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THE EFFECTIVITY OF NUTMEG PROCESSING AND PACKAGING REFORMULATION ACTIVITY IN INCREASING THE PUBLIC WELFARE IN JAYA VILLAGE OF TIDORE ISLANDS

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Abstract. Low farmer welfare level is one development problem in Tidore. This is explained in the medium-term regional development plan of Tidore Islands 2016-2021. Regarding to the public welfare phenomena, this research aims at knowing the influence magnitude on the effectiveness of nutmeg processing and packaging reformulation activity to the public welfare in Jaya village. The method used in this research was quantitative research conducted by survey sample research approach. The sampling used from the population used stratified random sampling technique. The data collection used literature review, research questionnaire and observation. Data analysis used included item validity test, instrument reliability test, correlation coefficient measurement, determination coefficient measurement, hypothesis test using t-test and regression equation measurement. The research result showed that there was a positive and significant effectivity of nutmeg processing and packaging reformulation activity to the public welfare in Jaya Village of Tidore Islands.
Keywords*:* effectivity of prima tani activity, prosperity, nutmeg processing and packaging.

INTRODUCTION

Public welfare as one main purpose of all public empowerment activity becomes a very fundamental thing which should be achieved. The goal of public welfaring according to Todaro, P., Michael and Smith, C., Stephen, (2003: 56) can be achived at least with six indicators which are: (1) the public income that is more fulfilling the living expenses; (2) adequate housing; guaranteed health; affordable education; lowering infant mortality rate; (5) increasing life expectancy; And (6) increasing job opportunities.

In this case, the public income which is getting fulfilling the life expenses is one prosperity indicator dominantly influencing the public welfare condition. The more increasing the public income in an area, the more increasing the public welfare fulfillment in the area. Public welfare fulfillment is not limited to the physical fulfillment only, but also covering the non-physical fulfillment.

The public welfare fulfillment, as happens in Jaya Village, can be done by increasing the activity effectivity and Prima Tani Main Crops which is the nutmeg processing and packaging reformulation as the utilization effort of the superior commodity of Jaya Village, North Tidore Sub-district, Tidore Islands. Not only as the superior commodity, according to the data from BPTP year 2017, nutmeg is the main commodity of North Maluku Province with the production percentage of 42.01% from the national nutmeg total production which is the greatest production is in Tidore Islands.

From the rationale, since 2009 Center for Agricultural Technology of North Maluku has done Prima Tani activity in Jaya village as explained in the table 1.

Based on the prima tani activity and its economical impact above, it can be said that there are some factors correlating or influencing the village economy or the public welfare of Jaya village. As explained (Sangadji, S, 2019), the economic impact of Jaya village from the production result of kasbi sagu is 28.8 millions/year while the nutmeg processing and packaging reformulation activity has an impact to the village economy by 15.23 million/year. In that context, it is not wrong if an assumption develops that the effectivity of nutmeg processing and packaging reformulation is one factor influencing the public welfare of Jaya village. This is strengthened by the percentage data of public welfare of Jaya Village year 2008 (before nutmeg processing and packaging reformulation was done) which was 26.6 percent, while the percentage of Jaya village public welfare from 2010 to 2019 was 40.5

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percent. (BPS Kota Tidore, 2019). To actualize the assumption to a research concept, the research title chosen is: "The effectivity of nutmeg processing and packaging reformulation activity in increasing the public welfare in Jaya Village of Tidore Islands"

Table 1. Activities and Prima Tani main crops in Jaya Village of Tidore Islands

No	Activity	Crops	Impact
1.	Processing and Packaging Reformulation of Kasbi Sago;	6.400 pcs/year of various flavored kasbi sago	28.8 m/year of village economic impact;
2.	Processing and Packaging Reformulation of Nutmeg;	2000 bottles/year of Nutmeg syrup	15.23 m/year of village economic impact;
	Provision System of Nutmeg Seeds;		
3.	The Strengthening of Institutional Capacity	5000 seeds of nutmeg seed	30.46 m/year of village economic impact;
4.		1 unit of partnership network with local government and capital source of crops marketing group	50 m of cooperative asset increase.

Source: Annual Report of BPTP North Maluku Year 2017

By the previous background, the problem proposed is whether there is an influence of nutmeg processing and packaging reformulation activity effectivity to the public welfare of Jaya village. Based on the problem, this research purpose us to know the influence magnitude of nutmeg processing and packaging reformulation activity to the public welfare of Jaya village. Besides, this research is very important as an agribusiness research study that is expected to give benefit in the increase of public welfare through the effectivity of nutmeg processing and packaging reformulation activity and also can be a reference for other research with the same study object in the PDP scheme or other schemes.

Effectivity Theory

Generally, effectivity can be interpreted as the success of an effort or act. However, some experts proposed that an activity may be effective if it reaches the determined goal which means the effectivity can be stated as a measurement from levels of a system to reach its goal. Therefore, effectiveness is a level where the goal of an organization is achieved (Barnard in Suyadi, 1997:24), (Stair and Reynolds, 2009:11), (Loebbecke, 200:807).

In a different point of view, Tom Christensen *et al* (2007:145-146) showed three effectiveness elements that cover effectively translate given goals into decisions, effectively translate given goals into output, and effectively translate given goals into outcomes. From the opinion, a conceptual definition of nutmeg processing and packaging reformulation activity effectivity variable is set as the effort to the goal achievement of public empowerment revealed according to the effectively translate given goals into decisions, effectively translate given goals into output, and effectively translate given goals into outcomes. From the conceptual variable above, four study dimensions are obtained which are explained into 12 research indicators.

Welfare Theory

Public Welfare is a dynamic condition of public life covering individual, family, and community lives in a certain area or region.

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The dynamic condition of public life is not limited to physical problems only; but also non-physical problems in a wider terms. Underprivileged family condition is a condition showing the poverty problem in a family. Underprivileged family condition can be identified by poverty theory and human development theory approaches.

Poverty is a completely lacking situation whih is not desired by the poor, but it is because it can not be avoided by the power existed in them. Generally, poverty is measured by income and need level. However empirically, there are many factors causing the poverty to occur such as culture related to low work ethic, injustice related to the production factor ownership such as unequal land ownership (Kartasasmita, 1993:64), (Sumodiningrat, 1992:2), (Sutrisno, 1997:16), (Sangadji S.S, 2016).

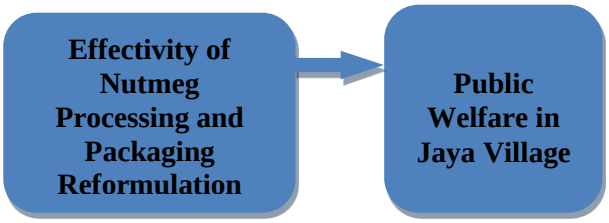
In the context of human development, Todaro and Smith (2003:56) stated that low life standard is manifested in forms of very low income, a less decent housing, bad health, minimum education provision, high infant death, relatively short life expectancy, and low job opportunity. Based on the opinion, a conceptual variable definition is compiled that public welfare in Jaya village as a family welfare condition assessed from income, housing, health, education, infant death rate, life expectancy, and job opportunity. From the definition, the seven dimensions are derived into 21 research indicators.

Theoretical Framework

Welfare as one social phenomena of public economy which is the main goal of the public empowerment activity should be reached by various approaches. Related to the matter, the public welfare of Jaya village is not separated from the influence of various factors. Moreover, public in Jaya village generally has the profession as perennials or annual plant farmers like nutmeg.

Between some factors influencing the public welfare, writers assume that the effectivity of nutmeg processing and packaging reformulation activity is one factor that positively (unidirectional) influences the public welfare of Jaya village Tidore Islands City. This assumption is strengthened by North Maluku BPTP's study result about nutmeg processed into nutmeg syrup that shows the nutmeg syrup's feasibility level with the investation cost of 2.505.000 resulted in B/C net of 1.48, IRR of 151 %, and NPV of 10.512.274 with project age of 5 years. It means that if the nutmeg into nutmeg syrup processing and packaging reformulation activity is done effectively, it may increase the public welfare of Jaya Village of Tidore Island.

Based on the theories reconstruction and variables reconceptualization, the theoretical framework can be explained by the picture 1.



Picture 1. Theoretical framework

Research Hypothesis

Based on the theoretical framework above, the hypothesis is proposed as a temporary answer with the statement of: there is an influence of the effectivity of nutmeg processing and packaging reformulation activity to the public welfare in Jaya village.

METHODS

Research method is a specifically chosen certain scientific way to get a solution of any proposed problems. The scientific way means all research activity is based on knowledge charasteristics which are rationale, empirical, and systematic. Therefore, research method and approach used to dig the problems that become the research object is quantitative research method (Subagyo, 1997:2), (Haryono, 2017:7), (Sugiyono, 1997:2).

According Creswell (1994:7), quantitative research is "an inquiry into a sosial or human problem, based on a testing theory composed of variables, measured with numbers, and analyzed with statistical procedures, in order to determine whether the predictive generalizations of the theory hold true".

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Quantitative research is basically used to solve social or humanity problems based on the variables composed from the theories measured by quantitative numbers and also analyzed by statistical procedure to decide whether the generalization of the theories still applies.

Sample as the primary data source in this research were 30 respondents obtained from population of 30 people consisted of 24 processed nutmeg industrial businessmen and 6 employer of North Maluku BPTP. Sampling process used census which is a sampling involving all population member to become the research sample, census sampling is also called as saturation sampling technique.

Technically, systematical steps or sequences used in a quantitative research consists of (1) identifying and formulating the problem, (2) setting the theoretical framwork, (3) formulating hypothesis, (4) having discussion, and (5) making conclusion and suggestion (Haryono, 2017:7).

From the explanation above, it can be understood that the research implementation begins with formulation the research concept until the last step which is making conclusion and suggestion. While in the matter of data collection, Berg, 2001; Cresswell, 2009 in (Hutagaluh, Rustam, Sangadji, Baharuddin, & Kurniullah, 2020) stated that data collection in a research can be done by the techniques of observation, documentation, and semi-structured interview. However, this research does not use interview because the method used is quantitative research method. Meanwhile, related to the data analysis technique, this research data used some statistical equations which are:

1. Item Validity and Correlation Coefficient Test using Pearson Product Momment

$$r_{xy} = \frac{n\sum XY - \sum X \sum Y}{\sqrt{n\sum X^2 - \left(\sum X\right)^2}\sqrt{n\sum Y^2 - \left(\sum Y\right)^2}}$$

Source: Riduwan (2005: 138)

The testing criteria is if $r_{count} > r_{table,}$ it is valid, otherwise if $r_{count} < r_{table}$, it is invalid.

2. Instrument Reliability Test using Cronbach's Alpha

$$r = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum \sigma_b{}^2}{\sigma_t{}^2}\right)$$

Source: Muhidin dan Abdurahman (2007: 38)

3. Hypothesis Test using t-test

$$t_{hitung} = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Source: Ghozali (2004: 21)

4. Regression Equation Measurement using Simple Regression

$$\hat{\mathbf{Y}} = \mathbf{a} + \mathbf{bx}$$

Source: Arikunto (1998: 225)

RESULT AND DISCUSSION

Research Instrument Validity and Reliability Tests

According to Sugiyono (2019: 175) instrument item that is stated valid means the measurement tool used to get the data (measuring whether the data are valid), valid means the instrument can be used to measure what should be measured. Based on the explanation, it can be stated that the function of research instrument validity testing is to know the validity of every item of a research questionnaire. The definition of valid is the questionnaire can be effectively used as data collection tool in order to dig the problem which can be used as the research object. Effectivity is based on an assumption that research questionnaire is understandable and easy to answer by the research respondents. Research instrument validity testing is done by Pearson Product Moment correlation coefficient formula.

Based on the chosen significance level (df) of 95 percent and alpha of 5 percent with 30

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respondents sample research, the obtained r_{table} was 0.361. To know the validity correlation coefficient of research questionnaire's each item, a calculation was done by using SPSS 21.0 for windows statistical program. The validity testing of nutmeg processing and packaging reformulation activity effectivity variable was as presented in table 2.

Table 2. Validity testing output of nutmeg processing and packaging reformulation activity effectivity variable

Item Validity of Independent Variable			
Item	r count	r table	Result
1	0,628	0,361	Valid
2	0,663	0,361	Valid
3	0,703	0,361	Valid
4	0,739	0,361	Valid
5	0,704	0,361	Valid
6	0,486	0,361	Valid
7	0,588	0,361	Valid
8	0,466	0,361	Valid
9	0,459	0,361	Valid
10	0,653	0,361	Valid
11	0,577	0,361	Valid
12	0,742	0,361	Valid

Source: processed from research result 2020

Based on the test output of the correlation coefficient of the item validity of nutmeg processing and packaging reformulation activity effectivity variable, it was known that all items of the research questioner included in independent variable operationalization was greater than testing number in r table of 0.361. Therefore, all research questionnaire item structured in the operational concept of X variable was tested valid. The interpretation is that the valid result means the research indicators can be used to reveal the phenomena that becomes the research object.

Based on the test output of the correlation coefficient of the item validity of Public Welfare in Jaya Village variable, it was known that all research questionnaire item included in dependent variable operationalization was greater than testing number in the r table of 0.361. Therefore, all research questionnaire item structured in operational concept of Y variable was tested valid. The interpretation is that the valid result means the research indicators can be used in revealing the phenomena that becomes the research object and it can be continued to instrument reliability test.

Reliability test is used to measure a questionnaire which is the indicator of a variable or construct. Questionnaire is said to be reliable if a person's answer towards the questions is consistent or stable from time to time (Ghozali Imam, 2016:47).

Table 3. Item validity test output of public welfare in Jaya Village variable.

Item Validity of Dependent Variable			
Item	r count	r table	Result
1	0,798	0,361	Valid
2	0,594	0,361	Valid
3	0,624	0,361	Valid
4	0,589	0,361	Valid
5	0,796	0,361	Valid
6	0,624	0,361	Valid
7	0,719	0,361	Valid
8	0,696	0,361	Valid
9	0,638	0,361	Valid
10	0,528	0,361	Valid
11	0,686	0,361	Valid
12	0,662	0,361	Valid
13	0,768	0,361	Valid
14	0,582	0,361	Valid
15	0,501	0,361	Valid
16	0,572	0,361	Valid
17	0,750	0,361	Valid
18	0,749	0,361	Valid
19	0,772	0,361	Valid
20	0,748	0,361	Valid
21	0,638	0,361	Valid

Source: processed from the research result 2020

Based on Ghozali's opinion above, instrument reliability test basically aims at knowing the instrument value used in collecting the primary data from the research sample which is stated reliable or unreliable. The definition of reliable is that the measurement tool used is dependable because

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in a different situation, research questionnaire does not make a very different perception.

If reliability coefficient obtained from the statistical calculation compared with Cronbach's Alpha was greater or equal to 0.70, it meant the instrument was reliable or categorized as good. Otherwise, if Cronbach's Alpha value was smaller than 0.70, it meant the instrument was not reliable or categorized as not good.: Reliability test uses the technique of reliability analysis alpha assisted by SPSS 21.0 for windows program. The test result was as the following:

Table 4. Instrument reliability test output of nutmeg processing and packaging reformulation activity effectivity variable

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,839	,854	12

Source: processed from research result 2020

Alpha reliability coefficient for nutmeg processing and packaging reformulation activity effectivity variable obtained was 0.839 because the reliability coefficient or 0.839 is greater than Crobach's Alpha 0.70, so the reliability test result on nutmeg processing and packaging reformulation activity effectivity variable could be stated reliable or dependable.

Tabel 5. Instrument reliability test ouput of public welfare in Jaya Village variable

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,934	,939	21

Source: processed from the researcg result 2020

Alpha's reliability coefficient for public welfare in Jaya village variable obtained was 0.934 because the reliability coefficient ot 0.934 is greater than Cronbach's Alpha 0.70, so the reliability test result in public welfare in Jaya village variable could be stated reliable or dependable.

The Influence of Nutmeg Processing and Packaging Reformulation Activity Effectivity to The Public Welfare in Jaya Village

Based on the statistical processing by SPSS 21.0 for windows program, the measurement result of the influnece of nutmeg processing and packaging reformulation activity effectivity in Jaya village was obtained as the following:

Table 6. Correlation coefficient and deterermination output

Model Summary			
Model	R	R Square	Std. Error of the Estimate
1	,768[a]	,590	9,251

a. Predictors: (Constant), Independent Variabel

Source: processed from the research result 2020

Correlation coefficient between nutmeg processing and packaging reformulation activity effectivity and public welfare in Jaya village was 0.768. The value needed to be consulted to the r Value Correlation Coefficient Interpretation table to give interpretation towards the relationship strength between the independent variable and the dependent variable.

Table 7. r value correlation coefficient interpretation table

Coefficient Interval	Relationship Level
0,80 < r < 1,00	Very Strong
0,60 < r < 0,799	Strong
0,40 < r <0,599	Strong Enough
0,20 < r < 0,399	Weak
0,00 < r < 0,199	Very Weak

Source: Sugiyono (2011: 184)

Based on the table above, the correlation coefficient between nutmeg processing and packaging reformulation activity effectivity and public welfare in Jaya village was 0.768 and included to strong category. Therefore, it can be stated that there is a strong relationship between nutmeg processing and packaging reformulation activity effectivity and public welfare in Jaya village.

Meanwhile, the r square (determination coefficient) obtained was 0.590 which means 59 percent of public welfare diversity in Jaya village can be explained by the nutmeg processing and packaging reformulation activity effectivity, or the influence magnitude

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of nutmeg processing and packaging reformulation activity effectivity to the public welfare in Jaya village which was 59 percent. While the other 41 percent was caused by the other factors that were not researched. The other factors were kasbi sago processing and packaging reformulation, nutmeg seed provision, institutional capacity strengthening or other internal and external factors correlating to the public welfare in Jaya village.

Regression Equation Measurement and Hypothesis Test of Nutmeg Processing and Packaging Reformulation Activity Effectivity Variable to The Public Welfare in Jaya Village.

The measurement of simple linear regression equation was used to test the influence of one independent variable to one dependent variable. While hypothesis test (t-test) is an individual test showing how far is the influence of one independent variable partially in explaining the dependent variable (Ghozali, 2016:8; Sugiyono, 2016:184), Siregar, Robert t. et.all, 2020)

By the basic understanding proposed by Ghozali and Sugiyono, the regression equation measurement and hypothesis test of nutmeg processing and packaging reformulation activity effectivity variable to the public welfare in Jaya village was as the following.

Table 8. Regression equation measurement and hypothesis test (t-test) output

Coefficients[a]					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	18,831	9,105	2,068	,048
	Independent Variabel	1,378	,217	6,348	,000

a. Dependent Variable: Dependent Variable
Source: processed from the research result 2020

Based on the regression equation measuement and hypothesis test (t test) output, it was known that the regression equation $\hat{Y}$=18,381+1,378 X. From the equation, it could be proposed that the regression coefficient (b) was 1.378. This shows the prediction of the influence of nutmeg processing and packaging reformulation activity effectivity variable to the public welfare in Jaya village. Because it influenced positively, if the nutmeg processing and packaging reformulation activity effectivity variable increases, the increase will be balanced with the increase in public welfare in Jaya village variable.

Next, the hypothesis test of the X independent variable to the Y dependent variable was by comparing t_{count} with t_{table}. The test criteria is if $t_{count} > t_{table}$, H_0 is rejected and H_1 is accepted. Otherwise, if $t_{count} < t_{table}$, H_0 is accepted and H_1 is rejected.

T_{count} value obtained from the data analysis of the influence of nutmeg processing and packaging reformulation activity effectivity variable to the public welfare in Jaya village was 6.348. While the t_{table} was 2.045 with the significance level (α = 0,05) and df (independence level) = n-k = 30 – 1 = 29.

Because of $t_{count} > t_{table}$, H_0 was rejected and H_1 was accpted. Therefore, it was tested that there was a positive and significant influnence of nutmeg processing and packaging reformulation activity effectivity variable to the public welfare in Jaya village. The hypothesis test result was in line with the research from (Nurdiyanawati Djumadil, and Yunus Syafie, 2019) stating that nutmeg processed product has the highest demand in both local, national, and even in international markets because it has a distinctive taste and medicinal benefits such as immunity, facilitating digestion, increasing appetite, and avoiding tonsil. One nutmeg product that has a quite high demand is nutmeg juice The highest demand was approximately 1000 bottles per month (330 ml and 600 ml bottle packagings) and it does not include the grocery demand with the average omset ranged 10.000.000/month. Pala juice is appreciated from various parties competed in various local and national events, eben also in some countries. Besides the immediate gained profit, it is also able to develop the creative industry and absorbing labors.

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Eventhough pala juice becomes a main prospect in nutmeg processing industry, the provision of nutmeg raw material becomes one problem in the business development because a low raw material continuity or it is incompatible with the demand of nutmeg juice because the choosing of good nutmeg is the fruit that is not too young, too old, and having a good quality, so that the industrial market demand has not been able to be fulfilled by the nutmeg farmers/producers. Meanwhile, the human resource in the juice product making has not fulfilled the quality standard because of the minimum employer knowledge and skill in the production technically and economically that causes the nutmeg juice produced still has weaknesses such as organoleptic testing, packaging, and serving compared to the similar product.

CONCLUSIONS

The effectivity of nutmeg processing and packaging reformulation activity positively and significantly influenced the public welfare in Jaya village by 59 percent with the t count value of 6.348 greater than t table 2.045. This influence showed that between nutmeg processing and packaging reformulation activity effectivity and public welfare in Jaya village involved a causality relationship and cause-effect relationship mechanisms.

Although the results showed that the effectiveness of the reformulation activities of processing and packaging nutmeg had a positive and significant effect on the welfare of the community in Jaya Village, in this case there are some weaknesses in the management of the processed meat nutmeg industry that need to be taken seriously by the business of processed nutmeg, namely: the availability of nutmeg raw materials for continuous business continuity and the improvement of human resources in the processing of nutmeg, especially the manufacture of nutmeg juice products.

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