FARMER’S INNOVATIVE ATTITUDE TO THE WORK ETHOS OF RICE FARMERS IN SABIANO VILLAGE, WUNDULAKO DISTRICT KOLAKA REGENCY

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ABSTRACT

This studied aimed to determine the innovative attitude, work ethic and the relationship between innovative attitudes and work ethic of rice farmers in Sabiano Village, Wundulako District, Kolaka Regency. This research was carried out in Sabiano Village, Wundulako District, Kolaka Regency. The population in this study were all rice farmers in Sabiano Village, Wundulako District as many as 110 people. The research sample amounted to 31 farmers. The sampling method is done by simple random sampling (simple random). The results of this studied indicated that the innovative attitude of farmers in the good category, the work ethic of farmers in the good category, and the innovative attitude of farmers have a positive significant relationship with the work ethic of lowland rice farmers in Sabiano Village, Wundulako District, Kolaka Regency.

Keywords: Farmers; Innovative Attitude; Work Ethic.

INTRODUCTION

Indonesia has various potentials and problems related to food, so it is very interesting to observe (Sanny, 2010). Southeast Sulawesi is one of the rice producers in Indonesia, rice production in Southeast Sulawesi throughout 2019 was 519,707 Tons of Milled Dry Grain (GKG). And increased in 2020 by 532,773 Tons of Milled Dry Grain (GKG). To increase agricultural production, namely through improving the business management of the farmers themselves, which involves psychological factors from farmers such as work ethic. According to Janssen (2000) states that work ethic is the key and foundation for the success of a society or nation, work ethic is also one of the requirements for efforts to improve the quality of the workforce or human resources.

Sabiano Village is one of the villages in Wundulako District, Kolaka Regency, about ± 29 km from Kolaka City, Southeast Sulawesi Province. Most of the community's economic activities come from agricultural activities (rice fields and horticultural crops). Most of the community activities in Sabiano Village make a living as farmers, either owner farmers, sharecroppers or as farm laborers. One of the agriculture that has been developed in Sabiano Village, Wundulako District, is lowland rice farming. Sabiano Village, Wundulako District, Kolaka Regency has an area of ± 40 ha of lowland rice farming.

Lowland rice farmers who have high motivation to succeed in managing their farming must have a good innovative attitude. Innovative attitude is one of the personality elements that farmers need to have in determining their actions and behavior towards an object of innovation for the success of farming. Bos-nelhes & Veenendaal (2019), an innovative attitude can also be interpreted as a tendency for individual activities that are oriented towards the creation, process and implementation of ideas related to relatively new products, technologies, procedures, or work processes with the aim of increasing effectiveness and organizational achievement. Lee & Hong (2014), that innovative attitude is part of positive behavior aimed at employees at work, this positive behavior has a positive correlation with innovation output.

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An innovative attitude is needed in order to develop potential and keep up with the times. In this case the stages of a person in adopting a new idea there are five stages as follows: awareness, someone has become aware of the innovation; interest, someone starts looking for information about the innovation that is received because he is starting to be interested in the innovation; evaluation, considering the advantages and disadvantages of an innovation; try, individuals begin to try innovations on a small scale; and adoption, the individual decides to make full use of the innovation. Innovative attitude is an individual attitude towards renewal or change. Innovative attitude will be reflected in the implementation of professional duties. Innovative attitudes, including the innovative attitude of farmers, are still experiencing problems. Alam, et al (2021), that the innovative attitude of teachers in the SD Inpres Tala-Tala cluster, Bissappu District, Bantaeng Regency is generally still in the moderate category.

The innovative attitude of farmers will increase the work ethic of farmers in managing their farms. Li & Zheng, (2014), that psychological capital in individuals is a condition where positive psychology develops which includes self-efficacy, optimism, hope, and a tough attitude related to creativity and innovation in a person. Azizah & Ma'rifah (2017), that innovative behavior is closely related to innovation. An innovative attitude emphasizes a creative attitude so that a change occurs in the environment.

The work ethic itself is a driving force, impetus and trigger to work in every human being. But the fact is that careless work habits, lack of awareness, low motivation, lack of knowledge in farming techniques cause the results they get are also not optimal. According to Liang (2012), the work ethic of farmers has several attitudes, namely: effective and efficient, hard work, discipline, and future orientation. Priansah (2014) states that work ethic is a set of positive behaviors rooted in fundamental beliefs accompanied by a total commitment to an integral work paradigm. Octarina (2013) the functions of ethos are: The driving force for actions; Passion in activity; and as a driving tool, the size of the motivation will determine the speed of an action.

A person's positive innovative attitude can provide encouragement or motivation to someone to make innovations in carrying out their role so that the role that a person plays becomes more meaningful and can improve his work (Jasmani, 2016). There is a relationship between the development of innovative attitudes of farmers to the work eros of lowland rice farmers. One of the determining factors in increasing farmers’ income and innovative attitude is a good work ethic (Mubyarto, 1993). Therefore, this study aims to determine the innovative attitude, work ethic and the relationship between innovative attitudes and work ethic of rice farmers in Sabiano Village, Wundulako District, Kolaka Regency.

MATERIALS AND METHODS

This research was carried out in Sabiano Village, Wundulako District, Kolaka Regency. The population in this study is 110 people who cultivate lowland rice plants. Sugiyono (2013), that population is a generalization area consisting of objects/subjects that have certain quantities and characteristics that are applied by researchers to be studied and then drawn conclusions.

The sample is part of the population that the researcher wants to study. The sample is part of the number and characteristics possessed by the population. The research sample amounted to 31 lowland rice farmers, which were determined using the Slovin formula. The Slovin formula is as follows:

\[ n = \frac{N}{1 + N(d)^2} \]

The sampling method is done by simple random sampling (simple random). The data obtained in this study were calculated as a percentage of each component variable. Furthermore, the data obtained were analyzed descriptively quantitatively. The first problem of this study was analyzed using the interval formula, as follows:

\[ I = \frac{J}{K} \]  
(Sugiyono, 2013)

Where:
I = Class interval
J = Highest score - lowest score
K = Many classes

The second problem of this study was analyzed using Spearman Rank Correlation, as follows:

\[ \rho = 1 - \frac{6 \sum b_i^2}{n(n^2-1)} \]  
(Sugiyono, 2013)
Where:

\[ \rho = \text{Correlation coefficient.} \]
\[ b_i^2 = \text{Difference of each pair of rank} \]
\[ n = \text{Number of subjects or respondents} \]

Test criteria:

- Ho is accepted if significant count = 5% (0.05)
- Ho is rejected or Ha is accepted if significant count \(<= 5% (0.05)\)

According to Sugiyono (2013), the guidelines for providing the interpretation of the correlation coefficient are as follows:

- 0.00 - 0.199 = Very not strong
- 0.20 - 0.399 = Not strong
- 0.40 - 0.599 = Strong enough
- 0.60 - 0.799 = Strong
- 0.80 - 1.000 = Very strong

**RESULTS AND DISCUSSION**

**Identity of Respondents**

The identity of the respondents is the data collected to describe the state of the research respondents. The respondents’ identity variables used in this study consisted of age, education level, number of dependents and area of patchouli plantation. The results of the research on the identity of the respondents are presented in Table 1.

Table 1. Identity Respondents of Lowland Rice Farmers in Sabiano Village, Wundulako District

<table>
<thead>
<tr>
<th>Respondent Identity</th>
<th>Category</th>
<th>Amount</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (Years)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 – 54</td>
<td>Productive</td>
<td>19</td>
<td>61,30</td>
</tr>
<tr>
<td>&gt; 55</td>
<td>Less productive</td>
<td>12</td>
<td>38,70</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SD</td>
<td>Basic Education</td>
<td>25</td>
<td>80,64</td>
</tr>
<tr>
<td>SMP</td>
<td>Junior Secondary Education</td>
<td>6</td>
<td>19,35</td>
</tr>
<tr>
<td>Cultivated Land Area (Ha)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 0.5</td>
<td>Small</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>0.5 – 1</td>
<td>Medium</td>
<td>9</td>
<td>29,03</td>
</tr>
<tr>
<td>&gt; 1</td>
<td>Large</td>
<td>22</td>
<td>70,96</td>
</tr>
<tr>
<td>Farming Experience (Years)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt; 5</td>
<td>Less Experienced</td>
<td>19</td>
<td>59,37</td>
</tr>
<tr>
<td>5 – 10</td>
<td>Experienced</td>
<td>13</td>
<td>40,62</td>
</tr>
<tr>
<td>&gt; 10</td>
<td>Very experienced</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022.

Table 1 shows that as many as 19 people (61.30%) of the respondents were of productive age. The difference in the age of the farmer will make a difference in terms of the ability to manage the farm. The working ability of a farmer will certainly differ between old age and young age. Then on the aspect of the willingness of farmers to accept innovation in farming, there are also differences between the two. The results of the research by Widiyanti et al. (2016) show that farmers at productive age have the motivation to run their corn farming by using innovations of hybrid corn varieties.

Table 1 shows that as many as 31 people (100.00%) patchouli farmer respondents have adequate education. This shows that the farmers in this research area have had adequate education. Adequate farmer education will support farmers in managing patchouli farming. This is supported by research by Kolo and Kune (2016), that farmers' education factors have a positive influence on peanut farming, every 1% addition of farmers' education level will increase production by 0.102%.

Table 1 shows that as many as 22 people (70.96%) respondents have a large area of arable land, which is wider than 1 Ha. Land is an important production factor in farming, especially patchouli farming. The wider the arable land of a farmer, in addition to increasing social status in the community, it can also have an effect on the
level of production in farming. Extensive arable land will certainly be a motivating factor for farmers to develop their farming. Based on research by Agustiar et al. (2015), pointed out that land area has a positive effect on patchouli oil production.

Table 1 shows that as many as 19 people (59.37%) of respondents have inadequate farming experience, which is less than 5 years. Experience in lowland rice farming illustrates the time span of a farmer involved in lowland rice farming, whether as a business owner or as labor in lowland rice farming. The longer a farmer does farming, the higher the level of knowledge and skills in farming. The knowledge and skills will have a positive correlation with the clove farmers' income. Based on the analysis of Rafika (2015), it shows that the experience of farmers in clove farming has a positive correlation with the level of income of clove farmers.

Farmer’s Innovative Attitude

Innovative attitude is defined as the attitude or tendency of actions taken to create and adopt new ideas, thoughts, or ways to be applied in the implementation and completion of work (Gaynor, 2002). The results of research on innovative attitudes of farmers can be seen in Table 2.

Table 2. Innovative Attitudes of Farmers in Sabiano Village, Wundulako District

<table>
<thead>
<tr>
<th>No</th>
<th>Category</th>
<th>Number of Respondents (Soul)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Well (73-100)</td>
<td>31</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Enough (47-72)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>less (20-46)</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022.

Table 2 shows that the innovative attitude of farmers in this research area is in the good category, as many as 31 people (100%) farmer respondents. This shows that farmers in the research area have an innovative attitude. The rice farmers in Sabiano Village, Wundulako District, Kolaka Regency have implemented all dimensions of an innovative attitude well. Jong & Hartog (2010), that innovative attitudes are individual attitudes or behaviors that aim to reach the introduction stage or try to introduce new and useful ideas, processes, products or producers in work, groups or organizations. The results of research on indicators of innovative attitudes can be seen in Table 3.

Table 3. Dimensions of Farmers’ Innovative Attitudes in Sabiano Village, Wundulako District

<table>
<thead>
<tr>
<th>Innovative Attitude</th>
<th>Category</th>
<th>Number of Respondents (Soul)</th>
<th>Percentage (%)</th>
<th>Amount (Souls/%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seeing opportunities</td>
<td>Good (19-25)</td>
<td>31 Soul (100%)</td>
<td>-</td>
<td>31 Soul (100%)</td>
</tr>
<tr>
<td>Generating Ideas</td>
<td>Enough (12-18)</td>
<td>29 Soul (93,54)</td>
<td>2 Soul (6,45%)</td>
<td>31 Soul (100%)</td>
</tr>
<tr>
<td>Fighting for ideas</td>
<td>Low (5-11)</td>
<td>29 Soul (93,54)</td>
<td>2 Soul (6,45%)</td>
<td>31 Soul (100%)</td>
</tr>
<tr>
<td>Modern Technology</td>
<td></td>
<td>31 Soul (100%)</td>
<td>-</td>
<td>31 Soul (100%)</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022.

Table 3 shows that all dimensions of the innovative attitude of rice farmers in this research area are in the good category. The indicator sees opportunities in the innovative attitude of farmers in the good category, as many as 31 people (100%) respondents. This means that the rice farmers in the research area have applied the indicators of seeing opportunities in an innovative attitude well. This is in accordance with the opinion of Robbin (2012) which states that seeing opportunities is a process that involves individuals or groups who use certain efforts and means to create a growing value to meet a need without regard to the resources used.

Table 3 shows that the dimensions of generating ideas in the innovative attitude of farmers are in the good category, as many as 29 people (93.54%), respondents. This means that the lowland rice farmers in this research area have implemented the indicators of issuing ideas in an innovative attitude well. Sukino (2014) which states that participation is the result of cooperation between two or more humans who give and receive learning from each other because experience is needed, exchange of knowledge, mutual expression of reactions and responses to a particular problem.

Table 3 shows that the dimensions of fighting for ideas in the innovative attitude of farmers are in the good category, as many as 29 people (93.54%), respondents. This means that the lowland rice farmers in this research area have implemented the indicators of fighting for ideas in an innovative attitude well. Ramadan, et al (2016) which states that farmers who are members of groups can have high linkages and togetherness between members.
because they will know each other and work well together, so that if there are problems and obstacles they can be resolved jointly between group members.

Table 3 shows that the dimensions of modern technology in the innovative attitude of farmers are in the good category, as many as 31 people (100%), respondents. This means that the lowland rice farmers in this research area have applied the indicators of modern technology in an innovative manner well. Miarso (2016) who revealed that technology is a form of process that increases added value. The running process can use or produce certain products, where the resulting product is not separated from other existing products. Furthermore, it is also mentioned that technology is an integral part of a particular system.

**Farmer’s Work Ethic**

Work ethic is an attitude that emerges on its own volition and awareness based on a system of cultural value orientation towards one’s work (Pelly, 2010). The results of research on the work ethic of rice farmers in Sabiano Village, Wundulako District, are presented in Table 4.

Table 4. Work Ethic of Farmers in Sabiano Village, Wundulako District

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Number of Respondents (Soul)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Well (146-200)</td>
<td>31</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Enough (93-145)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Less (43-92)</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022.

Table 4 shows that the work ethic of lowland rice farmers in this research area is in the good category, as many as 31 people (100%) respondents. This means that farmers in Sabiano Village are good at implementing all dimensions of the farmer’s work ethic. Tasmara (2017), that work ethic is the totality of his personality and the way he believes and gives meaning to something. The results of research on the dimensions of the work ethic of farmers can be seen in Table 5.

Table 5. Dimensions of the Work Ethic of Farmers in Sabiano Village, Wundulako District

<table>
<thead>
<tr>
<th>Work ethic</th>
<th>Category</th>
<th>Soul</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length of work</td>
<td>Well (19-25)</td>
<td>31 Soul (100%)</td>
<td>-</td>
</tr>
<tr>
<td>Managing a farm with family</td>
<td>Enough (12-18)</td>
<td>2 Soul (6.45%)</td>
<td>31 Soul (100%)</td>
</tr>
<tr>
<td>Farm working hours</td>
<td>Less (5-11)</td>
<td>2 Soul (6.45%)</td>
<td>-</td>
</tr>
<tr>
<td>Managing in a modern way</td>
<td>Well (19-25)</td>
<td>31 Soul (100%)</td>
<td>-</td>
</tr>
<tr>
<td>Have attended training</td>
<td>Enough (12-18)</td>
<td>2 Soul (6.45%)</td>
<td>-</td>
</tr>
<tr>
<td>The habit of gotong royong</td>
<td>Less (5-11)</td>
<td>2 Soul (6.45%)</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022.

Table 5 shows the dimension that the length of work of the farmer’s work ethic is in the good category, as many as 31 respondents (100%). This means that lowland rice farmers in this research area have implemented indicators from a long time of working well. Widodo (2016) said that length of work is the amount of time needed to complete a job without taking into account the time used for, for example, taking a break, waiting for raw materials to arrive and so on.

Table 5 shows the dimensions that choose to manage a farm with family in the good category as many as 30 respondents (96.77%). This means that lowland rice farmers in this research area have implemented indicators of choosing to manage farming with their families well. Sugiyono (2013), that in order to align the wishes of the family with the requirements of the business, family companies need to realize that the company is founded on a genetic relationship, and that the family is very involved in management. Maintaining harmony is the founder’s job and is essential to avoid disputes that impact the day-to-day operations of the company.

Table 5 shows the dimension that the working hours of paddy rice farming in a day are in the good category, as many as 29 respondents (93.54%). This means that lowland rice farmers in this research area have implemented indicators of working hours for lowland rice farming in a day well. Istiqomah (2014), that working...
hours are the length of time a person is able to work well and the relationship between working time and knowing the relationship between work time and rest time, and a day includes morning, afternoon, evening and night. The length of time a person works well a day is generally 6-8 hours, the remaining 16-18 hours is used for family, community, rest and others.

Table 5 shows the dimensions that the dimensions of choosing to manage in a modern way are in the good category as many as 29 respondents (93.54%). This means that lowland rice farmers in this research area have implemented indicators from the dimensions of choosing to manage in a modern way well. Miarso (2016) about choosing to manage in a modern way is a form of process that increases added value.

Table 5 shows the dimensions that the dimensions have attended training from work ethic in the good category, as many as 29 respondents (93.54%). This means that the farmers in the research area have applied the dimensional indicators and have attended the training well. Mathis & Jackson (2016), that attending training is a process in which people achieve certain abilities to help achieve organizational goals, therefore this process related to various organizational training goals can be viewed narrowly or broadly.

Table 5 shows the dimensions that the dimensions of mutual cooperation among members are in the good category, as many as 31 respondents (100%). This means that the farmers in the research area have implemented indicators from the dimensions of the habit of mutual cooperation among members well. Sudrajat (2014). With the existence of mutual cooperation, the community can obtain several benefits, the work becomes easier and lighter than if it is done individually.

The Relationship between Innovative Attitude and Farmer’s Work Ethic

The analysis of the relationship between innovative attitudes and the work ethic of farmers in this study was analyzed by Spearman rank analysis. The results of the analysis of the relationship between innovative attitudes and the work ethic of farmers in this study can be seen in Table 6.

Table 6. The Relationship between Farmers’ Innovative Attitudes and Work Ethic of Rice Farmers

<table>
<thead>
<tr>
<th>No</th>
<th>Variable</th>
<th>Score Coefficient</th>
<th>Significant Value</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Farmer’s Innovative Attitude</td>
<td>0,525</td>
<td>0,007</td>
<td>Signifikan</td>
</tr>
<tr>
<td>2.</td>
<td>Farmer’s Work Ethic</td>
<td>0,525</td>
<td>0,007</td>
<td>Signifikan</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2022.

Table 6 shows that the relationship between the innovative attitude of farmers to the work ethic of rice farmers in Sabiano Village, Wundulako District, Kolaka Regency, obtained a correlation coefficient value of 0.525 with a significant level of 0.007. This shows that the innovative attitude of farmers is significantly related to the work ethic of lowland rice in Sabiano Village, Wundulako District, Kabuaten Kolaka (Sig. (2-tailed) 0.000 < or less than 0.05). The category of the relationship between the innovative attitude of farmers and the work ethic of lowland rice in Sabiano Village is in the category of very close correlation (very close category is 0.80 – 1,000).

Table 6 shows that the better the innovative attitude of the farmers, the better the work ethic of the rice farmers. Likewise, the work ethic of rice farmers is getting better, the innovative attitude of farmers is also getting better. Suriasumantri (1996), that cognition involves belief in the object of attitude, affection involves feelings and connotations concerning the tendency to act. Farmer’s innovative attitude means having a relatively stable tendency to react in the form of cognition, affection and connection, to something new both in terms of practice or object which includes the application of innovation and a high work ethic will be seen from the life behavior of farmers who work hard, full responsible, tenacious and independent. These elements if owned by farmers will be very helpful in carrying out daily work such as farmers as cultivators of rice fields who are full of limitations but are required to have high productivity.

The results showed that there was a significant relationship between the innovative attitude of farmers to the work ethic of lowland rice farmers in Sabiano Village, Wundulako District, Kolaka Regency. Most of the farmers stated that an innovative attitude was very important in farming lowland rice. Innovative attitude is one of the personality elements that farmers need to have in determining their actions and behavior towards an object. Innovative attitude has components of cognition, affection and connection related to the application of innovation in managing agricultural land. Farmers who have new ideas in terms of agricultural mechanization are expected to increase their productivity.
CONCLUSIONS

The innovative attitude of farmers in this research area is in the good category, farmers in the research area have an innovative attitude. The work ethic of lowland rice farmers in this research area is in good category, where lowland rice farmers in Sabiano Village already have a good ethos in managing lowland rice farming. The innovative attitude of farmers has a positive significant relationship with the work ethic of lowland rice farmers. The better the innovative attitude of farmers, the better the work ethic of farmers in managing lowland rice farming in Sabiano Village, Wundulako District, Kolaka Regency.

REFERENCES


