

The Comparison of Happiness Levels of Tobacco Farmers and Dairy Farmers in Tulungagung Regency, Indonesia

Nur Alvina Proborini^{1*}, Jabal Tarik Ibrahim², Bambang Yudi Ariadi³

University of Muhammadiyah Malang, Indonesia

*Corresponding Author: Nur Alvina Proborini, University of Muhammadiyah Malang, Indonesia

Abstract

The agricultural sector plays an important role in the economic aspect of achieving national development. The agricultural sector includes the tobacco commodity plantation sub-sector and dairy cattle farming. The decent living conditions in the community can be seen in the economic and social aspects. The social aspect of human resource development is a special concern when describing true welfare. The welfare of farmers and livestock breeders needs to be considered as the main actors in the agricultural sector. Human welfare is measured by two indicators objectively and subjectively. Subjective welfare or happiness consists of personal and social life satisfaction, meaning of life, and meaning of life. The study aims to present an empirical analysis of the level of happiness of tobacco farmers and dairy farmers in Tulungagung Regency. The research respondents were determined by purposive sampling, namely 50 tobacco farmers and 50 dairy farmers. The study results showed that the happiness index of tobacco farmers was 7.77 in the happy category while dairy farmers were 8.27 in the very happy category.

Keywords: Happiness Index, Tobacco Farmers, Dairy Farmers

1. INTRODUCTION

Agriculture is one of the most essential livelihoods for the Indonesian people, and it plays a vital role in the national economy. The agricultural sector is closely tied to rural communities and traditional farmers (Ibrahim et al. 2022). Livestock is also one of the agricultural sub-sectors that plays a role in the country's sustainability. The low and poor-income strata have yet to provide some people with a decent standard of living. The economic sector, which was previously a benchmark for community welfare, has not been sufficient to represent the level of community welfare. Welfare can be measured through two types of indicators, namely objective welfare and subjective welfare or happiness (Graham 2011).

Diener's Theory states that subjective well-being or happiness for individuals is formed through three main components: positive affect, negative affect, and life satisfaction. These three components exist due to various factors, such as 1) imperfect assessment of the balance of positive and negative influences in a person's life, and 2) assessment of how well a person's life is by aspirations and goals. The dimensions of construction that function as wellness builders for an individual can then be used as a reference in determining benchmarks for the relevance of life satisfaction, feelings of life, and meaning (Diener 1984).

The happiness index measurement uses standards the Central Statistics Agency of Indonesia set. The terminology of pleasure is chosen with considerations referring to the use of survey instruments that have been developed based on objective conditions and happiness levels covered in three dimensions, namely evaluation of ten domains of human life that are considered necessary by some residents, feelings or emotional conditions, and the meaning of life (BPS 2021). A good understanding of the objective benefits of efforts to increase community pleasure will be fundamental and help evaluate the preparation of national development policies. This happiness indicator is essential to assessing objective components, such as in Indonesia. BPS said that the higher the index value, the population's life level indicates a happy level. Based on BPS data, it is known that the Indonesian people's happiness level in 2021 reached 71.49. The happiness index in East Java Province in 2021 was in 19th position out of 34

provinces in Indonesia. Based on the survey results, it is known that the happiness index of the East Java community reached 72.08 (BPS 2021). East Java is the happiest province on the island of Jawa.

East Java Province has the highest tobacco plantation production and dairy cattle population in Indonesia. The population working in the highest agricultural sector in East Java is in Tulungagung Regency. The area of tobacco plantations in Tulungagung Regency is 1,382.00 ha. The tobacco production in Tulungagung Regency in 2021 reached 60,000/kg. The total value of tobacco plant production reached 127,779,000.00 billion rupiah. In the dairy cattle sector in Tulungagung Regency, there was a population of 25,499 cows in 2021. Milk production increased from 49,050,496 kg to 49,656,723 kg. The price of cow's milk per liter from farmers is 5,800 rupiah (BPS 2022).

The results of initial field observations show that tobacco farmers and dairy farmers in Tulungagung Regency are happy. It can be seen from the personal life satisfaction dimension, namely the work indicator, which states that farmers and dairy farmers are happy and satisfied with their work. The social life satisfaction dimension based on the environmental and security conditions indicators also shows that tobacco and dairy farmers in Tulungagung Regency feel satisfied and happy. Comfortable living conditions and environmental security conditions that are safe from crime. Therefore, this study aims to analyze the comparison and differences between each dimension of the level of happiness of tobacco farmers and dairy farmers in Tulungagung Regency.

Research by (Sutawi et al. 2022) entitled "The Happiness of Small-Scale Dairy Farmers: A Case at Malang Regency of East Java, Indonesia" aims to assess the level of happiness of small-scale dairy farmers in Malang Regency, East Java, based on subjective well-being conditions. The data analysis method uses the scoring assessment technique and happiness index measurement method. The results showed that small-scale dairy farmers produced a life satisfaction index of 7.43 (happy). The feeling of life index is 7.29 (happy), and the meaning of life index is 7.44 (happy). So, the happiness index of small-scale dairy farmers in East Java is 7.43 (happy).

Based on this background, this study was compiled to present an empirical analysis of the level of happiness of tobacco farmers and dairy farmers in Tulungagung Regency

2. METHODOLOGY

The research was conducted in August - September 2023 in Kendalbulur Village, Boyolangu District, and Krosok Village, Sendang District, Tulungagung Regency. Kendalbulur Village has superior commodities, namely tobacco, and Krosok Village has superior commodities, such as dairy cattle. The sampling technique was purposive sampling using a non-proportional side, namely 50 tobacco farmers in Kendalbulur and 50 dairy farmers in Krosok. The sample criteria were all tobacco and dairy farmers who had worked for at least three.

Data collection techniques through observation, interviews, questionnaires, and documentation. Data analysis used descriptive statistics to describe the results of data interpretation. Exploratory Factor Analysis (EFA) to calculate the weight of the dimensions, sub-dimensions, and indicators of respondent assessment results with a scale range of 1-10. A score of 1 indicates the highest dissatisfaction value, while a score of 10 indicates the highest satisfaction value. The happiness index consists of 3 dimensions, namely the dimensions of life satisfaction, feelings of life, and meaning of life. Dimension component of happiness:

$$\text{Life Satisfaction Index} = \sum [(w_i \times x_i)] / \sum w_i$$

$$\text{Feelings Index} = \sum [(w_i \times x_i)] / \sum w_i$$

$$\text{Eudaimonia Index} = \sum [(w_i \times x_i)] / \sum w_i$$

The happiness index is calculated using the formula:

$$\text{Happiness Index} = (w_1 \times \text{Life Satisfaction}) + (w_2 \times \text{Feelings}) + (w_3 \times \text{Eudaimonia}) / (w_1 + w_2 + w_3)$$

3. RESULTS AND DISCUSSION

Descriptive Analysis

The socio-demographic characteristics of the respondents include age, gender, length of residence, and side jobs. In terms of age, tobacco and dairy farmers are included in the productive age population

group in the age range of 15-64 years (Goma, Sandy, and Zakaria 2021). Regarding gender, this study's farmer and livestock farmers respondents were 100% male. Regarding length of residence, 80% of farmer respondents have resided for more than 30 years, and 100% of livestock farmers respondents have resided for more than 30 years. Regarding side jobs, 70% of farmer respondents have side jobs, including livestock farmers, village officials, and construction workers, and 68% of livestock respondents have side jobs as farmers, construction workers, and security guards.

Personal Life Satisfaction Dimensions

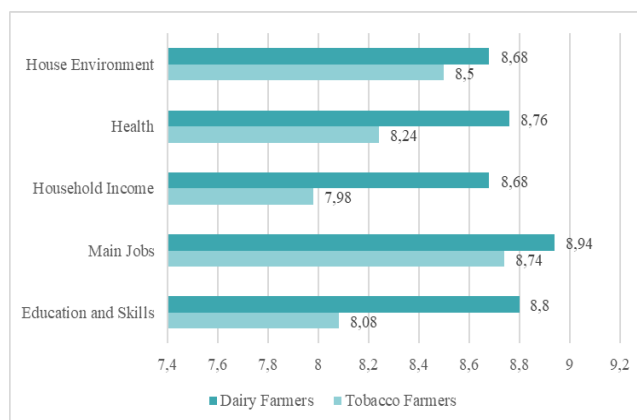


Figure 1. Personal Satisfaction Dimension Bar Chart

Figure 1 shows that the satisfaction of dairy farmers with the Education and Skills indicator is 8.8, which is a very satisfied category. This value is greater than the satisfaction value of tobacco farmers of 8.08. It is in line with research by Rahayu that the level of education has a positive effect on happiness (Rahayu 2016). Higher education provides an excellent opportunity to build broader relationships and relations. Farmers with higher skills and education tend to have a more open mindset, readily accepting new explanations (Gusti, Gayatri, and Prasetyo 2022). The level of education of farmers is known at the elementary school/equivalent level of 5 people with a percentage of 10%. The level of junior high school/equivalent education is 14 people, with a percentage of 28%, and the level of high school/equivalent education is 31 people, with a percentage of 62%. In comparison, farmers' education level is known at the elementary school/equivalent level of 21 people with a percentage of 42%. The level of junior high school/equivalent education is 11 people, with a percentage of 22%, and the level of high school/equivalent education is 18 people, with 36%. The skills of farmers and livestock breeders can be improved by participating in counseling and training by the government.

The satisfaction of dairy farmers with the main job indicators is 8.94, a very satisfied category; this value is greater than the satisfaction value of tobacco farmers, which is 8.74. Work satisfaction can be described as thoughts, feelings, and tendencies of a person's attitude towards their work. Job satisfaction comes from achievements and sacrifices while in work (Sutrisno et al. 2022). Most farmers and livestock breeders are over 45 years old but feel comfortable and happy with their work.

The satisfaction of dairy farmers with household income indicators is 8.68, a very satisfied category; this value is greater than the satisfaction value of tobacco farmers, which is 7.98, in the satisfied category. Dairy farmers milk their cows twice daily, in the morning and evening. It is different from tobacco farmers, who, on average, need between 4 to 4.5 months to get a harvest. As many as 40% of farmers have a monthly income of between IDR 1,500,000 to IDR 3,000,000, and 16% have a monthly income of between IDR 4,000,000 to IDR 7,000,000. While for farmers, 70% of farmers have a monthly income of between IDR 1,500,000 to IDR 3,000,000, and 2% of farmers have a monthly income of between IDR 4,000,000 to IDR 7,000,000. So, when the income level is higher, the happiness level will also be higher. Income level has a significant effect on happiness (Siregar and Ritonga 2018).

The satisfaction of dairy farmers with physical condition indicators is 8.76 in the very satisfied category, which is greater than the satisfaction value of tobacco farmers at 8.24. This value shows that farmers and ranchers are satisfied with their health conditions. Farmers and ranchers are aware of paying attention to their health by routinely maintaining their health condition. Health has a positive impact on

happiness. When the body feels healthier, happiness is more significant. Good health conditions provide them with satisfaction (Sari, Susilo, and Brimantyo 2017). Physical, mental, and socially active individuals will greatly value their life satisfaction.

The satisfaction of dairy farmers with the indicators of house environment is 8.68, which is a very satisfied category. This value is greater than the satisfaction value of tobacco farmers, which is 8.50. It shows that farmers and livestock breeders are satisfied with the condition of the house and the house facilities they have. The availability of supporting goods for housing provides comfort for its users. The characteristics of a house with good building quality, adequate facilities, and infrastructure provide satisfaction to the house's occupants (Ernawati 2019). The study showed that 94% of tobacco farmers already have a private home. The condition of the house is 70% has ceramic floors, the type of roof tiles is 96%, and all have their bathrooms. At the same time, 100% of dairy farmers have private homes. The house's condition is 96% ceramic and 4% cement floors. Of the type of roof, 98% is tiled, and 96% have their bathrooms. The comfort of the house as a place to live is the foremost important aspect that is considered, in addition to the security and health conditions of the house, which also support its occupants to work productively and have a healthy and safe home (Chamid 2016).

Social Life Satisfaction Dimensions

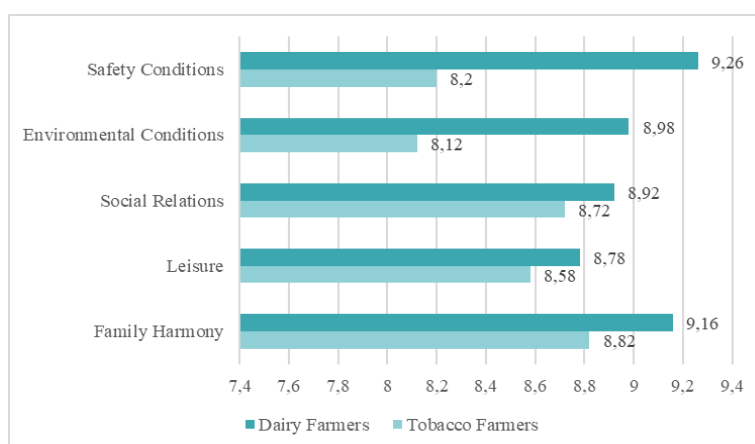


Figure 2. Social Life Satisfaction Dimensions Bar Chart

Figure 2 shows that the highest value was obtained in the security circumstance indicator of dairy farmers at 9.26, which is a very satisfied category, while the satisfaction value of tobacco farmers was 8.20. This value indicates that farmers are satisfied with the security conditions around their residential environment. Because there has never been a crime in their environment, it can be categorized as a safe place to live. While in the environment where farmers live, there has been a crime, namely theft, so the satisfaction value for security conditions is lower than the satisfaction value for farmers. People feel safe if there are few or no crimes in their residential area. One of the efforts to prevent and overcome maintaining environmental security conditions is by implementing siskamling (Tangko 2023).

The satisfaction of dairy farmers with the family relationship indicator is 9.16, a very satisfactory category; this value is greater than the satisfaction value of tobacco farmers, which is 8.82. It shows that farmers and livestock farmers are satisfied with the harmonious conditions of their families, very often doing activities with their families, communicating with each other, and respecting each other between family members, which makes them happy. Family relationship has a significant effect on the level of pleasure. Understanding family harmony can improve welfare by influencing happiness and harmony in life. It can be created if there is good communication (Demirci 2021). Increased happiness is influenced by factors in the family, including family support, communication, good relationships with family members, emotional support, and living with parents (Singh, Kshtriya, and Valk 2023).

The satisfaction of dairy farmers with the indicator of leisure is 8.78, which is a very satisfied category; this value is greater than the satisfaction value of tobacco farmers, which is 8.58. It shows that farmers and livestock breeders are satisfied with their free time. They spend much of their free time with their families to fill their activities by watching television and socializing with neighbors. Activities in idle hours include socializing with others, evaluating personal values, and achieving goals. It also can make people be themselves and strengthen relationships with others (Wang and Wong 2014).

The satisfaction of dairy farmers with the indicator of social relations is 8.92, more significant than the satisfaction value of tobacco farmers of 8.72 with a very satisfied category. It shows that farmers and ranchers are satisfied with the social conditions in their residential environment. Most of them know the names of their neighbors because they often socialize and participate in community activities. Their level of trust in neighbors is also high, and they often help each other. Life satisfaction, especially in society, can be achieved by interacting socially with family and the social environment of the residence. The existence of activities and social contact with the surrounding environment can increase life satisfaction (Fitriyadewi and Suarya 2016).

The satisfaction of dairy farmers with environmental condition indicators is 8.98, which is a very satisfied category; this value is greater than the satisfaction value of tobacco farmers, which is 8.12. It shows that farmers and ranchers are satisfied with the environmental conditions around them, including water conditions suitable for consumption, no air pollution, and rare natural disasters that make them happy to live in their environment. Environmental quality is related to happiness (Krekel and MacKerron 2020). The impact of the weather on the environment and green spaces has a positive effect on individual happiness. The environmental quality index (EQI) value in Indonesia 2018 was 71.67 with a good category. Improving environmental quality will affect human welfare (Noormalitasari and Setyadharma 2021).

Feelings Dimensions

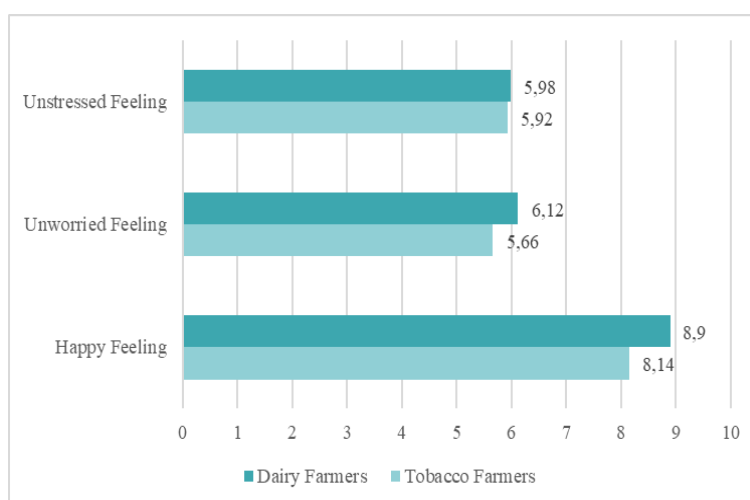


Figure III. Feelings Dimensions Bar Chart

Figure 3 shows the dimensions of feelings showing the results with the highest satisfaction value, which is the satisfaction value of dairy farmers on the happy feeling indicator of 8.90 and the satisfaction value of tobacco farmers of 8.14 with a very satisfied category. It shows that farmers and livestock breeders are satisfied with the profession they have been pursuing for a long time, so they feel happy with their work and daily life. A pleasant emotional experience influences pleasure. Happiness involves emotional experiences that feel right, both happy and unhappy feelings. Happiness is the feeling of being valued from each individual's personal, social, and cultural contexts (Tamir et al. 2017).

The satisfaction of dairy farmers with the feeling of unworried indicator is 6.12, with a satisfied category. This value is greater than the satisfaction value of tobacco farmers, 5.66, with a fairly satisfied category. This score shows that livestock breeders and farmers do not feel worried about their work and daily lives. Communities that have a high level of awareness also show a higher level of pleasure and relatively lower symptoms of anxiety and depression (Crego et al. 2021).

The satisfaction of farmers with the indicator of unstressed feeling is 5.98, which is a reasonably satisfied category. The value of farmers is greater than the satisfaction of farmers, which is 5.92 with a reasonably satisfied category. This score shows that farmers and farmers feel relaxed about the problems faced in their work and daily lives. Most farmers and livestock breeders give low scores on this indicator. They are not so stressed when facing problems in their daily lives, and harmonious family conditions support them. Family relationships have a significant influence on feelings of stress. The higher the harmony in the family, the lower the level of stress that will occur (Windarwati et al. 2020).

Eudaimonia Dimensions

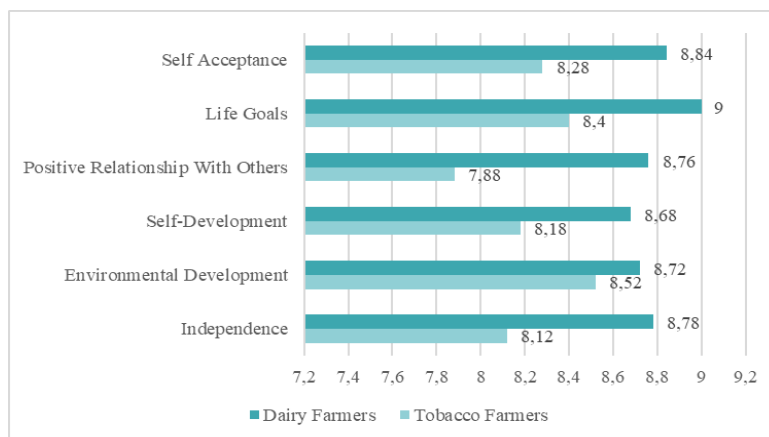


Figure IV. Eudaimonia Dimensions Bar Chart

Figure 4 shows the dimensions of the meaning of life, showing the results with the highest score as the indicator of environmental mastery by dairy farmers of 8.72 with a very satisfied category. This score is more significant than tobacco farmers, namely 8.52, with a very satisfied category. One of the factors that influences environmental mastery is mindfulness. Mindfulness plays a positive and significant role in pleasure, especially environmental mastery. When someone has full awareness of themselves both in internal and external experiences that have been experienced, then that person can quickly master their environment (Putri et al. 2023).

The satisfaction of dairy farmers with the independence indicator is 8.78, which is a very satisfied category. The livestock farmer's score is greater than that of tobacco farmers at 8.12. This score shows that livestock farmers and farmers have felt capable of making decisions for themselves. Farmers and livestock farmers have close social ties with other people in the village, so they are often influenced by the opinions of the environment when making decisions for themselves (Ibrahim et al. 2022). Independence is a condition to be able to take care of, make decisions, and meet the individual's personal needs. Independence refers to the skills that develop to think (Halimah et al. 2021).

The satisfaction of dairy farmers with the self-development indicator is 8.68, which is a very satisfied category. Farmers' scores are greater than those of tobacco farmers, which are 8.18. This score shows that farmers can consistently develop their abilities to improve their skills and abilities in their work and daily lives. Pleasure has a significant positive relationship with personality traits. If a person's self-development improves, their happiness will be higher (Ziapour et al. 2018).

The satisfaction of dairy farmers with the positive relationship indicator with others is 8.76, which is a very satisfied category. This score is greater than that of tobacco farmers, which is 7.88. This score shows that farmers feel confident that they are helpful to others. Establishing positive relationships with others affects happiness (Leung et al. 2021). One significant contribution to increasing happiness is building and maintaining social relationships with a group of people who have similarities so that they can provide sustainability to each other (Mock et al. 2019).

The satisfaction of dairy farmers with the life goals indicator is 9.0, a very satisfied category. The score of farmers is greater than that of tobacco farmers, which is 8.40. This score indicates that farmers have a sense of optimism and pleasure with their work and daily life that will be better in the future. Happiness will not be possible if there is no greater purpose in life. The meaning of life is related to all aspects of pleasure. The meaning of life modernizes the relationship between social involvement and happiness. Happiness shows a strong direct relationship with the meaning of life by providing benefits in life (Fatimah and Nuqul 2018).

The satisfaction of dairy farmers with the self-acceptance indicator is 8.84, a very satisfied category. This value is greater than that of tobacco farmers, namely 8.28. This score indicates that farmers can accept all conditions they experience in work and daily life. An individual who accepts himself means that he has accepted destiny or the reality of life, including all his weaknesses and strengths. The meaning of life is an individual's appreciation of something considered essential and valuable, and it has a particular value for someone, so it becomes a goal in life (Dumaris and Rahayu 2019).

Happiness Index of Tobacco Farmers and Dairy Farmers

Table I. *Happiness Index Of Tobacco Farmers*

Happiness Index	Life Satisfaction	Feelings	Eudaimonia
Happiness Score	8,40	6,57	8,23
Weight (W)	34,80	31,18	34,02
Score	7,77		

Table II. *Happiness Index Of Dairy Farmers*

Happiness Index	Life Satisfaction	Feelings	Eudaimonia
Happiness Score	8,90	7,00	8,80
Weight (W)	34,80	31,18	34,02
Score	8,27		

The results of measuring the happiness index of Tobacco Farmers and Dairy Farmers show that tobacco farmers' life satisfaction index is 8.40 (very happy). The life satisfaction index consists of a personal life satisfaction index of 8.31 (very happy) and a social life satisfaction index of 8.48 (very happy). Meanwhile, dairy farmers' life satisfaction index with value is 8.90 (very happy). The life satisfaction index is 8.77 (very happy), and the social satisfaction index is 9.02 (very happy). The tobacco farmer's feeling of life index is 6.57 (happy), while the dairy farmer's feeling of life index value is 7.00 (happy). The meaning of life index of tobacco farmers is 8.23 (very happy), while the meaning-life index of dairy farmers is 8.80 (very happy).

The value of the Indonesian life satisfaction dimension index in 2021 was 75.16. The Indonesian sense of life dimension index in 2021 reached 65.61 points. Furthermore, the meaning of life index value in Indonesia in 2021 was 73.12 points.

Based on these three dimensions, the happiness index value of tobacco farmers in Tulungagung Regency is 7.77, categorized as happy. Meanwhile, the happiness index value of dairy farmers in Tulungagung Regency is 8.27, categorized as very happy. The happiness index value of farmers is greater than that of farmers. The happiness index of dairy farmers in Tulungagung Regency is greater than the Indonesian happiness index in 2021, which is 7.15 and is categorized as happy. The happiness index value of East Java Province in 2021 is 7.21 with a happy category. The happiness index of rural Indonesian communities in 2021 is 7.12, with a happy category.

The tiniest indicator value obtained by tobacco farmers is the unworried feeling indicator of 5.66. Farmers' anxiety is caused by several problems in the field, such as the selling price of tobacco commodities, which tends to fluctuate; uncertain weather conditions; and increasing fertilizer prices, which make farmers increasingly anxious. The impact of the limited government-subsidized fertilizer conditions and the price of non-subsidized fertilizers, which have experienced a significant increase of up to two times the previous price, affects farmers' enthusiasm (Satrio 2022). Unpredictable weather conditions such as rainfall, temperature, and location affect the quality and productivity of tobacco (Wahyudi et al. 2024). Weather changes cannot be avoided but can be minimized by counseling farmers about drainage systems and the application of curing tunnels (Samsul Arifin et al. 2023). Fluctuations in tobacco prices are caused by the quality of tobacco produced depending on weather conditions and the long marketing chain (Fajar and Maulidah 2021). A partnership pattern between tobacco farmers and the tobacco product industry can be formed. With partnerships, farmers have a lower price risk. Strengthening local institutions such as farmer groups can reduce production input costs and facilitate the fulfillment of production facilities at lower prices (Mardiana et al. 2022).

The tiniest indicator value obtained by dairy farmers is the indicator of feeling unstressed at 5.98. The feeling of pressure on farmers is caused by several problems in the field, such as the quality and

production of milk obtained not being optimal, the emergence of disease outbreaks in livestock, and high operational costs (Izza and Ihsan 2023). Existing dairy farms cause less than optimal milk production, which is still managed traditionally with limited capital owned by breeds. The problem of animal feed also makes farmers feel pressured, and limited land availability causes farmers to have difficulty getting green fodder during the dry season. In addition, the price of concentrate is also increasing, causing the operational costs of dairy farms to increase (Sharfina and Yusuf 2022). Suppressing operational costs can be done by implementing good feed management and combining green fodder with concentrate. This combination of feed can provide opportunities to meet livestock nutrition and keep costs relatively affordable. The efficiency of dairy farming businesses can be increased through various strategic approaches, namely by implementing Good Dairy Farming Practices (GDFP), which can optimize milk production. GDFP is a dairy farm management that includes breeding and reproduction, feed and drinking water management, management and environment, pens and equipment, livestock health, and livestock welfare. The implementation of GDFP affects the income of farmers (Mardhatilla and Amini 2022).

The most considerable indicator value for tobacco farmers is family harmony of 8.82. Family harmony for farmers is created from every interaction between family members to create peace and harmony. A harmonious atmosphere occurs with mutual love between family members, sharing and paying attention to each other and placing appropriate roles as parents, children, and other family members in one house (Simatupang, Sadijah, and Hemasti 2021). Increased happiness is caused by family determinants such as good communication, family members respecting each other, assisting each other, and providing emotional support to each other (Kavikondala et al. 2016).

The most significant indicator value for dairy farmers is security conditions of 9.26. Farmers already feel that their residential environment is safe and free from crime. Safe environmental conditions are a social determinant that directly and indirectly impacts the welfare and pleasure of the community (Ghose and Etowa 2022). Farmers have good relationships with their neighbors, so they have a strong sense of responsibility to maintain the security of their residential environment.

4. CONCLUSION

The happiness index of dairy farmers in Tulungagung Regency is 8.27 with is very happy category and tobacco farmers in Tulungagung Regency are 7.77 with a happy category. The happiness index consists of three dimensions including the dimension of life satisfaction, the dimension of feelings of life, and the dimension of the meaning of life. The dimension with the highest value in dairy farmers is security conditions with a score of 9.26 while the highest value in tobacco farmers is family harmony of 8.82. Increasing happiness in farmers and livestock breeders can be achieved by maintaining the stability of tobacco prices and milk prices, improving skills by participating in counseling, and optimizing the productivity of the commodities produced.

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