



FINANCIAL MANAGEMENT LITERACY OF SWAMP BUFFALO FARMERS (PHENOMENOLOGY STUDY OF WETLAND COMMUNITIES IN HULU SUNGAI UTARA DISTRICT, SOUTH KALIMANTAN)

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ABSTRACT

Swamp buffalo cultivation in South Kalimantan was done in remote swampy areas for generations. Swamp buffalo livestock become potential as a producer of meat and income source and also as one unique natural attractions. Swamp buffalo was one national asset owned by South Kalimantan Province and has the potential to be developed. This enormous potential will certainly affect to increase breeder's income and the government and will greatly affect the welfare and prosperity of breeders. The welfare and prosperity must be sought and cultivated by the breeders themselves. One effort was to increase the comprehension on how to manage the financial flows from the swamp buffalo business, as financial literacy skills. Based on the Phenomenology Method of Schultz, Data Triangulation and Focus Group Discussion, it was found that the average swamp buffalo farmers in Hulu Sungai Utara district did not manage financial report. It could be said that the community of swamp buffalo farmers in Hulu Sungai Utara District had not understanding Financial Literacy well. However, the Swamp Buffalo breeders in Sungai Utara District have been save saving with motivation to guard against unexpected calamities. The swamp buffalo breeders have also carried out investment activities in an effort to meet future the planned financial needs.

Keywords: Swamp Buffalo, Phenomenology, Financial Literacy, Savings, Investment

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1. INTRODUCTION

1.1. Background

Cultivation of swamp buffaloes in South Kalimantan was done in remote swampy areas at other regions for many generations. Swamp buffalo livestock are spread mainly in 6 regencies in South Kalimantan with quite extensive swamp potential, namely Hulu Sungai Utara (HSU), Hulu Sungai Tengah (HST), Hulu Sungai Selatan (HSS), Barito Kuala (Batola), Tanah Laut and Tanah Bumbu Districts.

Swamp buffalo livestock has potential as meat producers and a source of income for farmers and unique natural attractions. Swamp buffalo livestock is national assets owned by South Kalimantan Province and having potential development.

This tremendous potential will affect to increase the income of farmers and government (PAD) and will greatly affect the welfare and prosperity of livestock community. The welfare and prosperity of farmers here must be endeavoured and cultivated by farmers themselves. One effort to do is to increase the comprehension of how to manage the financial of swamp buffalo livestock business. The financial management capability meant as the ability of financial literacy.

Financial literacy can be interpreted as financial knowledge, with aim to achieve prosperity (Lusardi & Mitchell, 2007). Financial literacy is more important than before, both for families and professional economic actors. Financial institutions, loan student communities, financial experts and educators and others have identified personal financial management education as a priority (Cude, et al, 2006). Improving financial literacy should be done be continuously. Comprehension of good financial management is a solution for various homework, including poverty problem. The higher financial literacy will have a welfare impact for us (OJK Magazine, March 2014).

Orton (2007) said that financial knowledge was an inseparable thing in life because it was a useful tool to make financial decisions, but the experiences in various countries shows that public financial knowledge was relatively low. The survey by VISA in early 2012 showed that public's comprehension on financial management was still weak.

Indonesia seldom gives personal financial education in elementary school up to college (Nababan & Sadalia, 2012). Education plays an important role to create financial literacy both informal education in family environment and formal education in university environment. Financial literacy in family environment is determined by parent's role to provide support in financial education. Family education facilitates simple ways to child to know value system or attitude and accompanied by an example from parents who indirectly bring the child to certain views and habits (Widayanti, 2012).

Saderi et al. (2004) said that economic function to raise swamp buffalo livestock is still limited as savings to keep capital and as tourism objects. This phenomenon can be based on two motivations, namely causes and effect motive. The cause motive makes a person to do something, because the swamp buffalo breeders save and cultivate capital (investment). Effect motive is something that you want to achieve or expect after farmers raise swamp buffalo for saving and investment.

Based on above background, the problem formulations of this study are below.

- How do the swamp buffalo breeders in Hulu Sungai Utara District run financial management to do buffalo livestock business in North Hulu Sungai District?

- How do the swamp buffalo breeders in Hulu Sungai Utara District understand the Financial Literacy?
- How the cause motive of swamp buffaloes breeder in Hulu Sungai District to save money.
- How the effect motive of swamp buffaloes breeder in Hulu Sungai District to save money?
- How the cause motive of swamp buffaloes breeder in Hulu Sungai District to make investment?
- How to effect motive of swamp buffaloes breeder in Hulu Sungai District to make investment?

2. RESEARCH DESIGN

This study uses qualitative methods that do not rely on mathematical logic, numerical principles, or statistical methods. Qualitative research aims to maintain form and content of human behavior and analyzing the qualities, instead of transforming into quantitative entities. (Mulyana, 2003: 150) "

Qualitative research always presupposes an activity of inductive thinking process to understand a reality. Researchers are directly involved in situation and background of phenomenon under study and focus attention on a life event in accordance with context of research. Thomas Lindlof with his book "Qualitative communication research methods" in Kuswarno (2004) said that "Qualitative methods in communication research with phenomenology paradigm, ethnomethodology, symbolic interaction, ethnography, and cultural studies, are often referred to as interpretive paradigms. (Lindlof, 1995: 27-28). "

Qualitative research paradigm uses the Schultz phenomenology. Alfred Schultz (1899-1959), in Phenomenology of Social World (1967: 7), argued that people actively interpret their experiences by giving signs and meanings about what they see. Furthermore, Schultz places humans in subjective experiences in acting and taking attitude in everyday life. The world is a practical activity. Humans have the ability to determine what to do with themselves or others. We want to analyze the consciousness elements directed towards a series of objectives that are related to projections of themselves. Therefore, human daily life can relates to projects that are done by them. Every human being has certain desires to achieve the orientation decided.

2.1. Research sites

The location research was Hulu Sungai Utara District. This research was done by interview techniques with informants.

2.2. Research time

This research was done for 8 months, starting from April 2018 until November 2018. It was started by preparation, implementation and completion.

2.3. Data Collection Procedure

It uses emic data that visible in human being, perceptions, attitudes and beliefs. The emic data is intended to explore the process and experience and to understand culture of informant. Data was retrieved by flexible design to get desired information. The data collection process study uses several methods. First was to involve in social activities of swamp buffalo breeders to introduce the existence of researchers to residents at research location. Second are in-depth interviews. It aims to explore in depth the cultural values held by swamp buffalo breeders to

run their business. Third is field observation, namely to extract information from sources of information in form of events, places, or locations. Fourth is recording of informants (both key informants and supporters). The five made a phenomenological note.

2.4. Research Informant

Moleong in Ardianto (2011: 61-62) defined the research informants as people who can provide information about the problems being studied and can act as resource persons during the research process". The informants were selected by purposive sampling technique. Sugiono (2009: 54) said that Comprehension Qualitative Research, is: "Purposive sampling is a data source sampling technique to consider the informants know best about swamp buffalo farm conditions in Sungai Utara District. Informants were selected purposively (purposive sampling) based on purpose of this study, namely to find out the comprehension of swamp buffalo breeders in Hulu Sungai Utara District, South Kalimantan

2.5. Data Analysis Techniques

Data analysis was the systematical process to search and compiling data from interviews, field notes and documentation by organizing data into categories, describing it into units, synthesizing learning and making conclusions.

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Data analysis was a systematical process to search and compiling data from interviews, field notes and documentation by organizing data into categories, describing it into units, synthesizing and making conclusions so that it is easily understood by yourself and others.

Qualitative data analysis was inductive. It was based on data, then developed into a particular relationship pattern or causal relationship pattern even into a proposition. If based on data collected repeatedly with triangulation techniques, it turns out that propositions are accepted, then the proposition can develop into a theory. to Nasution (1988: 173) stated "the analysis has begun since formulation and explanation the problem, before going to field and continuing until the writing of research results. Data analysis serves as a guide for future research to uses grounded theory "

The data analysis in qualitative research is more focused during the field process together with data collection. Data analysis in qualitative research, carried out during data collection, and after completion of data collection in a certain period.

Researchers have conducted an analysis from the interview results. If the answers do not satisfactory, then the researcher will continue to uses question again, to some extent, to get credible data. Data obtained from field is analyzed through the following stages:

1. Data reduction: Categorization and data reduction, namely collecting important information related to research problems, then grouped in according to problem topic.
2. Data collection: The grouped data are then arranged in form of narratives, to create a series of meaningful information in accordance with research problem.
3. Data Display: Performing data interpretation about the problem under study.
4. Conclusion (verification): Conclusion was based on narrative composition that has been prepared in third stage. It can provide answers to research problems.

The five stages of data analysis above were interconnected between one stage and other. The analysis was carried out continuously from first to end of study.

3. DISCUSSION

3.1. General description of region

The swamp area was flooded for almost six months every year. This condition makes buffalo like to swim. Swamp buffalo is spread in four Districts (HSU, HST, HSS, and Batola). The swamp buffalo spread in South Kalimantan and each district is only concentrated in one sub-district except HSS District which is spread in two sub-districts. HSU District has highest distribution of swamp buffaloes to include seven villages, namely Paminggir, Babirik, Sungai Pandan, South Amuntai, Central Amuntai, North Amuntai and Banjang Villages.

Swamp buffaloes are short, horns grow horizontally and curved rotating along with age, and the color is grey and darker if more mature. They grow sparse in yellow to brown at 1-2 years old with a length of about 15 cm. Birth weight is 30-40 kg, adult weight between 400-450 kg, females is lighter than males. Birth interval once every two years, first birth ages 4-5 years and the productive age between 10-12 years.

Swamp buffalo birth weight varies between 30-35 kg, after one month of growth the weight becomes 50-60 kg and will become around 200 kg after one year old, and weight of adult swamp buffaloes aged 3-4 years are around 450 kg. The weight of this swamp buffalo has potential to provide meat for public consumption.

Swamp buffalo food is grass at swamp water such as jariwit, pepedasan, galunggung, kangkung, hiring-hiring, sumpilang, kumpai batu, kumpai miyang, kumpai juluk and hyacinth. All kinds of feed will be processed by rumen microbes in swamp buffalo digestive system to become meat.

Swamp Buffalo care is still traditional. The buffalo is allowed to roam freely in vast swamp. They soak and swim in the natural pond. Especially in rainy season, the water will increase until reaches 3 meters depth. Swamp buffalo will begin to enter to the *Kalang* (cage) in late evening. The cage is made of wooden blocks, has an area of 4 × 20 meters. One buffalo cage will be partitioned into 4 blocks and each will be filled with 20 buffalos. One cage contains 80-100 buffalos. The swamp buffalo cages are also located in middle of a swamp.

The sun shines in the morning, the swamp buffaloes will go down to water. About 4 hours the swamp buffalos will swim to find food. They are given a 3-hour chance to eat as much as they like, and after 4 hours they drive home to cage. Nearly 11 hours the buffalo in waters, and in the afternoon returned to cage. Interestingly, buffalo group did not get lost and they do not enter to wrong cage. Uniqueness is the way they go home. Even if they roam for several kilometres, buffaloes only need to be directed out by farmers from location to look for food. Farmers only need to graze from boat or *jukung* (Banjar's typical designation). Furthermore, swamp buffaloes swim to the river. Almost no buffaloes have ever entered to wrong cage.

Adult Swamp Buffalo price is IDR 60,000,000. This is a huge potential source of income must be managed well by Swamp Buffalo Farmers in Amuntai Hulu Sungai Utara.

The community of swamp buffalo breeders in North Hulu Sungai District can not manage financial properly to run swamp buffalo business. This can be seen from their daily activities to manage finances. The inflow money is not recorded in a special book. It usually put under the bed mattress. Livestock needs expenditure is taken from sales without being recorded or posted. H. Amat as informant said, "*asa ngalih wan indahanu mamauki batutulis kaluar masuk duit tu, nyaman nang saadanya haja imbah payu simpan duit nya di wadah duit di bawah kaguringan. tabila handak baulanja bibit saparlunya, mun habis duitnya ya habis ai.*

Ada haja razakinya kaina". (It is a bit bother to make a headache to record he inflow and outflow of money. It is easier to save money under the bed. If there is a need, the money can be used immediately, if the money run out, later there will be more sustenance)

This condition illustrates the low comprehension of swamp buffalo farmers to make bookkeeping on their business activities, especially when asked about the ability to understand and manage finances (Financial Literacy). The community of swamp buffalo breeders in North Hulu Sungai district do not understand well about financial literacy. On other hand, average buffalo farmer community has a Hajj title. There are even some people go Hajj more than 2 times. They go *Umroh* almost every year.

Savings activities as Financial Literacy are rarely done by Swamp Buffalo Farmers North Hulu Sungai District. The cause motive to save is they have a sudden need that causes them to have debt which requires additional interest. Like being struck by a sudden form of illness and having to be hospitalized. The cause motive of to save more is to avoid funds shortages for unexpected needs.

Effect motive of swamp buffalo breeders in North Hulu Sungai District to save is to prevent debt, especially with additional interest. In addition, saving activities is done to deal with unexpected events in future

The cause motive of swamp buffalo's breeders in North Hulu Sungai District to save is based on many future needs that must be fulfilled, such as sending children to school, marrying children, providing a home for children, going on pilgrimage and *Umrah*. The effect motive is to meet the planned future needs.

4. CONCLUSIONS AND RECOMMENDATIONS

The average swamp buffalo breeders in North Hulu Sungai District do not use bookkeeping to manage the financial reports. They do not understand Financial Literacy well. However, they saved money with motive to guard against unexpected calamities. They also carried out investment activities in an effort to meet future planned financial needs.

It was suggested to make counselling activities or training to make financial reports for Swamp Buffalo Farmers in North Hulu Sungai District. They can record the detail about their financial position.

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