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Advocacy of Eudaimonic Well-Being for Farmers in Cikedung Subdistrict of Indramayu West Java-Indonesia

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Abstract

The existence of stigma in the community that farming is dirty, unprestigious, and poor has contributed to the decreasing number of young generation to enter agricultural sector. Hence, reducing the effect of this stigma requires such a systematical, structured, and sustainable effort in the form of campaign which shows the advances in agricultural sector, the success of agricultural entrepreneurs and provides programs of massive development in the community, particularly those living in rural area. A study related to the stigma has been conducted in Cikedung Subdistrict, that is one of wetland rice production centers in Indramayu Regency. The aims of this study were to: (1) Describe the extent of community stigma concerning the unpromising farming sector in Cikedung Subdistrict, (2) Analyze factors affecting community stigma where agriculture cannot provide a promising future and improve welfare in farming business conducted in Cikedung Subdistrict, (3) Formulate the strategy to eliminate negative stigma of rural community on eudaimonic well-being. A total of 215 out of 1,195 wetland rice farmers were selected as research sample by following the formula Harry King. Data collection was done through direct interview using closed-ended that was previously tested for its validity and reliability. Data were analyzed through two methods, namely; descriptive to explain the community stigma about farming sector, and multi-linear regression to investigate factors affecting eudaimonic well-being. Results of study indicated that: 1) respondents were majorly (75%) of quite old (43 years old) and elderly (73 years old), most of them (54.6%) attended Primary School for 5-7 years, and in majority (52.9%) had a long farming experience of above 25 years; 2) factors significantly affected ($p<0.005$) eudaimonic well-being included: individual characteristics, economic source, capacity, economic condition, commodity farmed, income contribution, and bargaining power.

Keywords: *Advocacy; Eudaimonic Well-Being; Farmer; Linear Regression*

Introduction

Agriculture currently obtains negative view by most people in Indonesia, the young generation in particular. In some of Indonesian culture where the community live in rural area and mostly work as farmers, there is assumption that farming activity cannot guarantee a bright future. Hence, such transition occurs and agricultural workers are transforming to industrial workers. This transition scheme further leads to a condition where agriculture are less attracted by both rural and urban community. This problem later gains public attention to move to industrial sector which considered more interesting compared to the sector of agriculture. In practical, farmers left farming business and next generation avoid it, resulting in a situation where agricultural sector is struggling for being abandoned by the community. In fact, it is worsen by black campaign or stigma that agriculture does not have a promising future due to uncertainty. Farm household will eventually be faded and starting to disappear, replaced by industrial civilization.

Role changing of main actor and farming business actor along with the low interest of younger generation in farm household to continue their existing farming business will be the main reason for changes in role and function of land. Land use change is basically cause by the absence of public awareness, both from the main actor and farming business actor to continue and educate young generation concerning the role and function of land as the main source of income. Most people, particularly young generation seems to lose their prestige if they work or have career in agricultural sector in addition to the assumption that farming is a dirty work. Their interests therefore are fading, replaced by a new hedonic lifestyle. This will further lead to significant effect where the youth's love for agriculture is diminishing and transform to other sector.

Indramayu Regency is one of regencies contributes to the largest rice production in West Java, from 1.3 million ton in 2017 (BPS, 2017) to 1.6 million ton in 2018 (BPS, 2018) and 1.8 million ton in 2019 (BPS, 2019). It is expected that the quantity will reach 2 million ton in 2020 (Media Indonesia, 2019). However, despite several achievements and potential, this region also faces such contradictive problems as shown by its high social inequality. Moreover, low level of community well-being is still found in this region. This phenomenon surely leaves a contradictive impression since the region is well known as the food barn of West Java. Therefore, researchers are encouraged to conduct a deep study on "The Advocacy of *Eudaimonic Well-Being* for Rural Community performed Farming Activity in Cikedung Subdistrict"

Based on the problem background deeply investigated in the field, several research problems to be examined included: (1) How is the perception of rural community related to the role of agriculture to guarantee the future? (2) what factors affecting *eudaimonic well-being*? (3) what strategy should be taken to increase the *eudaimonic well-being* of farmers in Cikedung Subdistrict of Indramayu Regency?

As formulated from the research problems, the aims of this study were: (1) to describe the extent of stigma or factor concerning community welfare related to agricultural sector in Cikedung Subdistrict, (2) analyze factors affecting community welfare regarding farming business, (3) formulate the strategy to increase community welfare related to agricultural sector on eudaimonic well-being level in farming business in in Cikedung Subdistrict.

Literature Review

Advocacy

Advocacy is a strategic process which directs many activities carefully designed to various groups of interest and policy makers (Syahyuti, 2006). Advocacy is defined as an act to defense and argue against something, resulting in an action that could affect individual and collective to further create

such specific policy that leads to positive, specific, and systematic changes. Furthermore, advocacy can be used to improve welfare, especially when welfare is believed to be created by policy makers.

In a simple term, authors conclude that advocacy is an effort to personally and collectively utilize all of the existing potential in an organization, allowing other view of stigma by providing an antithesis that leads to inverse the problematics against stigma in certain community group or individual. This advocacy is aimed at providing defense, promote, discipline, create a new order and paradigm or stigma that already exists in certain community to create a better condition or gain new enlightenment. Therefore, this can be applied as thesis or antithesis in any existing cultural order. Particularly in agriculture, advocacy could provide new stigma for the community in performing their farming activity, either supporting the old stigma or reject it to prove that both thesis and antithesis could be applied in this concept of advocacy.

Eudaimonic Well-Being

Eudaimonic is likely interpreted as happiness (Russell, 2013), however, this concept is also translated as well-being in many physiological literatures (Hayborn, 2008). As a construct, *eudaimonic* interrelates with the happiness and *well-being*, hence allowing different implication (Seligman, 2011). This difference is addressed by referring to 5 perspectives which continue to develop as yet, namely the theory of self-determination, psychological well-being, personal expressiveness, the flourishing scale, and PERMA model. In a scope of positive psychology, the concept of *eudaimonic* is associated with well-being.

The framework of psychological well-being could be used as the base to explain the concept of eudaimonic. This framework is build upon the comprehension in environment, positive relation, autonomous,self-development,self-acceptance,and life goals(Ryff, 2016). *Psychological well-being* refers to Aristotle's theory of eudaimonic concept, which later developed by several thinkers, such as Allport with the concept of *maturity*, Jung with the concept of *individuation*, Jahoda with the concept of *mental health*, Frankl with the concept of *will to meaning*, Maslow with the concept of *self-actualization*, Neugraten with the concept of *executive processes*, Buhler with the concept of *basic life tendencies*, Erikson with the concept of *personal development*, and Rogers with the concept of *fully functioning person*. *Eudaimonic* is also explained in the theoretical framework of self-determination. Ryan and Martela (2016) defined that the theory points out the element of individual experience that is in harmony with nature and its development. The element is related to the effort to achieve intrinsic purpose, autonomy in regulating personal behavior and living the life in a reflective and mindful manner. Result of study conducted by Ryan and Martel (2016) observed that positive impact of pro-social attitude on well-being was mediated by effort to provide benefit for people, which influenced the increasing satisfaction of autonomous competency and kinship.

The authors consider that *eudaimonic* is certain standard which measures the level of happiness in performing profession as farmer, which will further have implication on the level of farmer welfare in each farming business performed besides shaping each individual to be more critical and open in coping with problems. Therefore, empowerment and both personal and group capacity will increase and encourage farmers to be more creative to initiate certain action, resulting in a more productive farmers. Moreover, in this concept, *eudaimonic* is more to use motivation, satisfaction, and confidence level in facing problem to a more advanced thinking.

Farming

Farming is an activity that organizes agricultural production facility and technology in a business related to agricultural sector (Moehar Daniel, 2011). Farming activity is to observe and investigate

various problems in agriculture, and search for the solution (Adiwilaga, 2011). Farming is a process of agricultural business in a narrow sense, to produce agricultural commodity.

That is, in other words, farming is all forms of organization and asset management along with agricultural procedure aiming at improving farmers' welfare and standard of living. Farming is not narrow and only related to farming activity, but also including all aspects in agriculture itself.

Sustainable Agriculture

According to Sudjana (2013), sustainable agriculture is farming that produces foods by not exploiting natural resources or contaminating environment. This concept is an agricultural practice which follows natural principles to develop a self-sufficient farming system and/or animal husbandry in nature. Sustainable agriculture is agriculture that considered the social values. Sustainable agriculture is defined as successful resource management for farming business to facilitate the dynamic needs of human besides maintaining or improving the quality of environment and sustaining natural resources (Reijntjes, 2006).

Agriculture covering foodcrops, horticulture, plantation, and animal husbandry, hereinafter called agriculture, is all activities including upstream business, farming, agroindustry, marketing, and biological resource management supporting service in agroecosystem that is suitable and sustainable with the support of technology, capital, manpower, and management to obtain maximal benefit for people's well-being (the Law No.16 Year 2006 about the Agricultural, Fisheries, and Forestry Extension System).

Research Framework

Based on the theoretical explanation, research framework is possibly created. In general, this research framework was built upon variables, both independent and dependent variables. Independent variables consisted of: individual characteristics ($X_{1)}$, external factor (X_2), economic source (X_3), capacity target of farmer (X_4), farmer institution (X_5), economic condition (X_6), social interaction (X_7), household (X_8), income contribution (X_9), and bargaining power (X_{10}) which are highly expected to affect dependent variable (Y) of *eudaimonic well-being*. Research framework is schematically presented in Figure 1.

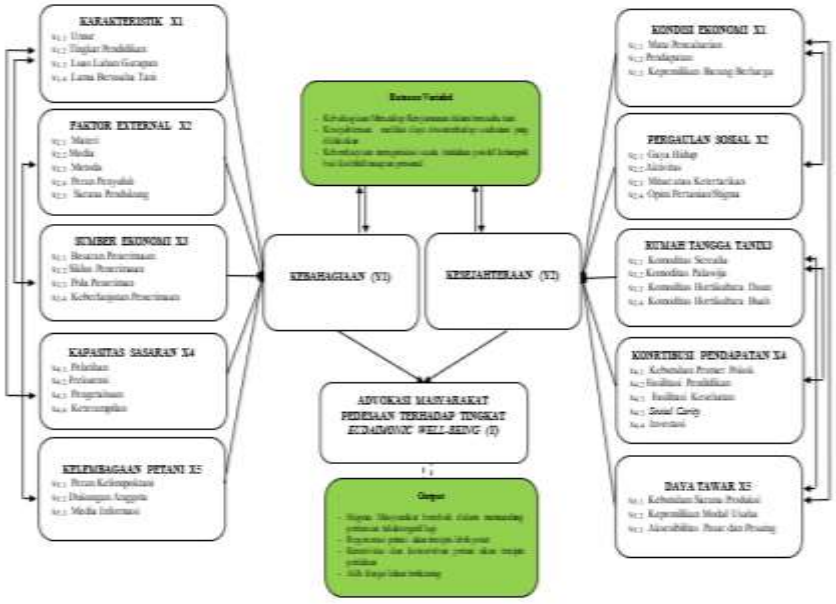
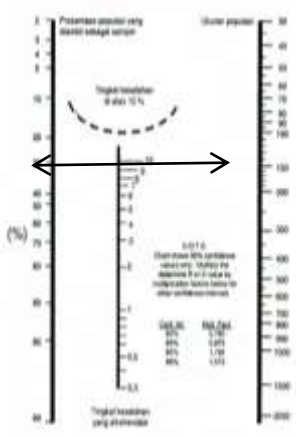


Figure1. Research Framework

Research Methods

This study was conducted through quantitave approach and supported by the data of qualitative information. Research was done for four months (March – June 2020), located in three villages in Cikedung Subdistrict, Indramayu Regency. Research population consisted of main actor and farming business actor in Village of Cikedung Lor, Jatisura, and Mundak Jaya. Research samples consisted of farmer and farming business actor incorporated in farmer group. Samples were purposively selected by considering the number of farmer in each group and ease of access. Moreover, respondents were determined by following the monogram of Harry King as follows:



Measurement performed on six farmer groups in three selected villages resulted in population of 215 farmers and business actors. By following the monogram of Harry King at confidence level of 94% (error=0.06), data were obtained as follows = 215 x (42%) x 1.195, that is = 107.90, rounded up to 108. Portion of sample for each farmer group is presented in Table 1.

Table 1. Sample of Respondent in Each Group

	Farmer Group	Nk (people)	n (people)	Calculation	ni(people)
Village of Cikedung Lor					
1	Mekar Tani IV	37	108	37/215x108 = 18.58	19
2	Mekar Tani V	33	108	33/215x108 = 16.57	16
Village of Jatusura					
3	Barokah	28	108	28/215x108 = 14.06	14
4	Rezeki Tani	34	108	34/215x108 = 17.07	17
Village of Mundak Jaya					
5	Tani Mulya	45	108	45/215x108 = 22.60	23
6	Sekar Tani	38	108	38/215x108 = 19.08	19
	Total				108

Instrument

Instrument is defined as tools to collect data from questionnaire. A good questionnaire should fulfil two requirements, namely valid and reliable. Validity is a measurement reflecting the rate of validity of an instrument. Reliable means that data are credible or trusted. A good instrument should pass through procedure of application, item constructing, editing, pre-testing, and revision. A large scale test is therefore conducted on 15 - 50 respondents (Arikunto, 2010). Construct validity test is done by involving

expert judgement. After the instrument is constructed on which aspects to be measured, the result is further consulted with experts. Reliability test is done to measure the extent of reliability. A measurement tool is considered reliable if it could provide similar result each time, the criteria considered reliable if the Cronbach's alpha value is greater than 0.70, thus research questionnaire can be used for collecting data.

Data Collection and Analysis

The data collected consisted of primary data, namely data resulted from focus group discussion, interview, and questionnaire, while secondary data were obtained from the BPP of Cikedung Subdistrict. All data collected were further analyzed with; (1) Descriptive Analysis preceded by tabulation, totaling all scores of the question in each indicator. Result of this data processing was further interpreted in numbers, providing easier explanation for those who need the information; (2) Analysis of factors affecting community stigma related to unpromising farming sector in Cikedung Subdistrict was done with inferential statistics by multi-linear regression in equation as follows: $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_5X_5 + b_6X_6 + b_7X_7 + b_8X_8 + b_9X_9 + b_{10}X_{210} + \acute{\varepsilon}$

Notes:

Y = Criteria
a = Constant
b_{1-10} = Coefficient of independent variable 1-10
X_{1-10} = independent variable 1-10

To investigate the effect of farmer characteristic, extension program, economic source, target capacity, farmer institution, economic condition, social interaction, farm household, income contribution, and bargaining power concerning the advocacy for cross-generation of rural community on *Eudaimonic Well-Being* Level in Cikedung Subdistrict, the technique using the Application of *Statistical Package For The Social Sciences* or SPSS ver.25 was applied.

Results

1. Characteristics of Respondents

Result of study showed that respondents were classified into four age categories, namely: Very Young (24-42 years old), Young (43-49 years old), Old (50-54 years old), Elderly (57-73 years old). Detail of each category is listed in Table 2 below:

Table 2. The Range of Respondents' Age

No	Category	Range (Years old)	Percentage (%)
1	Elderly	57-73	25.0
2	**Old**	**50-54**	**25.9**
3	Young	43-49	24.1
4	Very Young	24-42	25.0

Based on the table above, the majority of respondents belonged to the Old Category, contributed to 25.9% of total population of 28 people with range between 41-60 years old. The dominance of young farmers will determine the acceleration of changes since people at younger age are faster in receiving knowledge or materials given besides their energetic spirit and ready to take risks. This condition is not present in older farmers. Effendy (2019) confirmed that the tendency of older people to be enthusiastic in working is decreasing.

Education level of respondent was grouped into four categories, namely: Poor, Low, Fair, and Moderate. The data of education level was in accordance with the duration of respondents when attended formal education. Education level is presented in Table 3.

Table 3. Education Level of Respondent

No	Level	Range (Years)	Percentage(%)
1	Poor (Uncompleted Primary School)	< 5 Years	11.1
2	**Low (Primary School)**	**5-7 Years**	**54.6**
3	Fair (Middle School)	8-9 Years	26.9
4	Moderate (High School)	> 9 Years	7.4

Based on Table 3 above, respondents in majority (54.6%) had a low level of education or only graduated from Primary School (SD) with study length of 5 - 7 years. Furthermore, about 26.9 percent of respondents attended Middle School (SLTP) for 8 - 9 years, approximately 11.1 percent did not complete Primary School, and 7.4 percent attended High School (SLTA). Overall, education level of farmer is considered low.

In term of farming experience, result of descriptive analysis indicated that farming experience of respondents was classified into four categories, namely Short, Moderate, Long, and Very Long. Farming experience of respondents was relatively equal within each group, except for the category very long (>30 years) with higher percentage compared to other categories, as seen in Table 4.

Table 4. Farming Experience of Respondents

No	Category	Range (Years)	Percentage (%)
1	Short	3-17	25.0
2	Moderate	18-24	22.2
3	Long	25-30	24.1
4	**Very Long**	**31-48**	**28.7**

Based upon the table above, most farmers (28.7%), were found to have conducted farming for a long time, despite the distribution of each category was relatively similar with farming experience of 31-48 years. The range of over 30 years is quite a long period, reflecting a great deal of experience. Similarly, for over 30 years of conducting and managing farming activity, they coped with the dynamics also ups and downs existed in farming management. Therefore, respondent farmers were highly experienced in farming. This finding was supported by Effendy and Muslihat (2013) that a person's experience will influence the decision making process, especially that related to the acceptance of innovation for business, thus farmers with vast experience tended to accept the innovation effectively. Experience is necessary in farming business, particularly for those involved in farmer group, either in the form of organization or other farmer institution. The duration of attending non-formal education, specifically particular education according to farmer needs will increase one's experience and maturity in thinking. This is in line with Effendy and Sudiro (2020) that the combination of formal education, non-formal education, and particular education will increase the experience and maturity in thinking of a person.

2. Factors affecting Eudaimonic Well-Being

Based on the result of regression analysis, not all variables examined in this study influenced Eudaimonic Well-Being. Some variables significantly affected ($p<0.01$) *Eudaimonic Well-Being* were individual characteristics (X_1), economic source (X_3), target capacity (X_4), economic condition (X_6), household condition (X_8), income contribution (X_9), and bargaining power (X_{10}). Moreover, external

factor (X_2), farmer institution (X_5), and interaction factor (X_7) did not significantly influence *Eudaimonic Well-Being*. The analysis resulted in the model of regression equation as follows: $Y = 0.294 - 0.004X_1 + 0.017X_3 + 0.016X_4 + 0.019X_6 - 0.013X_8 + 0.014X_9 + 0.013X_{10} + ε\ 0.879$. Detail analysis result of factors affecting *Eudaimonic Well-Being* is listed in Table 5.

Table 5. Result of Regression Analysis

	Unstandardized Coefficients		*Standardized Coefficients*		
Model	B	Std. Error	Beta	t	Sig
R^2	0.879				
(*Constant*)	.294	.019		15.394	.000
Characteristics (X_1)	*-.004*	*.001*	*-.196*	*-3.304*	*.002*
Extension Program (X_2)	.002	.004	.023	.459	.648
Economic Source (X_3)	*.017*	*.003*	*.283*	*5.559*	*.000*
Target Capacity (X_4)	*.016*	*.003*	*.320*	*5.994*	*.000*
Farmer Institution (X_5)	-.001	.003	-.030	-.451	.653
Economic Condition (X_6)	*.019*	*.002*	*.507*	*9.019*	*.000*
Social Interaction (X_7)	.003	.003	.052	1.022	.311
Farm Household (X_8)	*-.013*	*.003*	*-.212*	*-3.907*	*.000*
Income Contribution(X_9)	*.014*	*.003*	*.292*	*5.148*	*.000*
Bargaining Power (X_{10})	*.013*	*.002*	*.369*	*6.911*	*.000*

a. Dependent Variable: Y (*Eudaimonic Well-Being*)

1. Effect of Economic Condition on *Eudaimonic Well-Being*

Economic condition of farm household is extremely sensitive in the determination of *eudaimonic well-being* level of farmers. Farm household in Cikedung Subdistrict normally obtained a high income. The income obtained by 73.1 percent of total sample in this study belonged to the high category. Effect of the variable of economic condition according to analysis result was significant ($p \leq 0.05$) with t-value of 9.019 $t_{compute} > 1.982\ t_{table}$. This situation indicated that better economic condition as seen from income and property ownership will lead to higher level of *eudaimonic well-being* of farmers in Cikedung. Descriptive analysis is also related to this condition since 73.1 percent of respondents obtained a high level of income which categorized as high and approximately 42.6 percent of respondent owned property more than the average ownership. Therefore, respondent farmers were included in the group with a relatively higher income and better economic condition than the average. This outcome supported the finding of Simatupang *at al* (2016) that economic factor determined the welfare level of farmers. Similarly, Cahyono & Adhiatma (2012) reported that social capital in term of social status plays role in spiritual happiness and welfare of farmers. Moreover, Effendy & Mustofa (2020) concluded that economic condition of group member determined the development of economic condition of the community.

2. Effect of Economic Source on *Eudaimonic Well-Being*

Economic source is related to the quantity, cycle, pattern, and continuity of revenue. Descriptive analysis indicated that all economic sources previously mentioned belonged to the high category, ranged of 54.6-92.6 percent. This result interpreted that respondent farmers perceived that their economic source is more than enough or adequate. Result of regression analysis also showed that economic source significantly affected ($p \leq 0.05$) *eudaimonic well-being* of farmers in Cikedung Subdistrict with coefficient.17. This value reflected the capacity of economic source variable, that is according to the perception of farmers, had a quite strong and positive impact on the increasing happiness and welfare (*eudaimonic well-being*) of farmers. As reported by Simatupang *at al* (2016), aspects linked with economy, such as the quantity, pattern, and continuity of revenue closely related to farmer welfare.

Similarly, Effendy, Maryani, & Yulia (2020) mentioned that happiness, attractiveness, and involvement of a person is influenced by achievement motivation, the need for achievement, and demands of life.

3. Effect of Target Capacity on *Eudaimonic Well-Being*

Target capacity is formulated according to the indicator of knowledge, skill, and training. Descriptive analysis showed that respondent farmers mostly (55.6 - 97.2 percent) perceived that they had a high capacity. Result of regression analysis also depicted that target capacity significantly ($p<0.05$) influenced the level of *eudaimonic well-being* of farmers with a value of 0.16, hence capacity is directly proportional to *eudaimonic well-being* of farmers. This way, higher or better farmer capacity will lead to higher level of happiness and welfare. Following Cahyono & Adhiatma (2020), social capital of ability and or capacity of a person determined his skill to obtain a proper wage. Additionally, Effendy *et al* (2020a) concluded that youth capacity determined their interest in agriculture, which in turn will also determine their welfare level. This situation was in line with the study of Siswoyo, Effendy & Hartono (2020) that youth capacity determined their interest to conduct and involve in agricultural activity, particularly in chili farming.

4. Effect of Income Contribution on *Eudaimonic Well-Being*

Income contribution is represented by the indicator of primary needs, educational facility, health facility, charity/social worship, and investment. According to most respondents (60.2 -95.4 percent), income contribution was of high category. This situation showed that rice farmers in Cikedung Subdistrict had a high income contribution. Result of regression analysis also denoted that income contribution provided significant effect ($p<0.05$) on *eudaimonic well-being* of farmers. It is interpreted that income contribution determined the level of *eudaimonic well-being* of farmers in Cikedung Subdistrict of Indramayu Regency as reported by Dewi & Ratna (2018) that income in agricultural sector contributed to the investment for farming development. Similarly, Simatupang *et al* (2016) mentioned that farmer income was used to meet the life necessities and business development.

5. Effect of Bargaining Power on *Eudaimonic Well-Being*

Bargaining power is represented by the needs for production facility, capital accumulation, and market access. Result of descriptive analysis showed that most respondents (83.3%) agreed to give high score for the needs for production facility, about 76.9% provided high score for capital accumulation, and only 11.1 percent of respondents gave high score to the indicator of market access. Market access is therefore observed to be the weak point and immediate solution is required. Result of regression analysis indicated that bargaining power significantly ($p<0.05$) influenced *eudaimonic well-being* of farmers. This situation showed that bargaining power is the expression of economic capability of farmers, hence rice farmers in Cikaedung Subdistrict of Indramayu were in less favorable situation related to market access for marketing their production, even though they have capability in capital accumulation and production facility. In other words, farmers only played role as producer and consumer since they have no role in the distribution or as seller despite the hope of the Ministry of Agriculture related to the development of farmer institution through a growing and independent corporation. This statement was in line with Effendy and Mustofa (2020) that development of farmer institution will provide economic benefit, particularly in the aspect of group functionality. If the function runs properly, the operational of economic growth of farmers is not hindered.

6. Effect of Household Commodity on *Eudaimonic Well-Being*

Farm household was measured according to the commodity farmed, namely: fruits, vegetables, cereal, and horticulture. Result of descriptive analysis showed that the majority of respondents perceived

that the commodity of fruits, vegetables, and horticulture belonged to the high category, yet cereals (rice) was perceived by 58.3% of respondent to be included in the moderate category. This reflected that rice commodity was considered as common commodity. Its existence neither provided high income nor caused surprising jump in price. This assumption was confirmed by information obtained from several farmers who said that rice farming has been performed over generations and relatively generated stable income due its relatively static price. Regression analysis showed that the commodity farmed by farm household resulted in negative yet significant effect ($p<0.05$) on *eudaimonic well-being* of farmers in Cikedung Subdistrict of Indramayu with coefficient -(0.13). The negative value of coefficient indicated inversely proportional effect on *eudaimonic well-being* of farmers in Cikedung Subdistrict. Thus, the higher rice commodity farming, the lower *eudaimonic well-being* of farmers. It is also concluded that farmers are likely to perform farming diversification from rice to horticulture, especially fruits and vegetables. Moreover, Cahyono & Adhiatma (2012) confirmed that social capital in term of the desire to go forward and grow determined farming development done by farmers. Similarly, Simatupang *et.al* (2016) identified that commodity preference determined the development of farming business.

7. Effect of Characteristics on *Eudaimonic Well-Being*

Respondent characteristics are represented by age, education level, farming experience, and land area. Result of descriptive analysis showed that respondent age ranged from very young to elderly (24 - 73 years old), respondents had low level of education (Primary School), long farming experience, and land ownership of quite a large area (0.8 - 1.3 ha). Result of regression analysis indicated that respondent characteristics negatively yet significantly ($p<0.01$) affected *eudaimonic well-being* with coefficient of -(0.004). The negative value means that the effect was inversely proportional to *eudaimonic well-being* of farmers in Cikedung Subdistrict. Thus, higher level of farmer characteristics indicated lower *eudaimonic well-being* of rice farmers. To conclude, rice farmers with older age, more experience, and larger farm area will have less *eudaimonic well-being.* Similarly, the study of Effendy and Haryanto (2020) found that youth participation was increasing when there is increase in the aspect of characteristic variable, particularly in term of capacity building and training experience. In a different perspective, Cahyono & Adhiatma (2012) mentioned that social capital of a community was not in line with change in the life of a community.

8. Effect of Social Interaction, Program, and Farmer Institution on *Eudaimonic Well-Being*

As presented in Table 5, not all variables investigated in this study significantly affected the level of *eudaimonic well-being* of rice farmers in Cikedung Subdistrict of Indramayu. There were three variables which provided insignificant effect, namely: social interaction, program support, and farmer institution. Regression analysis of the three variables resulted in a relatively low value of coefficient of 0.003, 0.002, and 0.001 for social interaction, program support, and farmer institution, respectively. This finding confirmed the study of Cahyono and Adhiatma (2012), as a medium to achieve social welfare, social capital is not only a routine activity for the community, but it should accommodate different problems and solve them. The extent of extension program showed that extension program had not been perceived similarly by farmers concerning the increase in *eudaimonic well-being* of farmers. These findings were in contrary to the study of Effendy (2016) that extension and farmer organization influenced the integrated plant management. Therefore, *eudaimonic well-being* had not been affected by extension program as reported by Effendy & Badri (2020) that agricultural extension should be done by applying appropriate material, method, intensity, and capability. Extension of the latest technology was applied together with agricultural program, namely technological assistance which provided a concrete example in the form of demonstration plot in agricultural business location.

Discussion

Table 5 showed that variables investigated in this study belonged to three categories: (1) provided significant and positive effect on *eudaimonic well-being* of farmers, (2) significantly yet negatively affected, and (3) insignificantly influenced. Variables with significant and positive effect included economic condition, economic source, target capacity, income contribution, and bargaining power. Moreover, variables that provided negative and significant effect were household condition and characteristic of individual farmers. Furthermore, variables that insignificantly affected *eudaimonic well-being* were extension program, farmer institution, and social interaction. This study also obtained R-*Square* of 0.879, indicating that independent variables selected in study contributed to 87.9 percent, while the rest 12.1 percent was affected by other variables outside the study.

This result interpreted that *eudaimonic well-being* of farmers was determined by individual characteristics, economic source, target capacity, economic condition, household condition, income contribution, and bargaining power which statistically resulted in significant effect. Later, this analysis resulted in regression equation: $Y = 0.294 - 0.004X_1 + 0.017X_3 + 0.016X_4 + 0.019X_6 - 0.013X_8 + 0.014X_9 + 0.013X_{10} + \acute{\varepsilon}(0.879)$. Thus, if the value of X_1, X_3, X_4, X_6, X_8, X_9, and X_{10} is 0 (zero), the value of *eudaimonic well-being* is 0.294, and both positive (+) and negative (-) value might exist. Negative value was found in variable of individual characteristics (X_1) and farm household condition (X_8), while other variables were positive. The positive value means that the value is directly proportional and negative value means inversely proportional value. In-depth interpretation of those values is that the higher/better economic condition, economic source, target capacity, income contribution, and bargaining power, the higher *eudaimonic well-being* of farmers in Cikedung Subdistrict of Indramayu. To conclude, respondent farmers were included in group with a relatively high income and economic condition compared to the average. This result supported Simatupang *at al* (2016) who explained that economic factor determined the welfare level of farmers. Similarly, Cahyono & Adhiatma (2012) reported that social capital in term of social status plays role in spiritual happiness and welfare of farmers. Moreover, Effendy & Mustofa (2020) concluded that economic condition of group member determined the development of economic condition of the community. As mentioned by Simatupang *at al* (2016), aspects linked with economy, such as the quantity, pattern, and continuity of revenue closely related to farmer welfare

The result confirmed the study of Effendy, Maryani, & Yulia (2020) mentioned that happiness, attractiveness, and involvement of a person is influenced by achievement motivation, the need for achievement, demands of life. Moreover, Cahyono & Adhiatma (2020) mentioned that social capital of ability and or capacity of a person determined his skill to obtain a proper wage. Additionally, Effendy *et al* (2020a) concluded that youth capacity determined their interest in agriculture, which in turn will also determine their welfare level. This situation was in line with the study of Siswoyo, Effendy & Hartono (2020) that youth capacity determined their interest to conduct and involve in agricultural activity, particularly in chili farming. Later, as reported by Dewi & Ratna (2018), income in agricultural sector contributed to the investment for farming development. Similarly, Simatupang *et al* (2016) mentioned that farmer income was used to meet the life necessities and business development. This statement was in line with Effendy and Mustofa (2020) that development of farmer institution will provide economic benefit, particularly in the aspect of group functionality. If the function runs properly, the operational of economic growth of farmers is not hindered.

In contrast, higher value obtained in variable of farmer characteristics led to lower *eudaimonic well-being* of farmers. Farmers in Cikideung Subdistrict were likely to perform farming diversification by combining rice with horticulture and secondary food crops. Moreover, the variable of social interaction, program support, and farmer institution did not significantly influence lower *eudaimonic well-being*, indicating that the effect was less significant. This result was in accordance with Cahyono & Adhiatma (2012) that social capital in term of the desire to go forward and grow determined farming development done by farmers. Similarly, Simatupang *et al* (2016) identified that commodity preference determined the

development of farming business. Similarly, the study of Effendy and Haryanto (2020) found that youth participation was increasing when there is increase in the aspect of characteristic variable, particularly in term of capacity building and training experience. In a different perspective, Cahyono & Adhiatma (2012) mentioned that social capital of a community was not in line with change in the life of a community.

Conclusion

Based on the result and discussion described, it is concluded that: (1) the age of respondent farmers ranged of 24-73 years old with low education level (Primary School) in majority (54.6%), farming experience of longer than 30 years old; (2) factors affecting farmers' *eudaimonic well-being* were found to be those related to income and economy, namely economic condition, economic source or income, capacity or capability, income contribution, farm household condition or necessity, bargaining or purchasing power, and individual characteristics; (3) the strategy to increase *eudaimonic well-being* is done by increasing income through the exploration of economic source or income, that is by performing rice farming properly according to the suggestion given by extension workers, thus enhancing production which in turn will increase *eudaimonic well-being* of farmers. Another strategy is to change the lifestyle and maintain economic lifestyle through income distribution according to needs, not wants.

Recommendation

Increase in *eudaimonic Well-Being* of rice farmers in Cikedung Subdistrict was highly affected by economic factors, such as; economic condition, economic source, income contribution, bargaining power, and target capacity in financial management. Factors found to decline *Eudaimonic Well-Being* of rice farmers in Cikedung Subdistrict of Indramayu included the type of commodity farmed and farmer institution.

Closing Remarks

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