

Group Dynamics Influence Agribusiness Development

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Lecturer of STPP Malang Agricultural Academy, Acep Hariri SST., M.Si., has earned doctoral degree from UGM. The man born in Tasikmalaya 32 years ago passed his doctoral exam of Extension and Development Communication study programme at UGM Graduate School on Thursday (13/7).

Acep wrote his dissertation themed *Independence of Farmers Group Based on Dynamics and Performance in Horticultural Agribusiness* in Kota Batu area, Malang, East Java.

Acep described his research that was done in 125 farmers groups from Kota Batu. It was found that the process of group dynamics starts with group development, group structure roles, learning process, cooperation process, and production unit. Groups are often used as business unit which draws the attention of many people to enter so they apply shares for newcomers.

“The performance of farmers groups in Kota Batu stand in the medium level, meaning that the groups only sometimes make cooperations,” he explained.

Similar things occur to the independence of farmers groups in Kota Batu that stand at the medium

position. The groups are not yet able to guarantee market demand in terms of quality and quantity sustainably. Besides, the groups are still in doubt whether to take the risks, but are able in development of agribusiness and carry out the group's function and structure.

His research showed that the group performance influenced group development. Group motivation that has strong intention to grow and supporting environment has made them more dynamic.

"The process of group dynamics that often occur will make the group performance soar high and make the group able to develop the agribusiness and the group," he said.

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