

Mediation of Product Competitiveness toward the Welfare of Virginia Tobacco Partner Farmers, Lombok Island

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ABSTRACT

The purpose of this study is to analyze, first the influence of entrepreneurial orientation and the role of government on product competitiveness. Second, the third is the effect of entrepreneurial orientation, the role of government and competitiveness on the welfare of farmers. The influence of entrepreneurship orientation and the role of government indirectly on the welfare of farmers through product competitiveness. This research was conducted on virginia tobacco partner farmers in Lombok Island, West Nusa Tenggara. The PLS evaluation model consists of three parts, namely the evaluation of the measurement model (outer model) more specifically regarding the relationship between indicator blocks or question items with variables, evaluation of the structural model (Inner model) which specifically connects latent variables and hypothesis testing. A further explanation will be presented as follows. PLS inner model is also called inner relation which describes the relationship between latent variables based on the theory substance.

The findings of this study that the coefficient value of the relationship between entrepreneurial orientation and product competitiveness is 0.431, which is positive and significant. The coefficient value of the relationship between entrepreneurial orientation and farmer welfare is 0.236, which is positive and significant. The coefficient value of the relationship between the role of government and product competitiveness is 0.046, which is positive and insignificant. The coefficient value of the relationship between the role of the government and the welfare of farmers of 0.148 is positive and significant. The coefficient value of the relationship between product competitiveness and farmer welfare of 0.553 is positive and significant. Whereas the direct effect path coefficient of entrepreneurial orientation (X1) on farmer welfare (Y2) is (0.236) compared to the indirect effect path coefficient through the mediation of product competitiveness (0.238). Whereas the path coefficient of the direct effect of the government's role (X2) on the welfare of farmers (Y2) is dominant (0.148) compared to the path coefficient of the indirect effect through the mediation of product competitiveness (0.025).

Keywords

Farmer Welfare, Product Competitiveness, Entrepreneurship Orientation and Government Role

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Introduction

The population of Lombok Island is mostly Sasak tribe. In their life, they have many religious, cultural and social rituals, such as shaving, roah and begawe. In accordance with Law Number 11 of 2009, social welfare is a condition for meeting the material, spiritual and social needs of citizens in order to live properly and to be able to control themselves so that they can carry out social functions. The welfare of farmers is achieved when the increase in income by the productivity of the farmers increases due to education, training and knowledge. Mosher (1987) states that income is a determining indicator of household welfare. The exchange rate of agricultural products is often a measure of farmer welfare, but what happens is that agricultural products have a lower elasticity than manufactured products (Gollinet et al., 2002). The income of virginia tobacco farmers is determined by the quantity and quality of production which is influenced by weather, capital

and price factors. Nicholson (2002) states that the condition of the price of goods and people's tastes is constant, so the increase in income shows that people's welfare has increased. Furthermore, the form of objective satisfaction and subjective happiness, the increase in the quality of human life shows an increase in welfare (Bronsteen et al., 2009). Farmers will be said to be in a welfare condition if their income is able to meet material and non-material needs.

Welfare is the fulfillment of basic human needs in accordance with the quality of human life standards such as clothing, health, housing, education, income, social or spiritual benefits (Mankiw, 2009). Grinols (1994), measures welfare not only from the material dimension but also from the non-material dimension, namely the need for peace, peace, harmonious kinship, behaving nobly, piously based on spiritual and moral values (Chapra, 2001).

Farmers' income which is the selling price multiplied by the quantity of production. The

decrease in the quantity of virginia tobacco production in Lombok is due to a decrease in the planted area. The quality of virginia tobacco products determines the price, the quality is determined by the weather, land cultivation, fertilization, treatment and grouping. The ability to maintain the quantity and quality of production is said to have product competitiveness.

Competitiveness is based on the resources owned by the company to implement market strategies into the company's products (Porter, 1980). Production shows a stage of technical activities from the land management process to final sales products called Value Chance Analysis (Rieple and Singh, 2010). Nur and Salim (2014) analyzed the competitiveness of tobacco using value chain analysis. Analysis of product competitiveness using value chance analysis focuses on three things, namely resources (source), the production process (make) and delivery (delivery). The agricultural sector needs to be encouraged to be able to compete in a wider market (Bodini and Zanoli, 2009). Suboptimal performance is illustrated by conditions that have not achieved optimal efficiency of business resources in responding to market dynamic pressures (Leibenstein and Maital, 1992).

Competitiveness analysis by Nur and Apriana (2013), conducted a study to measure competitiveness using Competitive Position Analysis (CPA) which focuses on cost based and quality based competitiveness. Competitiveness of Indonesian virginia tobacco is defined as a sustainable ability to gain profits and market share (Wijnands et al., 2007). There has been a long debate from several studies which state that Indonesian and Lombok tobacco have high competitiveness, but have not been able to improve farmers' welfare.

The growth of national virginia tobacco exports in the last few years is still low when compared to imports. Imports are made because the national tobacco is not able to meet the needs of the national cigarette companies. The occurrence of exports needs to be seen from the condition of land area and productivity (Kaunang, 2003). Farmers face price uncertainty at every harvest season. Farmers' income is determined by price and knowledge to increase productivity (Zaelani, 2008).

Entrepreneurship occurs because of an interactive process between individuals and their

environment which will ultimately influence their decisions in doing business through actions that lead to entrepreneurial concepts, namely actions that show creativity, innovation and dare to be at risk (Kasmir, 2006). Boone and Kurtz (2000) define entrepreneurship as people who seek profitable opportunities and take risks as necessary to plan and manage a business.

Entrepreneurial orientation is related to the psychometric aspects seen from its innovation, proactive nature and courage to take risks. Entrepreneurship has five characteristics, namely autonomy, innovation, risk take, proactiveness and competitive aggressiveness. Bird (1996) states that entrepreneurial behavior is the act of looking for opportunities, increasing value in business, and willingness to accept risks.

Farmers face uncertain conditions such as the number of purchases and prices of tobacco products by companies. Lombok virginia tobacco farmers are expected to have an entrepreneurial orientation. Farmers' demographics in terms of age, education affect their ability to innovate, taking opportunities for the purpose of increasing product competitiveness. Entrepreneurial orientation in farming is determined by the behavior of the individual farmer himself. The welfare of farmers will be obtained by the progress of virginia tobacco farming in Lombok. Farmers' cropping patterns occur from generation to generation, there should be progress in the knowledge of virginia tobacco cultivation on the island of Lombok. According to Banduru (1997), it is stated that farmers can learn the consequences of their actions and will enrich and sharpen their knowledge.

There are still partner farmers who do not carry out the production process as determined by the company from land processing, maintenance, harvesting, grouping, sorting and packing. Farmers reasoned that if they follow the company's provisions, the costs are high. Farmers were able to trick company field workers at the stages of the Lombok virginia tobacco agribusiness process (Priyanto, 2009). Rogers (1983), explains that the level of adoption of an innovation depends on the adopter's perception of the characteristics of the innovation. Society as innovation users must be more selective in choosing the innovation to use because it relates to the costs incurred.

Farmers are not much entrepreneurial oriented because of the factors that influence entrepreneurial behavior, namely the economic, social and political environment (Kumar et al., 2003). Entrepreneurial-oriented farmers can reduce costs and increase productivity (Wirasasmita, 2011). Farmers can make efficiency so that they can reduce production costs so that high profits will achieve farmer welfare. This entrepreneurial behavior is able to increase the success of small agro-industry businesses (Dirlanudin, 2010). Farmers who carry out entrepreneurship in their farming are able to increase competitiveness and thus increase the welfare of farmers. As stated by Wennekers and Thurik (1999), entrepreneurial orientation as a driver of innovation and creativity towards the formation of cost-saving competitiveness will be able to increase farmers' income.

Farmers face a high production cost increase in contrast to the low selling price of tobacco products, the company argues that it is always based on quality. The fuel conversion is used for drying tobacco leaves through compraction, first using kerosene as fuel, changing to coal, wood, gas, palm kernel shells and candlenut shells. Farmers will use fuel that has a cheap purchase price and its use is not risky. The farmer omprongan technology is also making changes with the aim of reducing production costs. Kuratko (2009) states that entrepreneurship has positive implications for business growth. Thus, improving product quality will be the company's goal to increase competitiveness by making innovations.

The government's role is to maintain production sustainability and increase productivity. The government controls partnerships, prepares supporting factors such as infrastructure, extension services, farmers' access to markets and policies that support strengthening product competitiveness (Saragih, 2002). The government can also provide assistance in the form of partnerships as a basis for developing competitive businesses (Establishment, 2011). The government in maintaining the welfare of farmers, of course, makes policies that protect farmers. The government has an interest in developing superior agricultural commodities, so it is necessary to optimize the use of government support and the use of information technology (Rahayu, 2011). An atmosphere of mutual support and benefit between

partner companies, partner farmers and the government is needed, the government is expected to carry out its role as a supervisor and supervise the implementation of partners (Sjamsuddin, 2006). Farmers are often faced with partner companies not being open to determining the grade of tobacco which determines the price.

The government has an interest in safeguarding the welfare of farmers, so companies are required to set prices and the quota for their purchased products early. The partnership between farmers and partner companies in virginia tobacco agribusiness needs to be facilitated by the government. The role of the government contributes to maintaining the sustainability of the partnership. As stated by Wolff (2002), the role of government makes a strong contribution to creating prosperity. The government has a dual role or has a conflict over the interests of controlling the price of virginia tobacco and at the same time encouraging companies to continue to grow, the government must be fair (Riley, 1995). Companies that make partnerships with farmers have field assistants who provide training and trials together both on technology (Koeswanto, 2003).

Guidance and empowerment by the government in the long term can be the foundation for the development of a competitive business in a sustainable manner. Hernandez (2010), the role of the government is to increase the competitiveness of IKM in a sustainable manner. The existence of the government's role is able to encourage product competitiveness to have an impact on the welfare of farmers. The welfare of farmers depends on the farmers themselves, where the government is present (Pakpahan et al., 2002) farmers really hope that the products can always be absorbed by companies at high prices so as to improve their welfare. The company wants to get raw materials in the form of dry field tobacco at a low price so that the company can reduce production costs.

Methodology

Time and Place of Research

The location of this research was carried out on the island of Lombok. Determining the research location using the Multiple Stage Sampling method, namely the method of determining the location of the research drawn in stages starting from the district, sub-district to village level.

Determination of the location using a probability sampling method, which means that every district, sub-district and village has the same opportunity to be selected as a research location. So it is found that East Lombok District, East Sakra District and Terara District. Thus, Sakra Timur District was represented by Gelanggang Village and Terara District was represented by Sukadana Village. This research was conducted for 12 months from the beginning of the field to the final report, and field research was carried out from August to November 2019.

Research Subject

The population in this study were all virginia tobacco partner farmers in Gelanggang Village, Sakra Timur District and Sukadana Village, Terara District in East Lombok Regency. Procedure Determination of samples or respondents in this study using a random method so that all partner farmers in Gelanggang and Sukadana villages who partner have the same opportunity as research samples. The total population is 152 farmers in partnership, with details of Sukadana Village totaling 68 farmers and Gelanggang Village with 84 farmers. Determination of the number of research samples using the Slovin formula with a temporary error rate of 0.06, then 99 partner farmers were obtained. The allocation of the number of samples for each village was carried out proportionally so that there were obtained as many as 55 partner farmers in Gelanggang Village, Sakra Timur District and 44 partner farmers in Sukadana Village, Terara District.

Data, Instruments, and Data Collection Techniques

There are two types of data used in this study, namely quantitative data and qualitative

data. The use of data in research comes from primary data. Primary data is data obtained directly from the field with the interview method by distributing questionnaires that have been prepared to farmers. Each sub-concept or dimension is operationalized as an indicator. Each of these indicators is then translated into one or more statement items measured using a Likert scale 5 through the perceptions of each respondent. The research instrument makes question items to obtain information regarding the research variables. In-depth interviews, namely data collection techniques by asking directly to partner farmers.

Data Analysis

The PLS evaluation model consists of three parts, namely the evaluation of the measurement model (outer model) more specifically regarding the relationship between indicator blocks or question items with variables, evaluation of the structural model (Inner model) which specifically connects latent variables and hypothesis testing. A further explanation will be presented as follows. PLS inner model is also called inner relation which describes the relationship between latent variables based on the theory substance. The equation model in this study is in accordance with the figure:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + \varepsilon_1 \dots\dots\dots \text{Model 1}$$

$$Y_2 = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + \varepsilon_2 \dots\dots\dots \text{Model 2}$$

Information :

X_1 = Entrepreneurial Orientation

X_2 = The Role of Government

Y_1 = Product Competitiveness

Y_2 = Farmer Welfare

$\beta_1 \dots \beta_5$ = Koefisien jalur

ε_1 dan ε_2 = *Inner* residual

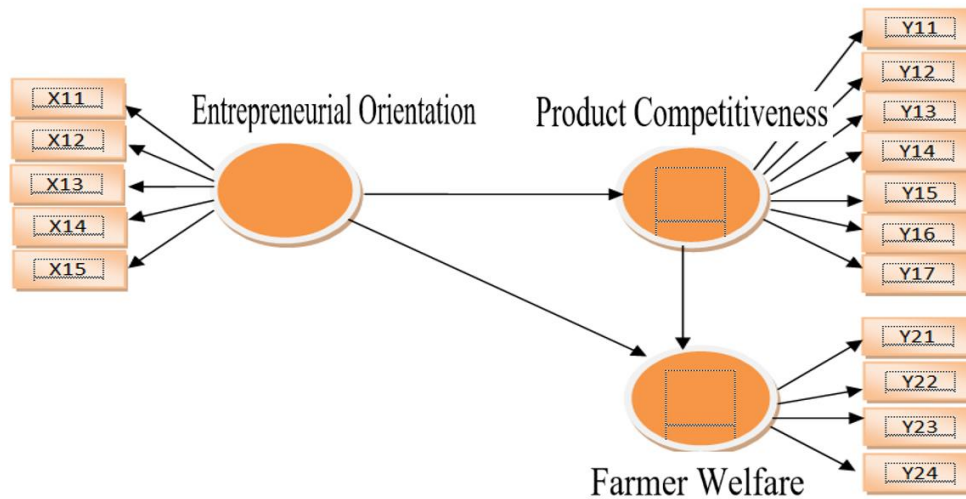


Figure 1. Entrepreneurial Orientation to Farmer Welfare Mediated by Competitiveness of Virginia Tobacco Products on the Island of Lombok

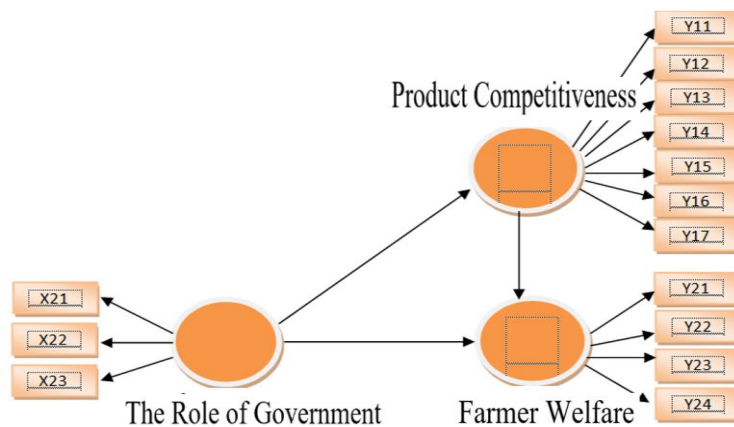


Figure 2. The Government's Role on Farmers' Welfare is Mediated by the Competitiveness of Virginia Tobacco Products on the Island of Lombok

Result and Discussion

Submission of a Structural Model (Inner Model)

The evaluation of the structural model (Structural Model / Inner Model) is a measure to evaluate the level of accuracy of the model in the study as a whole, which is formed through several variables along with their indicators. In evaluating this structural model, it will be carried out through the approach in PLS.3, the criterion used is R

Square. The value of R Square indicates that each latent variable is endogenous as the predictive strength of the structural model. Changes in the value of R Square can be used to explain substantive effects. The R Square value is 0.75 that the model is strong, 0.50 is moderate, and 0.25 is weak (Latan and Ghozali, 2012; 82). The R Square value of each variable above 0.50 indicates a strong model.

Table 1. Coefficient of R Square

Variable	R square	Criteria
Product Competitiveness	0.266	Moderate
Farmer Welfare	0.583	Moderate

The R-square value of the product competitiveness variable is 0.266, meaning that 26.6 percent of the product competitiveness is influenced by entrepreneurial orientation variables and the role of government, while the remaining 73.4 percent is influenced by other variables

outside the research model. Furthermore, the R-Square of farmer welfare is 0.583, meaning that 58.3 percent of farmers' welfare is influenced by the variables of production competitiveness, entrepreneurial orientation and the role of government, while the remaining 41.7 percent is

influenced by other variables outside the research model.

Path Analysis

The results of the path analysis between variables by displaying the t-value are as follows:

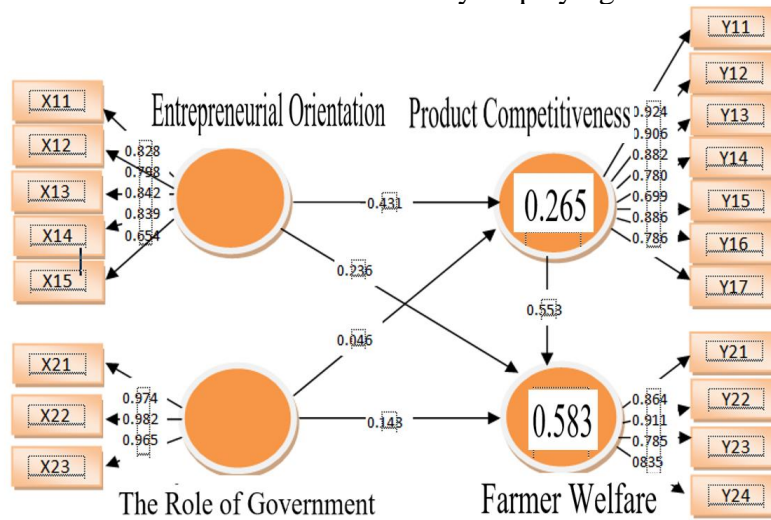


Figure 3. The Results of Testing the Research Model with SEM-PLS

Analysis of the influence between research variables according to the research model, it is necessary to analyze the direct effect and indirect effect (mediation).

Results of Examination of Direct Influence Models

There are five direct relationships in this study to determine the direction of the effect seen from the original sample value, while to prove this direct relationship has a significant or not shown by the P value.

Table 2. Coefficient of Influence Between Research Variables

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Entrepreneurial orientation → Product Competitiveness (X1 → Y1)	0.431	0.443	0.120	3.603	0.000 *
Entrepreneurial orientation → Farmer Welfare (X1 → Y2)	0.236	0.262	0.088	2.671	0.008 *
Role of Government → Product Competitiveness (X2 → Y1)	0.046	0.022	0.083	0.552	0.581
Role of Government → Welfare of Farmers (X2 → Y2)	0.148	0.147	0.068	2.160	0.031 *
Product Competitiveness → Farmer Welfare (Y1 → Y2)	0.553	0.516	0.105	5.246	0.000 *

Mediation Model Examination Results

This examination of the mediation model is carried out as an effort to provide information on

the level of intervention of the mediating variables, whether full mediation or partial mediation. The results of the examination of this mediation model refer to Hair et al., (2010).

Table 3. Indirect Influence Between Variables

Variable	Original Sample Mean	Sample Mean	Standard Deviation	T Statistics (O/STDEV)	P Values
Entrepreneurial orientation → Product competitiveness → Farmer's Welfare (X1 → Y1→Y2)	0,238	0,221	0,075	3,186	0,002 *
Role of government → Product Competitiveness → Farmer Welfare (X2 → Y1→Y2)	0,025	0,019	0,045	0,567	0,571

It can be explained the meaning of the existence of endogenous variables and the mediation of product competitiveness in the conceptual model in this study as follows.

a). Entrepreneurial Orientation Affects Product Competitiveness.

The coefficient value of the relationship between entrepreneurial orientation and product competitiveness of 0.431 is positive and significant at the significant level $\alpha = 0.05$. This means that the relationship between entrepreneurial orientation and farmer welfare has a unidirectional effect, namely the higher the entrepreneurial orientation, the more significant the product's competitiveness will be. The results of the study were able to provide evidence that entrepreneurial orientation was able to prove directly affecting product competitiveness in virginia tobacco farming in Lombok Island.

b). Entrepreneurial Orientation Affects Farmers' Welfare.

The coefficient value of the relationship between entrepreneurial orientation and farmer welfare of 0.236 is positive and significant at a significant level $\alpha = 0.05$. This means that the relationship between entrepreneurial orientation and farmer welfare has a unidirectional influence, namely the higher the entrepreneurial orientation, the farmer's welfare will increase and significantly.

c). The Role of Government Affects Product Competitiveness.

The coefficient value of the relationship between the role of government and product

competitiveness of 0.046 is positive and insignificant at the significant level $\alpha = 0.05$. This means that the relationship between the role of government and the welfare of farmers has a unidirectional influence, namely the higher the role of the government, the more the product's competitiveness increases and is insignificant. The existence of the government is not felt by efforts to increase product competitiveness in virginia tobacco farming in Lombok Island.

d). The role of government affects the welfare of farmers.

The coefficient value of the relationship between the role of the government and the welfare of farmers of 0.148 is positive and significant at the significant level $\alpha = 0.05$. This means that the relationship between the role of government and the welfare of farmers has a unidirectional influence, namely the higher the role of the government, the welfare of farmers will increase and significantly.

e). Product Competitiveness Affects Farmer Welfare

The coefficient value of the relationship between product competitiveness and farmer welfare of 0.553 is positive and significant at the significant level $\alpha = 0.05$. This means that the relationship between product competitiveness and farmer welfare has a unidirectional effect, namely the higher the product competitiveness, the farmer's welfare will increase. This condition shows that product competitiveness has a positive and significant effect on the welfare of farmers. The existence of product competitiveness is able to prove its existence in improving the welfare of farmers in virginia tobacco farming.

f). Entrepreneurial Orientation Indirectly Affects Farmers' Welfare Through Product Competitiveness.

The coefficient value of the relationship between entrepreneurial orientation towards farmer welfare through product competitiveness is 0.238 positive and significant at a significant level $\alpha = 0.05$. This means that the relationship between entrepreneurial orientation and farmer welfare through product competitiveness has a direct and significant effect. The existence of entrepreneurial orientation not only directly affects the welfare of farmers but also indirectly affects the welfare of virginia tobacco farmers by improving the competitiveness of their products. The mediation of product competitiveness on the indirect effect of entrepreneurial orientation on farmer welfare is a partial mediation. This finding is a sign that product competitiveness is not a key mediator of the indirect effect of entrepreneurial orientation on farmer welfare.

g). The Role of Government Indirectly Affects Farmers' Welfare Through Product Competitiveness.

It can be argued that the coefficient value of the relationship between the government's role on the welfare of farmers through product competitiveness is 0.025 and is not significant at the significant level $\alpha = 0.05$. This means that the relationship between the role of government and the welfare of farmers through product competitiveness does not have a unidirectional and insignificant effect. The mediation of product competitiveness on the indirect effect of the government's role on farmer welfare is partial mediation. This finding is a sign that product competitiveness is not a key mediator in the indirect influence of the government's role on farmer welfare.

Conclusion

Based on the results of this study and the discussion that has been previously stated, it is important for Lombok's virginia tobacco farming to increase farmer productivity to increase product competitiveness and farmer welfare. In increasing farmer productivity, it can be done by increasing entrepreneurial orientation, the role of the government in increasing product competitiveness

which will have an impact on the welfare of Lombok's virginia tobacco farmers.

Suggestion

Partner farmers need to be given education and training to transfer knowledge and technology in the production process from rice processing, grouping and packaging. The government is to conduct entrepreneurship training programs for partner farmers so that the management of virginia tobacco farming is carried out based on business principles. For partner companies, through field extension agents, who provide education and training to partner farmers, they must increase their programs.

The government encourages farmers to increase their business scale, productivity and quality of production as determined by the company, so that farmers will get a good price to increase their income. The government can also protect the agricultural market practice by concentrating power by large companies so that they are not disadvantaged in terms of quotas, grades and prices. It is also recommended that the government issue a new tobacco plantation regulation as a form of taking sides in Lombok's virginia tobacco farming. The government establishes a virginia tobacco farmer group so that the government can provide good guidance and protection. In this group there will be an increase in knowledge.

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