

Enhancing Empowerment Of Tobacco Farmers Communities Through Increasing Income: Socio-Economic Psychological Analysis

¹Markus Patiung* , ²Nugrahini Susantinah Wisnujati , Siti Alimah³

^{1,2} *Departement of Agribusiness, Faculty of Agriculture, Universitas Wijaya Kusuma, Surabaya, Indonesia.*

³ *Departement of Agribusiness, Faculty of Agriculture, Universitas Wijaya Putra, Surabaya, Indonesia.*

*Corresponding author: markuspatiung@uwks.ac.id

Abstract

Tobacco farmers' empowerment is one of the efforts that can be done to enhance their livelihoods. One of them is increasing the income of Tobacco farmers. It happens when the uncertain income of Tobacco farmers at Probolinggo Regency, Indonesia due to changes in production factor prices and tobacco product prices, which have an impact on the hardship of farmers live, and the result affected income and socio-economic conditions of Tobacco farmers. This study adopts a socio-psychological with an economic approach to analyze the empowerment model and the process of empowering tobacco farmers in improving their welfare through increasing their income as tobacco farmers. This study focus on analyzing the income of tobacco farmers. The method used in this research is the descriptive method with R/C ratio analysis tools and regression analysis. The results of this study The empowerment model in increasing the income of tobacco farmers is that tobacco farmers and the tobacco products industry are in one system, meaning that the farming community is involved in the downstream sector and the industrial community is involved in the upstream sector by building the MOU with local government assistance through the establishment of a tobacco products industry for enhancing tobacco farmer income.

Keywords: Tobacco, Farmers, Empowerment, Socio-psychological.

INTRODUCTION

Empowerment is the process of strengthening individuals their own feeling of effectiveness among the other members (Conger & Kanungo, 1988; Jordan et al. 2017). Taking into account the various advances in science and technology in increasing global competition. Then empowerment can recognized as a very important element for effectiveness (Ergeneli, Ari & Metin, 2007, Jose et al, 2014).

Many previous researchers have concluded that empowerment is an iterative process to acquire this power (Speer and Hughey 1995; Masterson and Owen 2006; Wallis, Dukay, Mellins et al. 2008). However, empowerment is also in a different

sense in many social, economic and political contexts (Narayan 2002). Empowerment can be defined as having intrinsic value and can also be applied at the individual and community level. In a broad sense, empowerment is the freedom to act and determine something in order to improve existing resources with decisions that can affect one's life. Determine activities in carrying out real choices, so as to produce actions that can improve their lives (Speer & Hughey, 1995; Narayan, 2002; McCallum, 2014).

Psychological approach contemplate empowerment as the psychological state of subordinates resulting from empowering practices at work (Amenumey & Lockwood, 2008). The concept of psychological empowerment

plays an important role in behavioural, emotional and cognitive constructs (Wang, 2015)

Indonesia farming documented that the large potential of tobacco in Probolinggo Regency of East Java Province provides an opportunity to increase GRDP in the agricultural/plantation industrial sector, in addition to supporting, developing and increasing the competitiveness of SMEs in the tobacco products sector and is projected as an integrated area for small-scale cigarette producers legally to empower the community through increasing farmers' income in realizing community welfare, the upstream and downstream sectors in the tobacco center in Probolinggo district must exist in one system. The development of the tobacco products industry is an effort to open up employment opportunities both upstream and downstream in Probolinggo Regency and this means reducing the number of unemployed, fighting poverty and equalizing income.

The upstream industry is an industry that only manages raw materials for semi-finished goods industry activities. This industry only provides raw materials for other industrial activities, in this case tobacco farmers. While the downstream industry is an industry that processes semi-finished goods into finished goods so that the resulting goods can be directly used or enjoyed by consumers (cigarettes). Tobacco is a cross-sectoral commodity and its strategic presence has always attracted the attention of many parties. Although not native to Indonesia, the existence of tobacco has been attached and familiar to the community through the culture of using tobacco without knowing economic class. In addition, the geographical conditions of several regions in Indonesia, including several areas in Probolinggo Regency, support the agrarian sector with the majority of livelihoods being farmers.

The role of people's tobacco is seen as very important in the social, economic and trade fields. People's tobacco is most needed domestically, especially for cigarette companies. In principle, the government should support the development of agriculture and agricultural life as well as possible to assist its development, including

building industrial estates based on tobacco products. Tobacco is one of the mainstay agribusiness commodities that provide wide job opportunities and provide income for the community in each agribusiness chain. Tobacco also supports the economy with the foreign exchange excise it produces (Widoyo, 2003).

Probolinggo is one of the regencies in East Java that produces tobacco with good quality, almost all farmers in 7 sub-districts namely Kraksaan District, Krejengan District, Besuk District, Kotaanyar District, Paiton District, Pakuniran District and Pajarakan District who have rice fields or land that is not rice fields, trying to take advantage of the opportunity to grow tobacco, because it is felt to be very profitable with a fairly high selling price if it produces good tobacco. However, some farmers feel that the current tobacco commodity in Probolinggo Regency is not like in the past. In fact, is every year tobacco farmers in Probolinggo Regency fluctuations in production prices of commodities and this condition effect significant on their incomes

However, on another side, the Government of Probolinggo Regency will build a Tobacco Products Industrial Estate which is located in one of the tobacco-producing areas of Probolinggo Regency. The development of the Tobacco Products Industrial Estate has the aim of developing the tobacco industry in Probolinggo Regency, which will later increase the prosperity of tobacco farmers. The Government also provides counselling and provides other farming business needs such as seeds, seedlings, fertilizers and other supporting needs. This is done to the assisted tobacco farmer groups.

Tobacco farmers' income is always uncertain due to erratic tobacco prices, because of the traders' games, so it always has an impact on the socio-economic conditions of tobacco farmers. With the establishment of a tobacco industry owned by the local government which is managed by a group of tobacco farmers, it is hoped that it can increase the income of tobacco farmers which in turn improves the socio-economic psychological of tobacco farmers. In order to increase income many factors

influence (Jatiningrum, et al, 2021a). This study is to address analyzing Tobacco Farmer community empowerment through farmer income on Socio-economic Psychological Empowerment activities would help them to get involved in activities that are meaningful to them in their own environment, to learn new skills, be knowledgeable, competent, independent, and achieve their goals.

RESEARCH METHOD

The method used in this research is descriptive quantitative method in two steps, first, analyzing farm data using R/C profit analysis (π), and second regression analysis.

The method used in calculating the income of tobacco farmers is as follows:

$$TB = BT + BV \quad (1)$$

TB = Total Cost of Tobacco Farming per Hectare

BT = Fixed Cost of FarmingTobacco per Hectare

BV = Variable Cost of FarmingTobacco per Hectare

$$TP = Q \times P \quad (2)$$

TP = Total Farming RevenueTobacco per Hectare

Q = Total Farm ProductionTobacco per Hectare

P = Farm Production PriceTobacco per Kilogram

Farming ProfitTobacco per Hectare

$$TP - TB \quad (3)$$

TP = Total Farming RevenueTobacco per Hectare

TB = Total Farming CostTobacco per Hectare.

After analyzing farm data with R/C ratio analysis tools, then analyze the factors that affect farmers' income using multiple regression analysis.

RESULT AND DISCUSSION

Analysis of Tobacco Farming Income

Types of costs incurred in tobacco farming include fixed costs such as land rent, variable costs such as seeds, SP-35 fertilizer, ZA and Urea, pesticides, labor such as hand tractor machines, making beds, loosening soil, making planting holes, planting, closing planting holes, weeding, hoarding, fertilizing, controlling pests and diseases, harvesting, transportation, ripening, chopping, trays/looks, drying, packing, HIPPA.

Forselling priceClass A dry tobacco leaves the selling price per kilogram on average is Rp 32,500, for class B dry tobacco leaves the average price is Rp 25,267/kg and class C dry leaves the selling price is Rp 18,958/kg. Class A tobacco consists of upper middle leaves, class A tobacco leaves are the best quality tobacco leaves. Class B tobacco consists of middle leaves, meaning that these leaves have a standard quality below those of class A. While class C tobacco is tobacco consisting of lower leaves with less standard or less good quality, of course the selling price is lower than class A tobacco and class B tobacco.

Table 1. Total Cost, Total Production, Revenue, Profit and R/C Ratio Tobacco Farming in Probolinggo Regency in 2022.

No.	Description	Budget		
		Volume	Unit price (Rp)	Amount
A.	Fixed cost			
	□ Land lease	1	Ha	7,500,000
	Amount			7,500,000
B.	Variable Cost			
	□ Seeds/seeds	20,000	stem	40
	□ Fertilizer			800

SP-36	100	kg	24,000	2,400,000
ZA	100	kg	700	170,000
Urea	200	kg	2,250	450,000
<input type="checkbox"/> Pesticide	1	Package	,000,000	1,000,000
<input type="checkbox"/> Labor				
-Hand Tractor Machine (rent)	1	Package	200,000	200,000
-Making beds, loosening the soil	40	HOKp	50,000	2,000,000
-Making planting holes	20	HOKp	50,000	1,000,000
-planting	30	HOKw	50,000	1,500,000
-Closing the planting hole, repek weeding	20	HOKp	50,000	1,000,000
- hoarding	20	HOKp	50,000	1,000,000
- Fertilization	20	HOKp	50,000	1,000,000
- Pest and disease control	10	HOKp	50,000	500,000
- Harvest	70	HOKp	50,000	3,500,000
- Transportation	6	Package	150,000	900,000
- curing	10	HOKp	50,000	500,000
- chopping	30	HOKp	100,000	3,000,000
- Look/look	60	HOKw	45,000	2,700,000
- drying	40	HOKp	50,000	2,000,000
- Packing	20	HOKp	50,000	1,000,000
- HIPPA	1	HOKp	600,000	600,000
Amount				26,420,800
Total Cost A+B				33,920,800
Total Production	1,600	kg		
Total Receipt	1,600	kg	32,500	52,000,000
Total Income				18,079,200
R/C ratio				2.0

Data Source: PPL Probolinggo Regency

Based on Table 1 above, show that the quality of tobacco produced by farmers in Probolinggo district is quality A. In one hectare, the need for seeds is 20,000 stems with a land rent of Rp. 7,500,000 per hectare. Fixed costs are Rp. 7,500,000, while the fixed costs are Rp. 26,420,800, - so the total cost of tobacco farming is Rp. 33,920,800 per hectare per year. Total tobacco production is 1,600 kg per hectare per growing season. The price of tobacco production is Rp. 32,500 per kilogram, so that the total revenue from tobacco farming is Rp. 52,000,000 per hectare per growing season.

The total income of tobacco farming is Rp. 18,079,200 per hentar per growing season. If in one year there are two planting seasons, the farmer's income is

Rp. 36,158,400 per trip per year. Or the average income of tobacco farmers is Rp. 3,013,200 per month. If the price of tobacco products with quality A can reach Rp. 35,000 – Rp. 40,000 then the income of tobacco farmers will increase. Because in some areas the production of tobacco with quality A can reach Rp. 40,000 per kilogram.

Factors Analysis Affecting Tobacco Farmers' Income

Classical Assumption Test

The normality test aims to test whether in the regression model, the confounding variable or residue has a normal distribution. In this study using a graphical analysis test

Most Extreme Difference s	Absolut e	.347	.287	.220	.264	.244	.288	.307	.183
	Positive	.347	.278	.220	.264	.244	.288	.307	.183
	negativ e	- .332	-.287	-.185	-.163	-.143	-.235	-.300	-.135
Kolmogorov- Smirnov Z	2,90 3	2,397	1.845	2.211	2,045	2.407	2,566	1.532	
asymp. Sig. (2- tailed)	.000	.000	.002	.000	.000	.000	.000	.000	.018

a. Test distribution is Normal.

b. Calculated from data.

Results of one sample kolmogorov smirnov normality is met if the significance value obtained is greater than the significance level. In the table of Kolmogorov-Smirnov test results, the Asymp value is obtained. Sig. (2-tailed) 0.000 is less than 5 percent alpha, the data meet normality. So it can be concluded that the residuals in the model are normally distributed.

The multicollinearity test aims to test whether the regression model is found to have a correlation between the independent (independent) variables. In this study, tolerance and VIF tests were used. The cutoff value that is commonly used to indicate the presence of multicollinearity is the Tolerance value < 0.10 or the same as the VIF value > 10.

Table 3. Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Land lease	.012	85.945
	Seed Price	.011	90,870
	ZA price	.431	2,321
	Urea Price	.368	2,715
	SP-36 Harga price	.212	4.726
	Price of Pesticide	.104	9.636
	Labor Price	.186	5.383

a. Dependent Variable: Income

Based on the Table 3, each variable has a tolerance value not less than 0.1, meaning that there is no correlation between variables that exceeds 95 percent and the VIF value is not greater than 10, so it can be concluded that the linear regression model does not experience multicollinearity problems except for land rent and rent. seed price.

The autocorrelation test aims to test whether the linear regression model has a correlation between the confounding error in period t and the confounding error in period t-1 (previous). In this study, the Durbin – Watson (DW) test was used.

Table 4. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.980 ^a	.961	.957	81.14344	.443

a. Predictors: (Constant), Labor Price, ZA Price, Urea Price, SP-36 Price, Land Rent, Pesticide Price, Seed Price

b. Dependent Variable: Income

Detection of autocorrelation was carried out using the Durbin-Watson statistical test. The number of independent variables (k) used is 7 and the number of observations (n) is 70, so the dU value is 1.8375 and the dL value is 1.4012. The Summary model table shows the Durbin-Watson (dw) value of 0.443. Based on the Durbin-Watson decision rule, the value is in the area $dw (0.443) < dL (1.401)$, it can be concluded that there is a positive autocorrelation.

In the heteroscedasticity test, the independent variable correlates with the unstandardized residual value. The test uses a significance level of 0.05 with a 2-sided test. If the correlation between the independent variables and the residuals can be significantly more than 0.05, it can be said that there is no heteroscedasticity problem in the regression model.

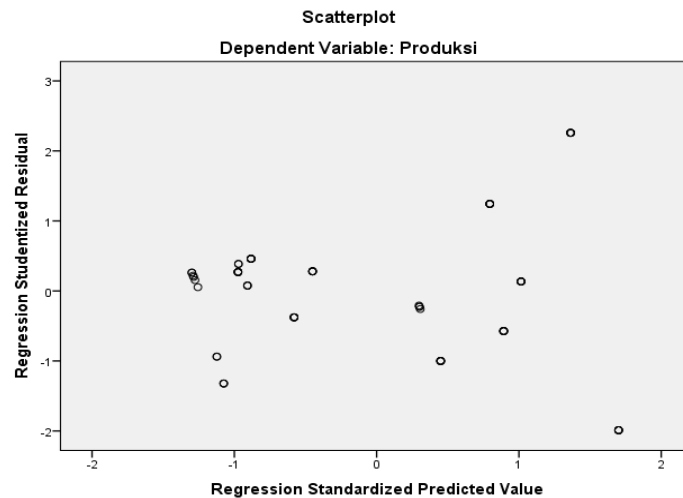


Figure 2. Graph of Heteroscedasticity Test

Heteroscedasticity testing was carried out using a residual test. Based on the scatterplots image, it can be seen that the points spread randomly and are spread both above and below zero on the Y axis and do not form a certain pattern. It can be concluded that there is no heteroscedasticity in the regression model.

After testing the classical assumptions as a requirement in conducting regression analysis. The method used to analyze the factors that affect the income of tobacco farming, Ordinary Least Square (OLS) method. The results of the estimation of the income model in the socio-economic study of agriculture can be seen in the coefficient table. The following is an analysis regression:

Table 5. Model Suitability Test with Coefficient of Determination

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.980 ^a	.961	.957	81.14344	.443

a. Predictors: (Constant), Labor Price, ZA Price, Urea Price, SP-36 Price, Land Rent, Pesticide Price, Seed Price

b. Dependent Variable: Income

Coefficient of determination is used to determine how much the dependent variable can be explained by variations of the independent variable. Detection of the coefficient of determination in this study is to look at the value (R^2) on the regression output. Based on the statistic result, Table 5 shown that the coefficient of determination is 0.961. This means that 96.1% of the income variation of tobacco farmers can be explained by the seven independent variables, land rent, seed price, ZA price, Urea price, SP-36 price, pesticide price and labor price while the remaining 100% - 96.1% = 3.9% is explained by other reasons

outside the model. Standard Error estimate (SEE) of 81.14. The smaller the SEE value will make the regression model more precise in predicting the dependent variable.

In the Model Summary table, it can be seen that the coefficient of determination (R^2) is 0.961. This means that the variation in the income of tobacco farmers in independent factors is 96.1 percent. While the remaining 3.9 percent is explained by other variations that are not included in the model (equation).

Table 6. The Result of F Test ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10100883.203	7	1442983315	219.157	.000 ^b
	Residual	408223,940	62	6584,257		
	Total	10509107.143	69			

a. Dependent Variable: Income

b. Predictors: (Constant), Labor price, ZA price, Urea price, SP-36 price, Land rent, Pesticide price, seed price

The results of the F test are listed in the ANOVA table. In the Sig column, it can be seen that the p-value (0.000) is smaller than 5 percent alpha, so it can be concluded that the overall regression model is significant at the 5 percent significance level. This means that the independent variables together have a significant effect on the dependent variable at the 5 percent level. Testing Criteria as follows: 1) If the calculated F

value F table, then the hypothesis H_0 is accepted, 2) If the calculated F value F table, then the hypothesis H_1 is accepted. Based on table 6, the result can be concluded that the calculated F value (219.157) > F table (2.14) with an error rate of 0%, the hypothesis H_1 is accepted, meaning that all variables simultaneously (together) are significant explanatory factors for the dependent variable (income).

Table 7. The Result of Affecting of Tobacco Farmer Income

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	16,266	37,924		.429	.669
Land lease	1759,664	359,792	1.135	4,891	.000
Seed Price	-.024	.018	-.310	-1,300	.198
1 ZA price	-.623	.085	-.280	-7.331	.000
Urea Price	-1.285	.229	-.232	-5.624	.000
SP-36 Harga price	.500	.322	.085	1.553	.126
Price of Pesticide	123,996	34,182	.282	3.628	.001
Labor Price	.260	.593	.025	.439	.662

a. Dependent Variable: Income

The hypotheses testing, each independent variable affecting on Tobacco Farmer Income:

Effect of land rent (X1) on income

The land rent variable (X1) has a value of sig 0.000 < 0.05, which means that land rent affects the income of tobacco farmers. The results of statistical tests using the t-test obtained the t-count value of 4.891 > t-table 1.99, at significance of 0.5, thus land rent has a significant effect on income at the 99.5% confidence level. Land rent is very influential on the income of tobacco farmers in Probolinggo district. The cheaper the land rent, the greater the income level of tobacco farmers. For farmer owners, profits can increase compared to tenant farmers.

Effect of seed price (X2) on income

The variable price of seeds (X2) has a value of sig 0.198 > 0.05, which means that the price of seeds does not affect income. The results of statistical tests using the t-test obtained t-count -1.30 < t-table 1.99, at significance of 0.5, thus the price of seeds has no significant effect on income at the 99.5% confidence level. This means that the price of seeds that apply during this time is a standard / normal price so that whatever seeds are

used it will not affect the income of farmers.

Effect of price ZA (X3) on income

Variable ZA (X3) has a value of sig 0.000 < 0.05, which means that the price of ZA affects income. The results of statistical tests using t-test obtained t-value -7.331 > t-table 1.99, at significance of 0.5, thus ZA has an effect on income at a confidence level of 99.5%. This means that if the price of ZA fertilizer increases, it will reduce farmers' income. Fertilizer prices always fluctuate very high, sometimes even when farmers need fertilizers, fertilizers are not available on the market.

Effect of Urea Price (X4) on income

The urea price variable (X4) is sig 0.000 < 0.05, which means that the urea price affects income. The results of statistical tests using the t-test obtained t-value -5.624 > t-table 1.99, at significance of 0.5, thus the price of urea has a negative effect on income at the 99.5% confidence level. The price of urea fertilizer affects farmers' income, the

higher the price of urea fertilizer, the smaller the profit for tobacco farmers.

Effect of Price SP-36 (X5) on income

The price variable SP-36 (X5) has a value of $\text{sig } 0.126 > 0.05$, which means that SP-36 does not affect income. The results of statistical tests using the t-test obtained t-count 1.553 < t-table 1.99, at significance of 0.5, thus SP-36 has no significant effect on income at the 99.5% confidence level. Actually almost all fertilizer prices should affect farmers' income, but SP-36 fertilizer prices have an effect on an error rate of 10% not an error rate of 5%.

Effect of Pesticide Price (X6) on income

The pesticide price variable (X6) has a value of $\text{sig } 0.001 < 0.05$, which means that the pesticide price affects income. The results of statistical tests using the t-test obtained the t-count value of 3.628 > t-table 1.99, at significance of 0.5, thus the price of pesticides has a significant effect on income at the 99.5% confidence level. The price of pesticides also affects the income of tobacco farmers, if the price of pesticides is expensive then the income of tobacco farmers decreases.

Effect of Labor Price (X7) on income

The variable price of labor (X7) has a value of $\text{sig } 0.662 > 0.05$, which means that the price of labor does not affect income. The results of statistical tests using the t-test obtained the t-count value of 0.439 < t-table 1.99, at significance of 0.5, thus the price of labor has no significant effect on income at the 99.5% confidence level. Why is the price of labor not so influential on the income of tobacco farmers because the price of labor is very stable in the study area.

Discussion

There are many empowerment models that can be used in empowering farmers. One model of community empowerment of

farmers is how to increase the income of tobacco farmers. Therefore, our farmers are in a weak position, weak in terms of land tenure and ownership, weak in terms of capital, weak in terms of education, especially weak in determining the selling price of their products (Jatiningrum, et al, 2021b). Thus, it can be understood that the condition of farmers in Indonesia, especially in Probolinggo district, shows that our farmers are classified as poor farmers.

With such conditions for farmers, there must be a policy from the government to increase farmers' income so that they can be empowered. The Probolinggo district government in 2022 has prepared a model for community empowerment of tobacco farmers in Probolinggo Regency by building a Tobacco Products Industry. The tobacco products industry is owned by the local government which will be managed jointly by both tobacco farmers (as the upstream sector) and the community in the industrial location (downstream sector).

Tobacco farmers will produce tobacco in accordance with the quantity and quality required by the industry at a price agreed upon by the contract, even most of the tobacco farmers are also involved in the tobacco industry, so there is no more pressure on prices for farmers. As described at the beginning that The Probolinggo Regency Government will build a Tobacco Products Industrial Estate which is located in one of the tobacco-producing areas of Probolinggo Regency. The development of the Tobacco Products Industrial Estate has the aim of developing the tobacco industry in Probolinggo Regency which will later increase the prosperity of tobacco farmers in Probolinggo Regency. The Probolinggo Regency Government also provides counseling and provides other farming business needs such as seeds, seedlings, fertilizers and other supporting needs. This is done to the assisted tobacco farmer groups.

This is the system that our farmers hope can be created so that the price of tobacco products does not fluctuate but prices become stable, even the prices of inputs needed by tobacco farmers can be managed together with the downstream industry so that the power of farmers in the upstream sector and the downstream sector industry is getting stronger in determining prices, both in terms of prices. input and output prices of tobacco. Thus, it is hoped that the income of tobacco farmers in Probolinggo district can be increased and can empower the tobacco farming community and prosper the farmers' families.

Socio-Economic, Psychological

Condition of Tobacco Farmers. Tobacco farmers in Probolinggo Regency already feel comfortable with their environment, this is indicated by their active community service by cleaning the village, improving irrigation, cleaning the surrounding environment, building worship facilities and socialization places to connect friendships. Based on research on the condition of farmers' houses, 83% are their own houses and are permanent walls, indicating that the welfare of the board is fulfilled. Ownership of electronic goods that are used daily, such as refrigerators, televisions, cellphones. Ownership of vehicles, which are used to go to work and go to school, 57% use bicycles, 28% use motorbikes and 14.29% use cars.

The average family dependent at most is 3, namely 2 children and 1 wife. This indicates that the family planning program (KB) has been successful. With not too many dependents, the fulfillment of economic needs is not too heavy. Coupled with tobacco farming income which is quite large, Rp.18,079,200/ ha/planting season as a whole it can be said that the economic condition of tobacco farmers in Probolinggo district is good, but to improve the welfare of farmers in a better

direction it is necessary to increase the income of tobacco farmers. If in a year they can harvest 2 times, the income of farmers can reach Rp. 36,158,400 so that a month can reach IDR 3,013,200.

The Government of Probolinggo Regency could improve their farming to provide assistance in the procurement of modern technology in agriculture to increase efficiency in tobacco farming. It strongly effects production stabilization and the best production quality are needed to meet the needs of the tobacco products industrial area of Probolinggo Regency. The empowerment process requires synergy from various groups, such as the Ministry of Agriculture, Non-Governmental Organizations (NGOs), universities, and village offices. Empowerment programs from the Ministry of Agriculture in terms of empowerment in the economic sector to improve farmers' economic conditions become stronger, bigger, independent, and highly competitive in the market. In other hand, empowerment of tobacco farmers' women communities in land use using the Sustainable Food House Area Model (KRPL), in the tobacco products industrial area of Probolinggo Regency. Neerja & Sheetal (2020) states that empowerment implies intellectual enlightenment, economic enrichment and social emancipation of women. The main strength of empowerment lies in a woman's ability to control her own destiny. Satyavathi & Bharadwaj (2017) stated that the government should provide counseling for female farmers that integrates gender analysis into the process of future generations to make women a more active part.

Necessary demonstration plot training and development. The demonstration plot is the development of a tobacco area in the form of a pilot unit in tobacco cultivation in accordance with the technical recommendations for cultivation in a potential development area for producing raw materials/tobacco. This aims to realize

the productivity of raw materials/tobacco with low nicotine content, healthy and competitive. Demonstration plots also increase the effectiveness of land use during dry seasons/lack of water through diversification of tobacco cultivation, increasing farmers' income and welfare. Tobacco plantation business in Probolinggo Regency is not new, but has been passed down from generation to generation. Mishra and Spreitzer (1998); Adamson (2006), stated that regeneration of millennial farmers by producing human resources with better their capabilities is urgently needed, for that it is necessary to carry out regular training to have better quality human resources.

CONCLUSION

This study analyses of the socio economic psychological of Tobacco Farmers. The result reveal that tobacco farming is feasible to continue to be developed. Several factors that affect the income of tobacco farmers at Probolinggo Regency of East Java Province, there are land rent, the price of ZA fertilizer, the price of urea fertilizer, and the price of pesticides. The empowerment model that must be done so that the income of tobacco farmers increases is the upstream sector and the downstream sector in one system, meaning the involvement of the farming community in the downstream sector and the involvement of the industrial community in the upstream sector. There is an MoU between tobacco farmers and the tobacco industry both in terms of product continuity, product quality and product prices. They can even agree on the procurement of tobacco production inputs and the management of tobacco plants, with the facilitation of the local government

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