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A. Nismalasari; S. N. Sirajuddin ✉; S. Baba



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Farmers Perceptions Towards the Role of Vaccinator in the PABETA (Household Based Domestic Chicken Development) Program in Soppeng Regency, South Sulawesi Province, Indonesia

A Nismalasari¹, S. N. Sirajuddin^{1,2,a)}, S. Baba^{1,2}

¹*Department of Socio-Economics, Faculty of Animal Science, Universitas Hasanuddin*

²*Animal Husbandry Extension and Sociology Laboratory, Faculty of Animal Science, Universitas Hasanuddin, Makassar, Indonesia*

Corresponding author: ^{a)}sitti.nurani@unhas.ac.id

Abstract. The Soppeng Regency Government Program to increase the productivity of domestic chickens is PABETA (household-based Domestic Chicken Development). In the PABETA program, one of which plays an important role is the vaccinator. This study was aimed to determine the perception of farmers on the role of vaccinators in the PABETA Program. This research was conducted from April 2021 to May 2021, in Marioriwawo District and Lirililau District, Soppeng Regency, South Sulawesi Province. The type of research used was descriptive quantitative. The number of respondents used was 92 domestic chicken farmers who participated in the PABETA Program. The data analysis used in this research was descriptive quantitative statistics. The results showed that native chicken breeders agreed on the reliability and responsiveness of vaccinators in the PABETA Program.

INTRODUCTION

Perception is process in a person's mind to respond to an object that is around him or her that can be captured by his or her senses. Each person has their own perception due to differences in their sensory abilities in capturing stimuli, differences in the ability to interpret or give meaning to these stimuli [1]. Perceptions of farmers who participate in an activity and those who do not participate have different perceptions. Farmers who participate can feel the benefits of the activities that are followed while farmers who do not participate do not feel the benefits of these activities [2]. Farmers' perceptions or responses can be seen from the level of knowledge they have, the interest of farmers to participate in an activity and the farmer's assessment of the benefits of these activities [3]. The dimensions of perception of service quality are centered on efforts to fulfill customer needs and desires as well as the accuracy of their delivery to balance customer expectations, namely: tangible, reliability, responsiveness, assurance and empathy [4]. The Department of Livestock, Animal Health and Fisheries of Soppeng Regency has a work program, one of which is PABETA, which stands for Development of Household-Based Free-range Chicken which began on March 16, 2020. The PABETA (Household Based Domestic Chicken Development) program is a solution in achieving the development goals of the livestock sub-sector at the local, regional and national levels, such as increasing population, availability of animal protein food and increasing people's income whose activities are targeted, namely: local chicken breeders who have had the skills to raise native chickens so far but have the main obstacle in the form of unavailability of ND vaccine and do not understand the method of vaccination. Since the farmers and vaccinators are very involved. So, it is necessary to know the perception of farmers on the presence of PABETA program vaccinators in Soppeng Regency.

RESEARCH METHODS

This research was conducted in two villages, namely Watu Toa Village, Marioriwawo Subdistrict and Macanre Village, Lilirilau Subdistrict, Soppeng Regency from April to May 2021. The type of research used was descriptive quantitative research. Data sources were primary and secondary data. Technique Data collection used is observation, interviews and questionnaires. The population in this study was the entire village chicken farmer in Soppeng Regency, with a total of 120 farmer's household and the sample is carried out by sampling the quota of 92 respondents needed, then each village had a different number of respondents, namely for Watu Toa Village, Marioriwawo District, 48 respondents and Macanre Village are needed Lilirilau sub-district needed 44 respondents. The descriptive statistical data analysis used was Likert Scale measurements with assessment weights using five Likert levels:

Strongly Agree	= 5
Agree	= 4
Nuetral	= 3
Disagree	= 2
Strongly Disagree Agree	= 1

The assessment for each statement item of the Breeder's Perception component in Soppeng Regency was carried out using a basic sample of class intervals as follows:

Maximum score = (number of respondents × highest Likert score),

Minimum score = (number of respondents × lowest Likert score),

$$\text{Index (\%)} = \frac{\text{score total}}{\text{maximum score}} \times 100 \tag{1}$$

Rating Intervals:

Index 0% – 19.99% : Strongly Disagree

Index 20% – 39.99% : Disagree

Index 40% – 59.99% : Neutral

Index 60% – 79.99% : Agree

Index 80% – 100% : Strongly agree

RESULTS AND DISCUSSION

Farmers Perceptions of the PABETA program

Perception is the response given by farmers to PABETA vaccinator who have provided services to farmers. The response given by each individual is different. Based on the research results, farmers' perceptions of the presence of vaccinations in the PABETA Program in Soppeng Regency can be seen in table 1.

TABLE 1. Total Farmers Perceptions of the PABETA Program in Soppeng Regency.

Sub Variable	Total Score
Tangible	1,067
Reliability	1,225
Responsiveness	1,446
Assurance	1,884
Empathy	773
Total	6,395

Based on Table 1 Farmers' Perceptions of the PABETA Program in Soppeng Kabupaten with a total score of 6,395 (67.8%) the category agrees to see continuously can be seen in Fig. 1.

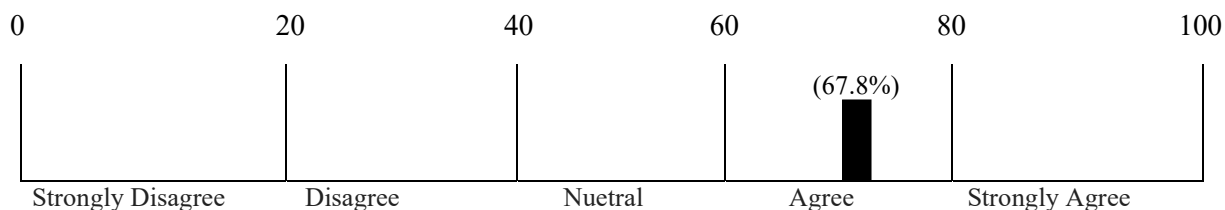


FIGURE 1. Breeders' perception interval of the PABETA program.

Information:

Strongly Disagree	: 0-19.99%
Disagree	: 20-39.99%
Neutral	: 40-59.99%
Agree	: 60-79.99%
Strongly Agree	: 80-100%

Fig. 1 shows that the results of Farmers' Perceptions of the Presence of Vaccinations in the PABETA Program in Soppeng Regency agree, both from the tangible, reliability, responsiveness, assurance, and empathy.

Tangible

Tangible is the service provided by the vaccinator in the form of equipment owned by the vaccinator to serve farmers, namely ND vaccine and incubator. Physical evidence is a physically real thing that can influence the decision of farmers to participate in the PABETA program. ND vaccination services can reduce the death of native chickens, before vaccination one hen that incubates ten eggs, one to three dies and after vaccination no one dies, ND vaccination is a prevention of ND disease that can be given starting at the age of four days, three months and the vaccine is returned every three months, this is in accordance with the opinion of Kencana [5] which states that prevention of ND must be carried out with a good vaccination program in native chickens. Vaccinations can be given from four days of age through eye drops, twenty-one days of age through eye drops, three months of age through injection and repeated every three months according to the procedure from the drug manufacturer.

The existence of an incubator makes it easier for farmers to hatch eggs because the incubator is more time efficient, can incubate eggs in large quantities and eggs are easily controlled by farmers. The success rate of hatching using a hatching machine is > 70% and natural hatching < 50% this is because natural hatching has limitations to control and eggs are easily eaten by wild animals. This is in accordance with the opinion of Wicaksono [6] which states that the incubator is an egg hatching device that reduces the burden of the hen in incubating her eggs with the working principle of temperature control from warm light. The incubator is able to accommodate more eggs to incubate, and the resulting DOC is more uniform.

The incubator makes it easy to get chicks to raise because the incubator can incubate many eggs at the same time, namely a maximum of one hundred chicken eggs simultaneously. While the natural hatching of one hen is only able to incubate ten chicken eggs. This is in accordance with the opinion of Sundari and Wahyono [7] which states that incubating machines have advantages over natural hatching, namely that they can be carried out with more eggs, produce large numbers of children at the same time and are easy to supervise.

Reliability

Reliability is the ability of the vaccinator to provide services as promised and on time in carrying out vaccination and hatching services, and the vaccinators are easily contacted by telephone. Reliability is the ability of cadres to provide services to farmers in a reliable and accurate manner so that farmers are satisfied with PABETA services. The cadre service procedure is not complicated, namely the PABETA program service system is very easy to reach by farmers and it is easy to understand. Farmers who want to participate in the PABETA program need to provide free-range chickens to be vaccinated and for the hatchery to provide chicken eggs. Then the farmers contacted for PABETA services. This is in accordance with the opinion of Baunsule and Hardianto [8] which states that the model and system of service procedures are attempted to be simple and uncomplicated or uncomplicated in the hope that every community can easily know and understand what is being done.

The cadres serve on time according to the agreed time. The cadres are able to serve on time because the cadres come from the area so it is easy to reach the farmers' residences to provide services. This shows that the performance of the cadres is considered good by the farmers because the services provided are on time, so that the farmers are satisfied with the service. This is in accordance with the opinion of Febrina [9] which states that performance must be in accordance with customer expectations, namely punctuality. Timely service will give a good perception of reliability, the better the perception of farmers on reliability, the satisfaction of farmers will also be high.

The cadres are easily contacted by farmers because of the means of communication, namely the cadres have a telephone number that can be contacted at any time. This is in accordance with the opinion of Murdifin [10] which states that farmers assess service quality based on what they see or feel directly. Services can be assessed from service communication channels that are easy to contact at any time. The cadres who were contacted by the farmers did not take long to be able to communicate to provide services.

Responsiveness

Responsiveness is the ability of cadres to provide services to farmers' complaints and assist farmers immediately in the PABETA program. Active vaccinators provide vaccination services to prevent ND disease and reduce more deaths due to the awareness of farmers about the importance of vaccination. One farmer to another convey information that there is a free ND vaccination service so that other farmers are interested in joining the PABETA program. This is in accordance with the opinion of Badruzzaman et al. [11] which states that the act of vaccinating chickens is one of the first steps to reduce mortality. Vaccination is a form of farmer initiative to avoid more chicken deaths,

Cadre officers are responsive in receiving complaints from local chicken farmers regarding vaccination, such as chickens that have been vaccinated with symptoms of illness or death, so cadre officers quickly provide solutions according to the conditions reported by farmers so that farmers feel helped. This is in accordance with the opinion of Hidayah and Santoso [12] which states that officers who receive complaints from farmers are quick to respond. Officers provide good service by listening to what farmers complain about and providing solutions that can help or provide direction.

Cadre officers are active in socializing hatching machine services because not all breeders understand hatching machines, so that the socialization of hatching machine services can provide an explanation and understanding of the usefulness of hatching machines and breeders are interested in hatching machines. This is in accordance with the opinion of Abadi et al. [13] which states that active vaccinators carry out socialization and counseling of hatching machines by providing an explanation of the basic principles of using incubators and the steps for making an economical incubator that can help farmers to produce chicks or DOC.

Cadre officers are responsive in receiving complaints from native chicken breeders regarding hatching machines whose working principle is to control the temperature of the light emitting that produces warmth. The complaint that is often reported by farmers is the problem of the thermometer switch which often does not work optimally. Based on these complaints, the cadre officers were quick to listen and provide solutions to problems experienced by farmers. This is in accordance with the opinion of Alim [14] which states that being responsive to receiving complaints from farmers is one of the services that must be provided, complaints must be responded to quickly so that farmers are comfortable to be served again. From the complaints submitted by the farmers, the cadre officers provide input or solutions according to the complaints submitted.

Assurance

Assurance is the ability of cadres to provide services to breeders so that farmers feel safe and free from the risks of vaccination services and use of incubators. Cadre officers who have knowledge of the application of vaccines so that farmers have confidence in vaccinators regarding the safety of chickens to be vaccinated. This is in accordance with the opinion of Khairat and Qashlim [15] which state that vaccinators who have knowledge of handling chickens such as vaccination can be a solution to the problem of reducing chicken mortality, this is because vaccinators know better how to vaccinate and how to administer vaccine doses.

Cadre officer skilled in ND vaccination. At the time of injecting vaccination, the cadre staff can avoid injection errors that can affect the heart. The cadres selected for each village have the skills to vaccinate ND because these cadres have attended training and assistance by a team of vaccinators from the local government. This is in accordance with the opinion of Yuliani et al. [16][17] which states that skilled vaccinator cadres and ready to serve the community

are extensions of animal health medical personnel. The vaccinator cadres are given training and assistance when providing services.

The cadre officers have sufficient knowledge for the operation of the incubator which includes the temperature of the incubator and the treatment of eggs in the incubator. Knowledge of operating hatcheries is very important, because it affects the chances of successful hatching in large numbers. This is in accordance with the opinion of Aksan et al. [17] which states that knowledge of the operation and management of hatching machines is important, this is so that the egg hatching product can produce healthy free-range chicken seeds and the percentage of hatching eggs is above 80%.

Cadre officers are skilled in operating hatching machines such as regulating temperature, humidity and repairing broken hatching machines. Cadre officers who have skills operating a hatching machine can support hatchery success because the risk of failure is small. This is in accordance with the opinion of Widjastuti et al. [18] which states that cadres who already have skills in making and running hatching machines greatly support the success of a business because hatched eggs have a higher chance of successfully hatching.

Cadre officers provide courteous service both in terms of speech and action, responsibility, and friendliness to farmers. Cadre officers when performing services are able to foster a sense of trust in farmers through good attitudes and behavior. This is in accordance with the opinion of Ardiansyah and Muis [19] which states that good attitudes and behavior in service are able to foster public trust in the services that have been provided so that people feel comfortable.

Empathy

Empathy is the willingness of cadres to better understand the wishes and needs of farmers in PABETA services. Cadre officers are able to understand the will of farmers in determining the vaccination schedule. Farmers can determine when to vaccinate and then it is agreed upon by farmers and cadre officers. Knowing the willingness of farmers is one of the factors that can encourage farmers to take decisions to provide vaccination services. This is in accordance with the opinion of Indrawati [20] which states that understanding the willingness of farmers can influence farmers' decision-making on participating in vaccination services. The decision taken by the breeder is because there is a sense of empathy for the quality of service provided.

Cadre officers are able to understand the needs of farmers in terms of facilitating tools and materials for vaccination and incubating machines. Such as cadres facilitating ND vaccines, syringes and incubators. Understanding the needs of farmers will give a good assessment of the services offered. This is in accordance with the opinion of Sofyan et al. [21] which states that officers who are able to understand the needs of farmers will provide important input for the sustainability of the program to be run so that the services provided are able to provide satisfaction.

CONCLUSION

It can be concluded that farmers agree with the existence of vaccinator services for the PABETA program (Household-Based Domestic Chicken Development) in Soppeng Regency.

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