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**THE EMPOWERMENT OF TOBACCO FARMERS
AIMING TO THE INDEPENDENT AND PROSPEROUS COMMUNITY
(THE CASE STUDY OF WONOSOBO REGENCY, CENTRAL OF JAVA, INDONESIA)**

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Abstract

This research deals with the potential of tobacco farmers in Wonosobo regency focusing on the identification of tobacco farmers' characteristics due to economic, social, cultural, and demographic aspects. The purposes of this study are to determine the real potential of tobacco farmers and to manage the *blueprint* development of tobacco farmers' socio-economic potential. An *exploratory research* is conducted in this study trying to explore the variables of farmers' profiles, economic, and socio-cultural aspects. The results showed that based on the analysis of economic that generally the profession of tobacco farmers is considered quite profitable. Although based on the socio-cultural analysis showed that tobacco farmers' mindset is still stagnant and monotonous, they actually have the potential on human and natural resources. Unfortunately, their development is inhibited by poor education, experience, and entrepreneurial spirit factors.

Keywords: tobacco farmer's characteristics, socio-economic potential

INTRODUCTION

Wonosobo district with its geographical conditions mostly consisting of mountains at an altitude of 250 to 2,250 m above the sea level and most of its territory located around the volcanoes with air temperature conditions between 14.3 to 26.5 °C is a very fertile area and potential for the cultivation of tobacco plants with various types of agricultural crops and other plantations. It is understandable if most of population support their life from agriculture and plantation. The implications are shown in the Gross Domestic Product of Wonosobo regency based on current prices in 2007 reached 2,962,993.79 or 48.96% which is contributed from plantation-agricultural sectors (BPS Wonosobo, 2007).

Table 1.1 The Plantation Products of Wonosobo Regency in 2008

No	Type of Plant	Amount of Production (ton)
1	Tea	120.01
2	Coffe	439.09
3	Clove	18.82
4	Cocoa	48.37
5	Coconut	2,853.28
6	Tobacco	1,274.42

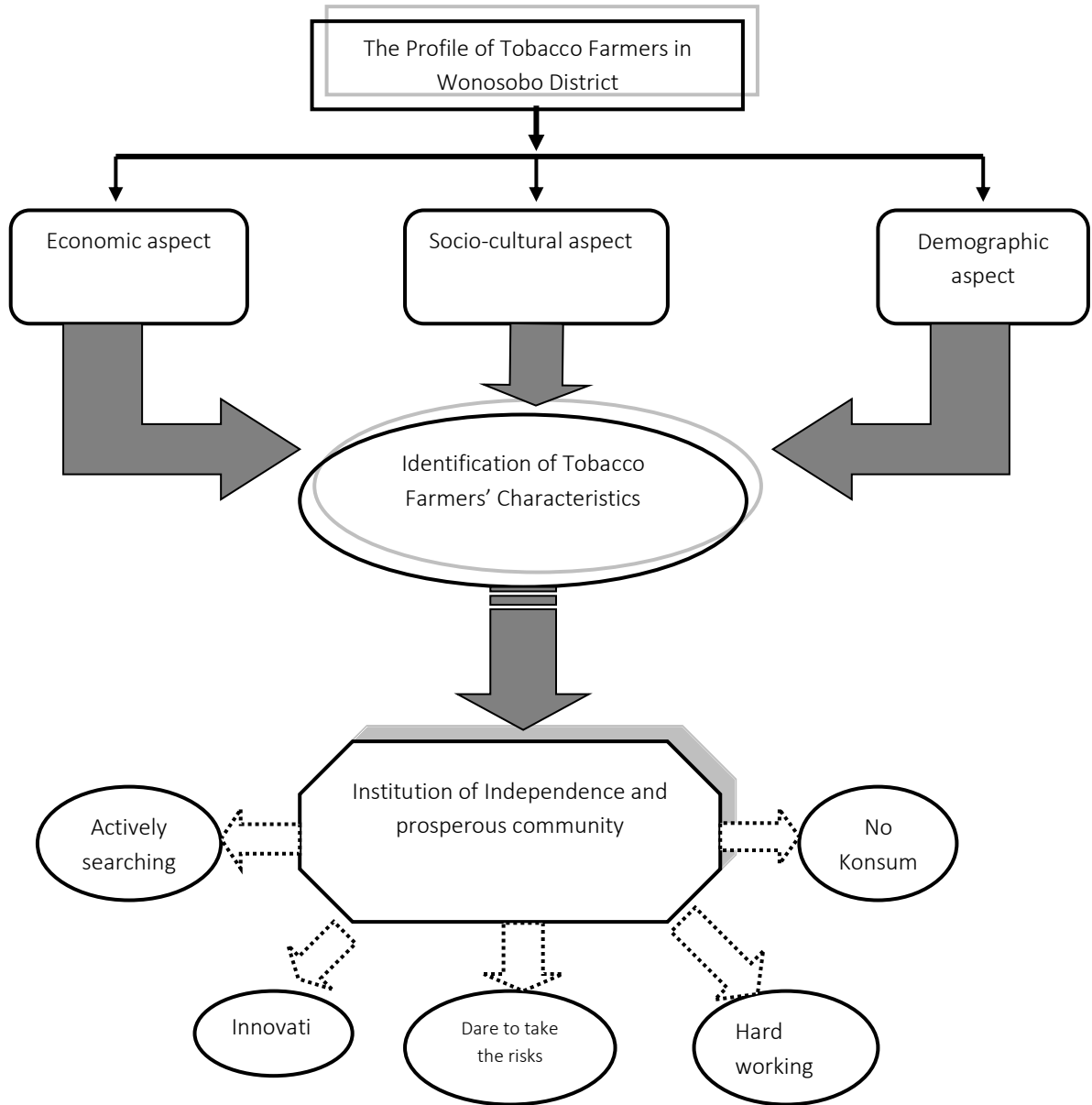
Source: Department of Forestry and Agriculture of Wonosobo Regency in 2008

The potential of tobacco plants in 2008 with a total area of 3.99 ha located in the districts of Kertek , Kejajar , Garung , Mojotengah , Watumalang and Kalikajar are able to absorb 9,479 workers. However, the recent problems are the declined of natural resource quality and open areas as the economic necessity and pressure urge people to continuously exploit the natural resources beyond the capacity. These lead to the decline of land resource quality resulting in the decline or degradation of all natural resources such as erosions and sedimentation processes along the rivers. When raining, the river became muddy accompanied with a high increase of water discharge as the sign that the area around the river has poor quality of environment.

The decrease of water resources impacts the availability of fresh water supply and irrigation. These shortages of water cause the lands for agricultural and plantations can not be planted for three times but only for twice even once a year that further will reduce farmers' income. The condition has become common symptoms experienced by farmers including the tobacco farmers. The decrease of

farmers' income level, particularly tobacco farmers, influences the welfare of farmers, especially in social and economic aspects.

Research Framework



LITERATURE REVIEW

People Empowerment Characteristics

People empowerment refers to the word *empowerment*, which means strengthening, that is an effort to actualize the potential which is already owned by the people. People empowerment is, essentially, an effort to enhance people's value and dignity, especially those who are unable to escape from poverty and underdevelopment, which means that people empowerment, is to help people find the ability of self-reliance or independency (Khambali, 2005).

As there is difference in people's characteristics, the efforts of people empowerment vary from one to another. According to the people's resources potential related to weather or not easily they are engaged in a development, people's condition is divided into three classifications: (1) encouraging force, (2) surviving power, and (3) intruding power.

Social justice and social welfare

According to Indonesian dictionary, justice means: (1) equal weight, not one-sided, impartial; (2) taking to the right side, holding on to the truth; (3) should not be arbitrary. Justice is a requirement

to create welfare. People that feel their justice elements are fulfilled in daily to appear can be used as a base to achieve welfare.

According to the United Nations, social welfare as organized activities aimed to assist individuals or community to meet their basic needs and to improve their well-being is in line with the interests of the family and the community. It is the welfare of a social institution or area of activities, involving organized activities, managed by government institutions or private sectors that is aimed to prevent, solve or contribute to social problems solving, and to improve individual's, groups' and people's quality of life.

People Empowerment Strategy

There are three dimensions related to poverty: (1) Economy or material dimension of poverty. This dimension comes into existence as various human basic needs in material nature such as food, clothing, housing, and health. (2) Social and cultural dimension of poverty. Using quantitative measurement will not be able to understand this dimension because of its qualitative measurement in nature. Economically poor layers will form chambers of poverty culture that is called culture for the sake of their survival. In culture poverty theory stated by Oscar Lewis, poverty will occur as consequence of values or cultures embraced by the poor, such as being lazy, easily giving up to fate, and lack of work ethics. (3) Structural and political dimension of poverty. This means that individual who experience economic poverty is, in fact, experiencing structural and political poverty.

Self-Potential Development

People development is a practical effort to direct people into independence, thus they shall be able to self-manage the social issues and to find solutions for their problems.

The purpose of people development is to development people power, thus they shall be able to understand any suppressing structural realities and that they shall be aware of their position in the realities. When the awareness has arisen, it will stimulate the powerful will to make changes. People shall be deemed powerful if:

1. They are not easily subdued, exploited and manipulated by certain parties.
2. They are always critical in seeing problems, primarily relating to policies or rules that disadvantage them.
3. They are persistent and consistent in fighting for common good.
4. They have high level of loyalty and solidarity among members of the community.

In order to build people's power, people development should be able to optimize their local potentials, such as understanding, thinking, feeling, and willing potentials, or, in other words, utilize the existing human resources as good as possible. The role of human resources serves the as facilitator and motivator in utilizing people's local potentials.

People Empowerment Models

Compost Making Business

This sub-chapter shall address the people empowerment models that can improve people's welfare, especially tobacco farmers in Wonosobo Regency. One of the models is trash management as the unused property.

People's Skills Improvement Program

This People's Skills Improvement Program is held by the Faculty of Economics of Unissula Semarang, in coordination with the Department of Education of wonosobo Regency in 2008 through *Backstopping* program. This program aimed to enhance people welfare, while the object of people empowerment is the members of People Learning Activities Centre (PKBM). The programs being held include:

a. Management and Administration of Bookkeeping Training

Management and administration of bookkeeping training is held on the purpose of teaching home-based businessmen about management and administration. With this course, it is expected that the businessmen will be able to assess their self-potential in well-planned and responsible manner. This training has been attended by 20 participants of PKBM management representatives from Wedung, Karangtengah and Guntur District, and two PKBM owners at district level. The speaker was from Management Development Centre (PPM) of FE Unissula Semarang.

b. Silk Screen Training

Silk screen training is the second training in this *backstopping* program. This training is held at STM Grafika Banyumanik Semarang. The participants in this silk screen training are mostly highly motivated youth in working and as representatives of their respective PKBM.

c. Mechanical Training

Mechanical training is held at STM Pembangunan Semarang for three days from 20 to 22 February 2006. The motor mechanical training activity is strictly held in terms of the time of training. The participants must attend it, because this is also the regulation of STM Pembangunan. The materials given are mostly (90%) mechanical practice, emphasizing on troubleshooting in case of problems. A nationally standard certificate from STM Pembangunan is given to every participant who takes this mechanical training, especially those who graduate from the training. The documentation and attendance list of the mechanical training is given on the attachment.

d. Tailor Training

Tailor training in this Backstopping program is aimed to teach the training participants tailoring skills. The tailor training activities are focused on coat tailoring. This is because coat making is complicated, thus it is expected that the participants will be able to make high valued products. This tailor training is held at the PKBM of Ungaran Regency, attended by participants of PKBM of Demak Regency and participants from Ungaran Regency.

e. Packet A, B and C Teaching Program

Teaching program is aimed to teach tutor of packet A, B and C various materials that it is expected to motivate and enhance the ability of teaching learning process.

f. Entrepreneurship, Marketing and Letter of Credit Training

Entrepreneurship, marketing and letter of credit training are led by experienced instructors and practitioners, and they are professional entrepreneurs. In achieving effective letter of credit training activities, it is focused on fund proposal making, thus the participants are expected to be able to make proposal and to access funding sources with low interest rate. The participants in this training are the management of Business Study Groups (KBU) of three Districts; Karang Tengah, Wedung and Guntur of Demak Regency.

People's Agro Technopark (ATP)-Based Industrial Potential

This study is held by Prawiranegara (2009) in Koleberes, cikadu District, Cianjur Regency, by developing Agro Technopark (ATP) concept, an agricultural model of development which is integrated from agriculture, farming, and fishery in one production cycle that finally produces *zero waste* (environment-friendly agriculture).

Research Methodology

This study is an exploratory research which tries to explore the variables of farmers' profiles, economics, and socio-cultural aspects. The results of this study will further be followed up with a research emphasizing on actions or known as action research.

This research uses three approaches:

- *Participatory action research*: emphasizing on the involvement of community to the ownership of activities and actively participate in community-based problem solving.
- *Critical action research*: conducted by emphasizing the high intention in solving the problem and improving the situation.
- *Institutional action research*: management as organization responsible for improving performance, process, and productivity of institution.

The population identified in the study includes: Tobacco Farmers, District Officials, Village officials, Bappeda, and SKPD of Wonosobo regency. The population of tobacco farmers is the landowners of tobacco plant. Since the population is not known precisely, the sampling uses *non-probability sampling techniques* and the samples are *convenience* collected in accordance with a predetermined number of samples. The samples are collected with random sampling.

Variables used in the study of resource potential of tobacco farmers include: tobacco farmers' profile, economic, socio-cultural, and demographic aspects. The variables and indicators are presented in Table 3.1.

Table 3.2 Research Variables

Variable	Indicator
profiles of tobacco farmers	<ul style="list-style-type: none"> • Number of Farmers • Education of Farmers • Percapita Income • Land Area of tobacco • Location of tobacco farmers • Working Position
Economic aspect	<ul style="list-style-type: none"> • Economic Development Level of Wonosobo Regency • Dominan sector as contributor for Economic Development • Income Impacts to tobacco farmers • Economic Impacts to tobacco farmers
Socio-cultural aspect	<ul style="list-style-type: none"> • Society Habits • Society Behaviors
Demographic aspect	<ul style="list-style-type: none"> • Population • Age • Sex • Education Level
tobacco farmers' Characteristics	<ul style="list-style-type: none"> • The collected data of tobacco farmers from the aspects of economy, socio-cultural, Environment, and demography
Independent and prosperous community	<ul style="list-style-type: none"> • The realization of independent and prosperous tobacco farmers

This study used primary and secondary data. The former is data which is directly obtained from the first source (first hand). The latter is data obtained from the second source (second hand). Primary data consists of data obtained from respondents (tobacco farmers, direct observation, in-depth interviews, and *focus group discussion*). While secondary data were obtained from sources that had been published, for example: Wonosobo in figures, internet, textbooks, journals, data from districts, Bappeda, and related departments.

The analyses used in this study are the quantitative and qualitative analyses. Quantitative analysis is used to determine the rate of economic growth, income levels, education, and age. While qualitative analysis is used to figure out the conditions of social and cultural, people's behavior, and environmental aspects in depth. The qualitative approach is conducted after obtaining the data from in-depth interviews with respondents, related observation, written documentation, and focus group discussion (FGD). The stages for data analysis are as follows:

1. Validating the data collected from interviews, focus group discussions, and interviews
2. Tabulating the Data using MS - Excel and SPSS
3. Determining the value of proportion and means of respondents' answers
4. Determining the proportion of respondents' qualitative answers
5. Analyzing any output resulted from MS - Excel and SPSS program.

RESULTS AND DISCUSSION

Field Report

➤ Respondents' Profile

This respondents' profile will describe various indicators related to general condition of respondents, such as: sex, age, education, status, number of children, children's education, children's education after graduation, and constraints for children's higher education.

Table 4.1 Respondents' Profile

Indicator	Total	Percentage
Sex	Male = 70 people Female = 2 people	97 percent 3 percent
Age	17-30 years old = 4 31-50 years old = 58 Over 51 years old = 10	5 percent 81 percent 14 percent
Education	Non-elementary = 10 people Elementary = 20 people Secondary = 34 people High = 6 people D3 = 1 person S1 = 1 person	14 percent 28 percent 47 percent 8,3 percent 1,4 percent 1,4 percent
Status	Married = 46 people Unmarried = 26 people Widow = 0 person Widower = 0 person	64 percent 36 percent - -
Number of children	1-3 = 30 people 4-6 = 41 person Over 6 = 1 person	42 percent 57 percent 1,4 percent
Children's average education	Elementary = 51 people Secondary = 17 people High = 4 people	71 percent 24 percent 5 percent
Children's occupation after graduation	Farmer = 35 people Cleaning Service = 2 people Employee = 8 people Entrepreneur = 4 people Helping parents = 8 people Distributor = 2 people	48,6 percent 3 percent 11 percent 5,5 percent 11 percent 3 percent
Constraints for children's higher education	No will to take higher education = 21 Economic reason = 34 Distance = 17	29 percent 47 percent 24 percent

➤ **Economic Aspect**

Table 4.2 Economic Aspect

Indicator	Total	Percentage
Farmer's income	300,000-500,000=58 500,000-700,000=10 700,000-1,000,000=4	81 percent 14 percent 5 percent
Obtaining tobacco seed	Own making = 50 Buying = 20 Cooperation = 2	69 percent 28 percent 3 percent
Tobacco produce sale	Collector = 22 Middleman = 14 Slicer = 4 Cigarette factory representative = 2	52 percent 33 percent 9 percent 5 percent
Tobacco selling price	Rp. 1.000=40 Rp. 1.500=16 Rp. 2.000=12 Rp. 2.500=4	56 percent 22 percent 17 percent 6 percent
Capital to plant tobacco	Own capital = 24 Employer = 8 Loan = 30	33 percent 11 percent 42 percent

	Collector = 4 Middleman = 4	6 percent 6 percent
Planting tobacco in economy perspective	Highly profitable = 5 Moderately profitable = 37 Not profitable = 30	7 percent 51 percent 42 percent
Other occupation	Vegetable farmer = 14 Farm worker = 40 Vegetable seller = 6 Farming = 6 Sand ground man = 6	19 percent 56 percent 8 percent 8 percent 8 percent
Galian-C miners in economy perspective	Highly profitable = 10 Moderately profitable = 32 Not profitable = 30	14 percent 44 percent 42 percent

➤ **Socio-Cultural Aspect**

Socio-cultural study is intended to know the background what factors tend to affect tobacco farmers' activities.

Table 4.3 Socio-Cultural Aspect

Indicator	Total	Percentage
Planting tobacco/ C drilling miner is hereditary occupation	Quite agree = 42 Agree = 18 disagree = 12	58 percent 25 percent 17 percent
Occupation of most of villagers	Quite agree = 40 Agree = 22 disagree = 10	55 percent 31 percent 14 percent
Community leader advise	Quite agree = 20 Agree = 16 Disagree = 36	28 percent 22 percent 50 percent
Cultures of Village	Quite agree = 16 Agree = 18 Not agree = 38	22 percent 25 percent 53 percent

➤ **Potentials and Constraints**

Concerning the potential and the constraints encountered with respect to the respondent's occupation as tobacco farmers, it will present the potentials and constraints for each of the districts and villages. The potentials of Garung District are: vegetable market, abundant source of spring water, abundant grasses, bamboos, and timber. While the constraints encountered by people: unstable price of vegetables, unable to process tobacco, low quality human resources, low capital access, lack of employment, lack of education, thus not be able to develop themselves.

The potentials of Mojotengah District include: fertile agricultural land, goats farming, sandstone, timber, plentiful water, and high rainfall. While the constraints encountered in developing and improving people welfare are; narrow land holdings, low education, road conditions, and low entrepreneurial skills.

The potentials of Kertek District in developing the people's economic potential are horticulture, abundant source of water, chicken, cow and goat farms, fertile farmland, and rich cattle feed. However, in order to optimize the various potentials, there are still a lot of constrains being encountered, such as: lack of skill, lack of briefing, non-paved roads, uncertain price of agricultural products, lack of employment, farmers groups are not well-operating, bad weather during harvest, and not good sales system of harvest products.

➤ **Village Aids**

Aids given to villages in Wonosobo Regency are basically to enhance villagers' welfare.

Table 4.4 Types of Village Aids

District	Village	Type of Aids
Mojotengah	Keseneng	Rice
	Andongsili	Road, PNPM Mandiri
	Mudal	Rice for the poor, Elementary School building renovation, BLT
Kertek	Tlogomulyo	Rice for the poor, goat, trees seeds
	Kalirejo	Trees seeds, briefing
	Damarkasiyan	Trees seeds, goat
	Pagerejo	Rice for the poor, jamkesnas, gas burner
	Candimulyo	Gas burner, PNPM mandiri, rice for the poor
	Purbosono	Rice for the poor, PNPM mandiri
	Candiyasan	Kindergarten building, rice for the poor
	Kapencar	50 goats
	Reco	Road restoration
Garung	Jengkol	Rice for the poor, BLT
	Kuripan	Tobacco seeds
	Kayugiyang	Trees seeds
	Lengkong	Rice for the poor
	Siwuran	PNPM mandiri
	Gemblengan	Rice for the poor
	Sendangsari	Trees seeds

➤ **Tobacco Farmers' Proposal**

There are two proposals; proposal submitted to the administration of Wonosobo regency and proposal with regard to diversification of tobacco business. The proposal to the administration of Wonosobo Regency by tobacco farmers is classified into:

1. Manure and medicine aid for agriculture
2. Agricultural products marketing aid
3. Capital for business
4. Mining permit, by reason of more fertile land
5. Cattle aid (goat, cow)
6. Providing other occupation other than tobacco planting
7. Agricultural briefing, agricultural instruments aid, and tobacco processing
8. Capital for manure trading, chicken farming and mechanics
9. Mentoring for farming and fishery skills
10. Agricultural briefing other than tobacco and farming
11. Eliminating middleman's monopoly

Meanwhile, the proposal of tobacco farmers of Wonosobo Regency in regards to activities other than as tobacco farmers includes:

1. Developing trading business
2. Carpentry and wickerwork
3. Animal husbandry and plantation
4. Handwork courses (welding, silk screen, electronic, mechanics, tailor)
5. Skill for better agricultural products processing
6. Developing small business/ trading (fried foods, basgor, cimol, bread)
7. Specific skills and freely to improve human resources quality
8. Native chicken farming
9. Capital for business

Discussion

According to the results of observation and primary data collection, it shows that the average income of tobacco farmers is Rp 300,000 to Rp. 500,000. One of the constraints is that they don't have high bargaining in selling tobacco. The economic condition of tobacco farmers and C drilling miners can be seen as a multidimensional issue which involves economic, social and cultural factors. According to quantitative data, the farmers are economically in poor condition. However, when it is from other perspective, they can be classified as absolutely or relatively poor. It is absolute, because their income, logically, will not be enough to meet their basic needs, but because they are in tobacco farmers and C drilling miners, relatively, they are of different levels, because relative poverty is a comparison between groups of revenue among community.

In socio-cultural study, tobacco farmer correspondent answers that their profession as farmer is hereditary occupation, that of most of villagers, thus they do not agree the statement that their occupation as tobacco farmers and galian C miners are of advice of community leaders. The socio-cultural conditions of people in Wonosobo Regency are supported by powers originally from the groups of community. There are various institutions: LKMD, farmer groups, dawis, Riyatus Sholihin (religious learning medium) BPD, PKK, youth organization, Linmas, Subdistrict People Empowerment Institution (LPMK), BPD, Gapoktan and farmer groups.

SWOT analysis is used in identifying factors as the source of strength/ weakness, and in observing the chances and threats of tobacco farmer's resources. The results of identification shall be used in making strategic planning in regards to the policy to take. The strength, weaknesses, chances, and threat potentials of tobacco farmer's resources are:

Strength potentials

- Geographical location and fertile land supports farming and plantation development
- Natural resources potentials (agribusiness, agriculture, fisheries, animal husbandry, plantation) belonging to the respective district
- Beautiful and unexploited natural surrounding supports the development of the tourism sector
- Farmers' high knowledge and skills on farms and plantations
- Having demonstration plot system in the development of agricultural cultivation
- Land area owned by the farmers
- Tobacco farmer's good work ethics

Weaknesses

- Still dependent on agriculture, especially tobacco and haven't achieved small micro-industries
- Quality of agricultural products is still not optimal/low competitive
- Low creation of high-value products
- Low quality of farmer's resources
- Lack of production facilities
- Low institutional supports (only few cooperatives, BUMNDes)
- Low use of technology
- Farmer's low bargaining power against company in regards to pricing
- Low marketing skills
- People's unchanged and non-creative mindset and attitude from the existing activities
- Low interest of micro-middle industry development
- Uneven infrastructure distribution patterns

Chances

- Rolling grant from the government for instrument procurement
- HAKI certification facility in the form of right of brand
- Financing aid for land right certification (HAT) to access funding from bank
- Abundant IKM potentials
- Local to regional and export market orientation
- High demand of agricultural and livestock products
- Wide and fertile land
- Conducive climate for business
- Cooperation with affiliated companies for marketing

Threats

- Changes in land function
- Government policy on cigarette industry threatens tobacco farmers
- Restriction of C drilling mining
- Lowering market growth
- Customers'/ companies' demand on higher quality
- Decreasing market share

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of field studies and proposals from tobacco farmers, village, sub-district officials, and those described discussions, some conclusions can be drawn as follows:

- Based on the general conditions of tobacco farmers with the level of education ranging from elementary to junior high education, tobacco farmers and farm workers had the problems to take their children to school due to the financial factor and school aversion. Thus, the emerging of structural poverty then became trends among farmers due to their education, their children's education, and the occupation after their children finished their study.
- Based on the economic analysis, the profession of tobacco farmers is generally considered quite profitable. Since tobacco farmers thought that their profession was quite promising, it is inherited from generation to generation as the people's habit of Wonosobo regency. These findings concluded that the farmers' human resource (HR) can optimally be developed and utilized through a variety of other activities that have additional value to improve the welfare of the farmers.
- Based on the socio-cultural analysis that tobacco farmers still have stagnant and monotonous mindsets, meaning that they actually have the potential of human and natural resources, but find it difficult to be developed since education, experience, entrepreneurial spirit is still poor. This condition resulted in poor value of creativities, skills, work ethics, and teamworks which are actually essential in the efforts to increase income and the welfare of tobacco farmers.

Based on the conclusions above, some recommendations are suggested as follows:

- Due to the analysis of tobacco farmers' profiles, economic, socio- cultural, and programs proposed by tobacco farmers, district officials, and village officials who have various tendency for each village, it is necessary to establish a *road map* for the empowerment of tobacco farmers to accommodate all activities; both physical and non - physical. Thus, it is essential to make the *Blue print* including the development of policy and the empowerment of tobacco farmers, targets and challenges, development/empowerment strategies, policy instruments and development programs, to improve the welfare of tobacco farmers, either in the short, medium and long period of time.
- Agricultural activity is a systematic activity, because it is closely related to the other activities, such as: farming, agro-processing industry, fishery, breeding, and marketing of agricultural products. This system can be developed through a model of Agro Teknopark or integrated farming through integrated farming concept that initially starts with the agricultural information system, technology, and marketing of the guaranteed results.

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