

Transfer of Tobacco Functions as an Effort to Control the Health and Prosperity of Tobacco Farmers

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Abstract: Tobacco production that is still destined for cigarette production proves that tobacco control in Indonesia is still not enforced. Every day, there are 1,172 deaths from tobacco-related diseases. The existence of the tobacco industry is only ranked 48 out of 66 sectors that contribute to employment. This further proves that the presence of tobacco as a raw material for cigarettes will continue to have a negative impact on society and the environment. Therefore it is necessary to switch the functioning of tobacco into a more useful material with minimal risk. The objective of the proposed program is to improve the welfare of tobacco farmers and public health. Therefore the research method used is descriptive and qualitative through an analysis of the literature. The author has come up with the idea of "Lahanku Penghidupanku" as a solution to solve the problem. "Lahanku Penghidupanku" is a series of concepts to encourage healthy and prosperous farmers by bringing together the diversity of the planted crops. Farmers can explore their expertise in farming, not just in tobacco. This is supported by the acquisition of several farmers in Pamekasan who get bigger results from tobacco crops (Rp6-9 million/Ha/ season), like: onion (Rp31,25 million/Ha/season), tomatoes (Rp7,4million/Ha/season), watermelon (Rp11,5 million/Ha/season) and melon (Rp13,5 million/Ha/season). So, farmer's life can be guaranteed to be more successful if the processing of tobacco products can be controlled. The level of the economy can thus increase, which leads to improved health quality.

1 INTRODUCTION

Internationally, Indonesia is one of the ten largest countries producing tobacco leaves. Out of these ten countries, four countries produce nearly 2/3 (more than 4 million tonnes) of the world's tobacco leaf supply totalling about 6.3 million tonnes. The four countries also include China (38%), Brasilia (10.3%), India (9.1%), and America (6.3%). Indonesia contributes about 15,000 tons of tobacco leaves or 2.3% of the world's supply (FAO STAT Agricultural Data Base, 2002).

Tobacco entrepreneurs in Indonesia are as much as 98% among people's plantations and 2% of these are large national estates (Direktorat Produksi Perkebunan Dirjen Bina Produksi Perkebunan Deptan, 2002). According to the data, as much as 75% (173,695 ha) is people's tobacco (chopped). 43.6% (101,095 ha) that was planted in East Java and 26.7% (61.925 ha) in Central Java; the rest was in NTB, DIY, and Bali. A total of 30% of the

people's tobacco (chopped) is used as the raw material for clove cigarettes. Of the various types of people's tobacco, the most widely used is tobacco Madura and Temanggung (Direktorat Produksi Perkebunan Dirjen Bina Produksi Perkebunan Deptan, 2002).

Tobacco production which is still destined for cigarette production proves that tobacco control in Indonesia is still not enforced. At the 15th meeting of the World Conference on Tobacco and Health 2012 in Singapore, Indonesia received satire as being the only country in ASEAN that has not ratified the Framework Convention on Tobacco Control (FCTC). The incident is not without reason. The Indonesian Government is very careful considering that the FCTC has consequences for the national economy such as the profits from the tobacco industry, small and medium industries and state finances.

Every day, there are 1,172 deaths due to tobacco-associated diseases. Strong or weakness of tobacco

control policy will have an impact on the incidence of lung cancer in the future (Stone, 2016). Therefore, in order to respond to public health concerns and the demands of some parts of society, the Indonesian government limits itself to the focus of creating good rules in the field of health related to smoking habits or habits, without disturbing the tobacco economy. This has been the basis for the smoking ban on closed public spaces and the smoking ban for minors.

Government also have the power to regulate the industry and can use the article 6 guidelines of world health Organization's FCTC. An effective tax administration requires monitoring and analyzing the industry behavior so that authorities can respond quickly and effectively. This will enhance their tax collection and improve public health by increasing the effectiveness of tobacco excise taxes (Ross, 2017).

On the other hand, the existence of the tobacco industry itself is only ranked 48 out of the 66 sectors that contribute to the absorption of labour in Indonesia. This further proves that the presence of tobacco as a raw material for cigarettes will continue to have a negative impact on society and the environment. Therefore it is necessary to switch the functioning of tobacco into a more useful material with minimal risks involved. This is also so as to improve the welfare of tobacco farmers and public health.

2 METHODS

The method used in the study was a literature review. The data obtained was presented

descriptively along with the scientific sources to show the raw data that underlies the formation of ideas. The results of the study can then be developed and applied further. The objective of this research is the Madura tobacco farmers viewed from the aspect of culture and the economy of local residents. The information collected is information relating to the general picture of the Madurese tobacco farmers, the efforts that have been developed, the current problems, and the potential that is available to them. The information has been obtained from scientific journals, the internet, and books relevant to the object of research. After collecting and analysing the data, the idea of "Lahanku Penghidupanku" is apparent as a solution to solve the problems in the area. "Lahanku Penghidupanku" is a series of concepts leading towards healthy and prosperous farmers by bringing them together with the diversity of planted crops. The methods used in this program start from the preparation stage to the termination stage, referring to the Dignan Theory. Therefore, it must be ensured that ideas are in accordance with the values that exist in society itself.

3 RESULTS

Madura Island is one of the areas whose population cultivate tobacco plants. The total area of Madura's tobacco reached 51.5% in 2006 and 34.8% in 2010; this is the total area of tobacco in East Java, comparatively. Out of the four districts in Madura Island, Pamekasan District has the largest tobacco area compared to the other districts (Table 1).

Table 1: Land Area (Ha) and Tobacco Production in Madura and East Java 2006-2010

District	Year							
	2007		2008		2009		2010	
	Wide	Production	Wide	Production	Wide	Production	Wide	Production
Sampang	5.261	3.119	3.620	2.056	1.775	932	2.297	1.429
Pamekasan	31.367	16.625	29.376	17.057	32.205	12.270	25.983	10.242
Sumenep	19.412	8.930	23.355	13.210	13.419	6.575	9.836	3.139
Jawa Timur	108.701	78.343	109.408	77.852	112.007	76.278	109.250	

Source: BPS, 2011

Table 2: Shared Revenue Share of Madura Tobacco Products Year 2010-2012 (Rupiah)

Year	District		
	Sampang	Pamekasan	Sumenep
2010	6.437.724.381	18.939.623.381	13.634.522.381
2011	6.318.031.578	23.828.852.235	13.009.313.588
2012	8.302.956.321	26.552.667.916	18.027.736.926

Source: Peraturan menteri keuangan (PMK) No:66/PMK.07/2010, PMK No.96/PMK.07/2011, PMK No.46/PMK.07/2012

Tobacco farming accounts for approximately 60-80% of the penance income in Madura (Anonymus, 2007). For the government, tobacco commodities contribute to the region's revenue through the return of cigarette excise tax from the central government. Therefore, tobacco is used as a prime commodity, especially in the Pamekasan and Sumenep districts. This can happen because Madura's tobacco plays an important role in the tobacco industry, due to its role in giving aroma and flavour with distinctive chemical characteristics such as moderate nicotine content, high sugar content, and being aromatic (Murdiyati, et al, 2009).

However, based on data from BPS (2016) on the results of large plantation production based on the type of plant, it was known that the tobacco production of the last five years has decreased. It proves that from the production obtained, the income will decrease and will affect the welfare of the citizens in fulfilling the needs. So, there needs to be subsidy of alternative commodity farming to keep the tobacco farmers business continuity.

Through the "Lahanku Penghidupanku" program farmers form a strong community organisational structure and create cadres delegated into work groups to optimise the agricultural institutions. "Lahanku Penghidupanku" was carried out within a year; the process went through counselling all the way through to termination, as well as requiring outside support and cooperation. The vision that was carried was 'Prosperous Farmers with Improved Health Quality'. The mission was 1) to mobilise the economic and social productivity of citizens based on empowerment and independence and 2) to create a healthy work environment.

Steps that must be done so that the vision and mission can be achieved that is by conducting activities in sustainability. Starting from the potential analysis of the local area; organizing accompanied by partnership, sponsorship and CSR processes to support the implementation of the program; capacity building provided with modules or guidelines for citizens in developing land-processing designs with new crop types (other than

tobacco); the implementation of the program that has been designed previously run with the assistance until the citizens are really able to run the program independently; and evaluation conducted at each stage in order to support the maximum program run. Here is a great concept that is done towards "Lahanku Penghidupanku".

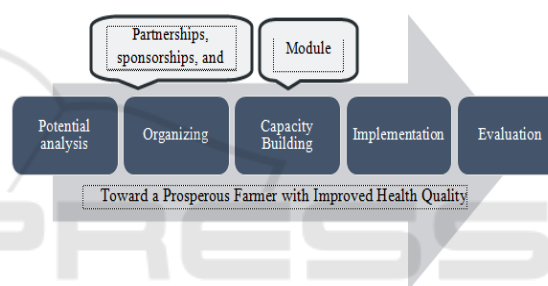


Figure 1: Toward a Prosperous Farmer with Improved Health Quality

In the concept can be seen that each stage is related to each other. If the first stage can be done properly, the next stage can be done more easily. Each stage also has one common goal that is the welfare of tobacco farmers through improving the quality of health.

4 DISCUSSIONS

Substituting tobacco is not an easy task. Rahmat et al (2009), identified several factors that constrain tobacco substitution, namely a) technically, tobacco plants have the advantage of cultivating on dry land and in corresponding climates; b) economically, tobacco commodities have relatively high farm income levels and few other commodities match the level of income despite the high degree of risk; and c) socially in certain areas, the tobacco commodity is a commodity that has become hereditary and has become part of the culture to do the patterns of agriculture.

The recommended substitution commodities should provide relatively similar benefits and they should be at closer to the tobacco profits with the application of technology and market guarantees. The challenge is that the commodity alternatives should be in line with Madura's agro-ecology. In 2010, the Agribusiness Development Program was implemented with the Handling of Tobacco Over Supply through subsidising alternative

commodity farming. The objective is to reduce tobacco plant areas so that the anticipated overproduction of tobacco in East Java can affect tobacco price stability, providing an alternative for tobacco farmers to grow non-tobacco commodities with guaranteed prospects. The data on the realisation of the Tobacco Over Supply Handling activities through subsidies of alternative commodity farming have been shown in Table 3.

Table 3: Realisation of Overcoming Tobacco Over Supply Handling Activities through Alternative Commodity Farm Subsidy 2010

District	Substitution	Area (Ha)
Jember	Kacang tanah	20
Sumenep	Benih jagung local Benih bawang merah	55
Total		75

Source: Plantation Office of East Java, 2011

According to Ellis (2000), most rural households in general cannot avoid risks, whether they are caused by humanity itself or due to environmental factors. There have been studies that found an occupational disease in tobacco harvesters, is a form of acute nicotine intoxication by nicotine absorption through the skin from the wet green tobacco plant (Park, 2017). So there is an alternative to tobacco replacement plants for tobacco farmers. According to Fauziyah (2010), there are several crops that have been planted by some farmers in Pamekasan to replace tobacco plants with the result of close to or greater than tobacco crop profit (Rp 6-9 million/ha/season). There are: onions (Rp 31, 25 million/ha/season), tomatoes (Rp 7,4 million/ha/season), watermelons (Rp 11,5 million/ha/season) and melons (Rp 13,5 million/ha/season).

From tobacco cultivation, it can be seen the cost to be incurred as well as the income and profits earned by the farmers in the planting season of 2011. Farmers get a considerable profit of around Rp40.611.000,00 in the planting season 2011. Recognized by farmers, the price of tobacco in planting season 2011 is the best price in the last 5 years. In addition to rising incomes, the consequence of increasing tobacco prices this year is the increase in the purchase price of production inputs, such as fertilizer, both organic and non-organic, medicines, baskets, and labor wages. So if calculated, the benefits of the same relative and even tend to fall.

The condition of tobacco farming if the current pattern will bring problems for farmers who depend on tobacco, with the assumption that the pattern of

agribusiness remains as it is now where fixed income Rp76.950.000,00. Starting in 2014 the amount of farmers expenditure will be greater than the profit received, the total cost of Rp40,357,907,00 with a profit of Rp36,592,093,00. This condition continues until the year 2021 where at that time the production cost will exceed the income received is Rp80.436.958,00. So in the planting season 2021 tobacco farmers will lose Rp3.486.958,00 (Arfianto, 2012).

By replace planted crops, tobacco farmers will be protected from diseases that can be caused by tobacco plants such as Green Tobacco Sickness (GTS). In addition, based on financial analysis, tobacco farmers can minimize of disadvantage and reduce environmental damage due to tobacco cultivation.

5 CONCLUSIONS

The farmer's life can be guaranteed if the processing of tobacco products can be controlled. Through the "Lahanku Penghidupanku" program, farmers are formed in to a strong community organisational structure and create cadres delegated into workgroups. The establishment of working groups is based on tobacco substitute species; onion, tomato, watermelon and melon. With a prosperous farmer leading the way, the level of the economy can increase which leads to improved health quality.

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