

## Research Article

# Existence of the Superior Village Chicken Breeders Community Group (Master Pitung) Kendal Regency

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**Abstract.**

Shared interests (hobbies) are one of the factors that encourage the formation of certain communities. Some communities formed from shared interests even have strategic economic potential. One of them is the association of free-range chicken breeders in Kendal district, Central Java province. Currently, the community has a clear goal. However, awareness of the group's legality does not appear to have been formed. This service program aims to socialize the importance of group legality. The method of service carried out is through group discussion forums. The result of the service program is an increase in the awareness of each member to form a group legally in accordance with applicable legal provisions. The result of the service program is an increase in the awareness of each group member to legalize the association under the name "Master Pitung" or the community of superior village chicken breeders.

**Keywords:** joint business group, superior village chicken breeders

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## 1. Introduction

Kendal Regency has a community or community group of free-range chicken breeders that exists through regular meetings every month. This group was identified as having characteristics similar to joint venture groups [1]. The group of free-range chicken breeders began to form in February 2023. The formation of the group was motivated by the interest in cultivating superior free-range chickens. The type of chicken kept is Balitnak superior village chicken [2]. However, several group members also breed other types of superior free-range chickens. Group members come from various areas in Kendal district.

Observation results show that the "Master Pitung" group has various levels of expertise and scale of operation. There are breeders who only have a few chickens to meet

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family needs, while some are able to operate large farms to supply wider market needs [3]. Therefore, this community group has enormous economic potential [4].

Hatching methods, maintenance and product marketing are some of the things discussed in regular meetings. During the meeting, several members will convey their experiences in hatching eggs, mixing feed and marketing products such as eggs, DOC and ready-to-sell chickens [5]. The meeting will continue with discussion and questions and answers. This condition shows that group collaboration has been formed.

Even though they hold regular meetings and have pages on social media, the community does not yet have the awareness to legalize its community and there is low commitment to forming groups legally. First study shows that only 6% think that group legality is important. [6]. This condition shows that the group's legality does not appear to have been established. One of the factors that causes this perception to emerge is [1] the assumption that without legality, the meeting will still continue. Apart from that, group members thought that the lack of legality was because the group did not have the budget to register with a notary.

## 2. Method

Very likely, a novelty from a study is in the method section, even though the topic is the same as previous studies. New methods that are simpler but have the same ability to answer research questions are superior so that they can be replicated or applied by subsequent researchers. In addition, if the equipment has accuracy tolerance in reading data such as a thermocouple, transducer, airflow meter, etc., it must also be stated clearly and honestly in the method section.

This service activity is carried out through several stages in the formation of Joint Business Groups (KUBE) Based on Local Potential [7]. The most important thing in this empowerment model is identifying the potential and problems of village communities. Furthermore, the approach was used in a participatory manner, by involving village residents in meetings in each hamlet. Students act as guides in discussions, while the residents themselves recognize the potential and explore the problems they face. The second stage is socialization regarding joint business groups carried out by inviting resource persons from district-level social services. The socialization was attended by village officials and representatives of the Saba Village community, especially the community.

The service program is then operationalized through two activities, namely, [1] socialization, [2] group discussion forums [8]. The socialization activity model in community

service programs emphasizes the active participation of all group members. 60 participants were invited to share their experiences and views regarding the issues being discussed, thereby creating a more effective discussion atmosphere. However, the activity was only attended by 20 people.

The socialization activities in this program aim to create two-way interaction between staff from PGRI Semarang University and the community. Through socialization, the knowledge and awareness of the Master Pitung group regarding the importance of legal legality can be increased. This awareness includes perceptions of the legality of the group and commitment to forming a legal group. The socialization continued with a group discussion forum regarding the appropriate organizational form to be adopted as well as the positive and negative impacts of this decision.

Socialization activities are carried out based on identifying group needs. The first step in the socialization activity model is identifying community needs and problems. The community service team conducts surveys or participatory studies to understand the problems faced by the community. One of the problems identified is the lack of legal awareness of farmer groups.

The preparation of socialization materials is carried out by the service team based on the expertise of one of the service team members in the legal sector. After identifying community needs, the service team prepares outreach materials that are appropriate to issues that are relevant and important to the community. The material is prepared in power point form and delivered orally by service team members. The socialization activity was continued with a group discussion forum.

Socialization activities are organized in the form of community meetings. The service team works together with group leaders or community partners to organize the event. Perception of the legality of the group and commitment to forming the group are two variables that are analyzed for further programs, namely selecting the right form of organization. The data collection method was carried out using a survey with an instrument in the form of questions. The two things asked are, (1) how do you perceive the importance of group legality?, and (2) what is your commitment to forming a legal group? The first and second questions were measured using an ordinal scale ranging from very important (scale 5) to not important (scale 1) and very high commitment (scale 5) to not committed (scale 1).

### 3. Result and Discussion

Initial observations in this service program are used to determine perceptions regarding the importance of legality and the form of group that will be chosen. Figure 2 shows that commitment to forming legal groups is still low (35%). In fact, the legality of chicken farmer groups is very important as a form of legal compliance. Legality helps chicken farming groups to operate in accordance with applicable legal regulations. This helps prevent legal violations that could lead to legal problems and serious consequences for the farm. Furthermore, legality protects the rights and interests of chicken farmers. With a clear legal status, they are better able to negotiate their rights and obtain protection from unfair business practices.

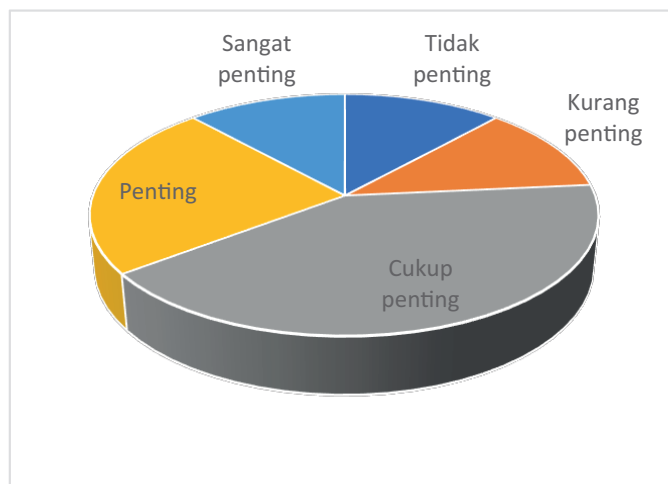


Figure 1: Perception of Group Legality (before socialization).

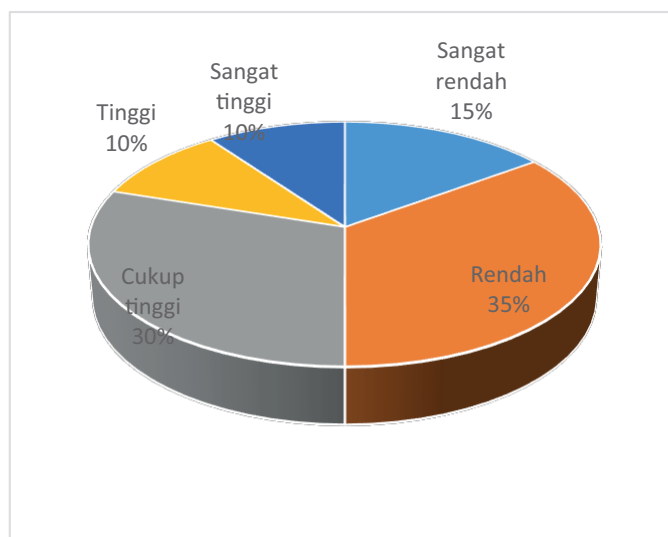
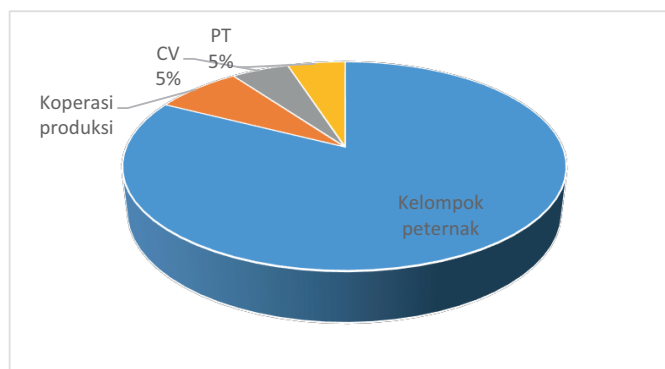


Figure 2: Commitment to form a Legal Group (before socialization).

Group legality can also increase access to resources and funding. Legal chicken farming groups have better access to resources and funding from financial institutions and the government [9]. This can help them to expand their business, increase production, and increase competitiveness. The existence of a group with clear legality can facilitate the operational permits needed to operate legally [10]. This helps reduce red tape and ensures that farms can operate without legal hurdles.

Economically, the legality of the group influences the marketing and branding of livestock products [11]. Legality helps in building a positive image and strengthening the chicken farmer group's brand. Consumers tend to have more trust in products that come from legitimate and legal farms. This condition is of course really needed by breeders who have the aim of developing their business. Based on this background, this service program aims to socialize the importance of group legality [12].

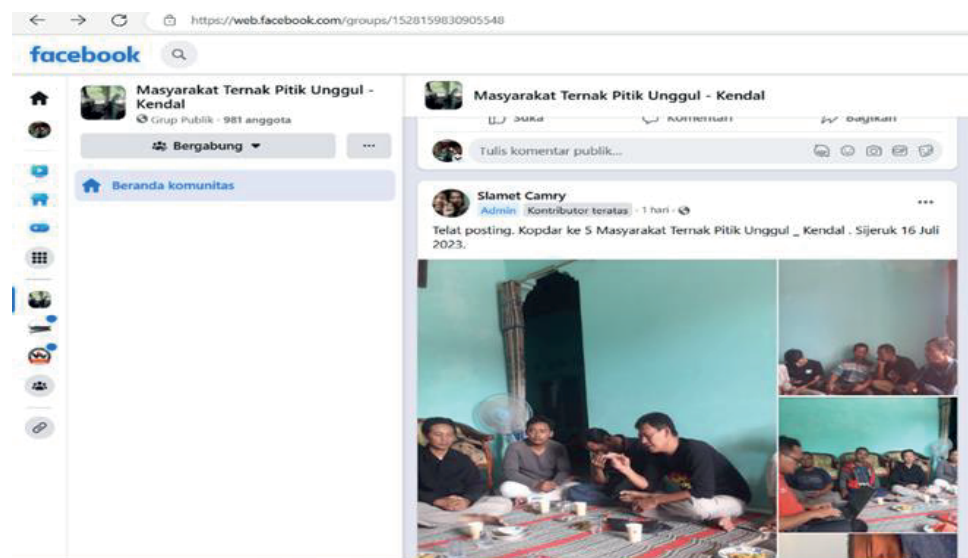


**Figure 3:** The form of organization expected by the Pitung Master Group Members.

The socialization activities carried out by the service team have had an impact on increasing the awareness of each member to form a group legally in accordance with applicable legal provisions [13]. This can be seen from the increase in perceptions of group legality by 30.38%. This increase was caused by the KUB Sejahtera Kendal breeder group feeling that the legal group would increase accessibility to government programs. Some of the programs that are expected from each member are assistance with appropriate technology to increase the productivity of livestock products. Furthermore, breeder groups are also committed to registering their groups with a notary. This can be seen from the commitment to form a legal group which also experienced an increase of 29.33%.

Figure 3 The results of the deliberations have decided that the form of organization chosen is a breeder group. This decision was motivated by the characteristics of the members, who on average have a small to medium scale. Some of them even only have a few chickens to meet their family's needs. Based on these conditions, all

members agreed to organize a community in the form of a chicken breeder group. The results of the deliberations also agreed on a new name for the livestock group, which was originally “KUB Sejahtera Kendal” to “Master Pitung” which stands for (Society of superior chicken breeders) rather than being in the form of a cooperative or limited liability company (PT). This name is the result of deliberation by group members which was held on July 16 2023 at the house of Mr Rokhim (one of the members) whose address is Sijeruk Kendal.



**Figure 4:** Deliberation of the livestock group “Master Pitung”.

The formation of economically independent community groups based on the same interests will create solidarity, cooperation, deliberation, a sense of security and mutual trust [14]. Institutional strengthening training, as well as the formation of joint business groups (KUBE) are expected to increase (1) market access, (2) business diversification so that in the future, community groups are expected to be more independent and prosperous. Assistance activities to ensure the sustainability of the assisted village program. Monitoring and evaluation of activities.

## 4. Conclusion

The result of the service program is an increase in the awareness of each group member to legalize the association with the name “Master Pitung” or the Community of Superior Village Pitik Breeders. The formation of economically independent community groups based on the same interests will create solidarity, cooperation, deliberation, a sense of security and mutual trust..

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