social connections. This is in line with the findings of Tamba and Sarma (2007); Bulu et al. (2009); Purbantara and Hugeng (2014), that the main source of information for farmers is fellow farmers. Tjitropranoto (2003) states that the closest source of information to farmers is other farmers who have successfully applied technology and or utilized information obtained from various information sources.

The learning system from transmigrants to other transmigrants or between transmigrants tends to be smoother and more direct, because there is no possibility of psychological factors hindering the learning process. Transmigrants believe in the correctness of the information provided by fellow transmigrants because transmigrants usually say things they have done, things they have experienced and have experienced. Rogers (2003) states that farmers perceive things that their friends say as a true reality and not as a hypothesis waiting for proof.

Access to transmigrant information from the media, extension workers and related institutions is more difficult to obtain than access to fellow transmigrants. Information about rubber and oil palm farming is not easy to obtain from the media, such as magazines, newspapers, radio and television. Electronic media such as television and radio are relatively easy to reach, but the innovation information conveyed through these media is still limited. Print media containing information about farming is still difficult to obtain and the price is relatively expensive. In addition, it is related to a reading culture which is still very low and reading is not yet considered a necessity. The low reading culture is also related to the low formal education of transmigrants.

Table 3. Percentage of information availability in Banyuasin and Ogan Ilir 2016

Resources	Banyuasin (n=284)		Ogan Ilir (n=75)		Total (n=359)	
	Less Available	Available	Less Available	Available	Less Available	Available
	%	%	%	%	%	%
Print media	100.0	0.0	100.0	0.0	100.0	0.0
eAectronic media	100.0	0.0	100.0	0.0	100.0	0.0
Agency (Transmigration Office)	93.0	7.0	82.7	17.3	90.8	9.2
Fellow migrants	31.0	69.0	45.3	54.7	34.0	66.0
Trader	77.4	22.6	64.0	36.0	74.7	25.3
Extension	85.9	14.1	81.3	18.7	85.0	15.0

Information via the internet is widely available, but transmigrants have limitations in terms of the ability to access it and ownership of supporting equipment, as well as limitations in the internet network at the transmigration location from the service provider. This condition causes transmigrants to benefit less from the existence of the internet which is very rich in information, such as websites managed by the Ministry of Agriculture.

The low access to information from extension agents is due to the lack of mastery of the information content needed by transmigrants. Like information on cultivation technology, extension science specifications are about food plants; while the main commodities planted by transmigrants were plantation crops, namely rubber and oil palm. This resulted in extension workers not providing much information about farming to transmigrants.

The Transmigration Office as the agency administering the transmigration program, provides limited information to transmigrants through activities such as training in order to develop the knowledge and skills of transmigrants. Through these activities, transmigrants obtain information for the development of their farming business. The information received is in accordance with the needs of transmigrants, especially information regarding technology and business facilities, but this information is not always accessible.

Access to other information is quite available through traders (middlemen and traders of production inputs), but the information they have is not necessarily new or accurate according to agricultural developments. Sources of information originating from traders are feared to have several weaknesses, namely: lack of knowledge of counseling, lack of motivation to increase the ability and welfare of transmigrants, and low alignment with transmigrants. Traders provide information according to their goals, so that transmigrants can carry out activities according to their wishes and the biggest profits for traders.

New and accurate information received by transmigrants will open their minds and be able to change or adjust the old concepts within the transmigrants into new concepts with new information. Information is needed to observe and understand any changes that occur; information is the basis for decision making. Changes continue to occur, for example technological advances continue to develop, market or consumer demands continue to increase with various farming problems including problems in swamps. Transmigrants need to know each of these changes in order to be able to make the right decisions to develop farming according to the changes that occur and the needs required.

Rogers and Kincaid (2008) state that information makes recipients open to outside influences, which makes them responsive to new ideas for improving their lives. Slamet (2001) added that information is the raw material to become knowledge and that knowledge is needed to be able to maintain life, and to improve the quality of life. Farmers need new information on all matters relating to their farming, such as cultivation technology, production facilities, capital and market demand. Armed with information that is relevant to their farming business, farmers (transmigrants) will increase their ability and possibility to make better decisions and not depend on other people.

3. Transportation Availability

The availability of transportation at transmigration locations is in the low category (Table 1). The low level of availability of transportation for transmigrants is because most locations (80 percent) do not yet have public transportation that can be used by transmigrants to go to cities. This makes it difficult for transmigrants who do not have private vehicles to go to the city.

Most of the roads (70 percent) are still in the form of piles of soil mixed with gravel, so that four-wheeled vehicles cannot pass during the rainy season. This causes the marketing of crops to be constrained, because the buyer's vehicle that will

transport the crops cannot go to the location. This is in line with the findings of Purwantini and Rivai (2009), that transportation infrastructure affects the level of ease of marketing agricultural products.

Limited road conditions also affect the price of production facilities. Locations that are difficult to reach by four-wheeled vehicles, at these locations the price of production facilities becomes more expensive. According to Soekartawi (1993), the result of inadequate infrastructure causes higher transportation costs, making it difficult to achieve agricultural business efficiency.

Table 4. Percentage of transportation availability in Banyuasin and Ogan Ilir 2016

Indicator	Banyuasin (n=284)		Ogan Ilir (n=75)		Total (n=359)	
	No	Yes	No	Yes	No	Yes
	%	%	%	%	%	%
Ease of transportation	100.0	0.0	48.0	52.0	89.1	10.9
Smooth transportation	100.0	0.0	18.7	81.3	83.0	17.0
Low cost	100.0	0.0	100.0	0.0	100.0	0.0

Significantly there are differences in the level of availability of transportation between Banyuasin and Ogan Ilir Regencies. Transmigration locations in Ogan Ilir Regency have relatively better levels of transportation availability (road conditions and transportation facilities) compared to transmigration locations in Banyuasin Regency (Table 4). Seventy-five percent of the transmigration settlements in Ogan Ilir Regency are in the Independent Integrated City (KTM) area, this is the reason for the availability of better transportation when compared to in Banyuasin Regency. The Independent Integrated City is a transmigration area whose development and development is designed to grow and develop into a city. The government through the KTM program provides a larger budget for the construction of road and bridge infrastructure at transmigration locations.

D. CONCLUSION

Conditions of ease of market access are in the medium category, low access to information, and low availability of transportation in the districts of Banyuasin and Ogan Ilir Regencies. This condition also illustrates the quality of access to resources at transmigration locations in the two districts.

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