Research Paper

Analysis of the Socioeconomic Characteristics of the People of Kutalimbaru Sub-District Deli Serdang Regency

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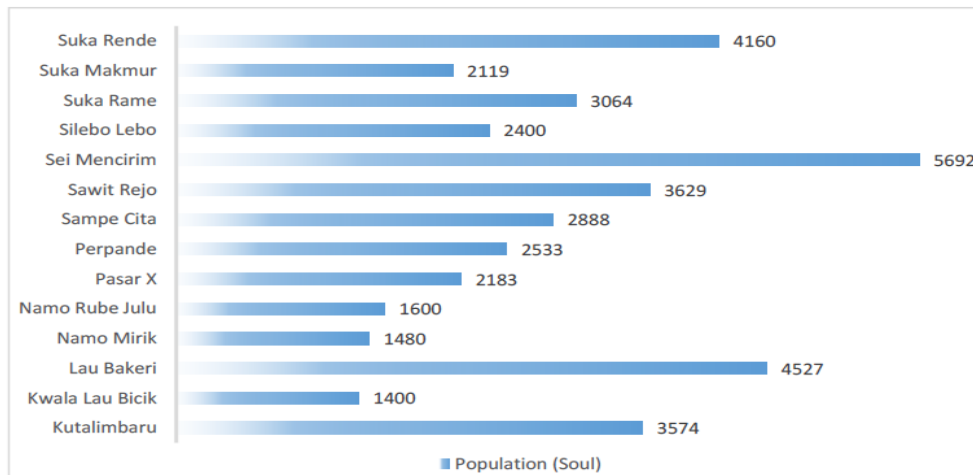Corresponding Author: Suryani Sajar

ABSTRACT

The purpose of this study was to analyze the socioeconomic characteristics of the people of Kutalimbaru District, Deli Serdang Regency. This study used primary and secondary data types with data collection techniques, namely direct interviews with respondents with the help of questionnaires that had been prepared. The data analysis method used in this study is a quantitative descriptive analysis method. The results of the study found that the socioeconomic characteristics of rural communities in the Kutalimbaru District, Deli Serdang Regency, were farmers, breeders, private employees, and entrepreneurs. The village community is classified as a productive age of work and with an education level with the majority of high schools is a fairly good level of education. The level of public welfare is seen from their income, the majority of which is a monthly average income is a fairly good income. The research is recommended to be a reference material in policy-making to local governments related to other economic sectors in the sub-district as a support for the socioeconomic characteristics of the community as well as a reference and information on opportunities to increase the income of rural communities.

Keywords: Characteristics, Income, Kutalimbaru, Society, Socioeconomics

INTRODUCTION

Basically, development is an activity or effort carried out in order to create a better situation in the future. However, the results of the development that has been implemented have not been seen to be able to increase the prosperity of the community. The Indonesian government has focused its development strategy on improving and improving the quality of life of the Indonesian people to be more equitable and at the same time to achieve an adequate level of socio-economic growth (Yuliti & Mangku, 2003).

Socioeconomics is a socially regulated position that places a person in a certain position in society and has the meaning of a situation that shows the financial ability of the family and the material equipment possessed, where this situation is of good, sufficient, and lacking standard. Socioeconomics also concerns everything related to the fulfillment of the needs of society. A person's economic condition is a determining factor in deciding the welfare of society related to people's daily lives. Meanwhile, the social conditions of society will affect a person in determining the desired social environment. The social and economic conditions of a person tend to be a reference and a change in the determination of his status in society. People who are used to living in rural communities will tend to

want economic life as well as a social environment that is almost the same as in the city (Kifli, 2016).

Socioeconomics aims to improve the standard of human life through efforts to lift people from backwardness to well-being. This welfare can be reflected in the income of people who meet their living needs.

In practice, society or each person has a different and stratified level of socioeconomic circumstances, some of which are high, medium, and low socioeconomic conditions. Socioeconomics is the position or position of a person in a human group which is determined by the type of economic activity, income, level of education, age, type of residential house, and wealth owned (Abdulsyani, 2013).

However, the occurrence of income disparities (differences) in the midst of society, results in the economic condition of the community, in general, has not reached the same level of income equality. In fact, there are still a number of shortcomings, including gaps between districts/cities in achieving economic levels (Rasing, 2014).

Kutalimbaru Subdistrict has intended in the deli Serdang regency, North Sumatra province. The natural condition of Kutalimbaru District generally has 2 (two) seasonal climates, namely the dry season and the rainy season, both climates are influenced by a sea breeze and mountain wind. Administratively, Kutalimbaru District is bordered by several areas, namely: the north is bordered by Sunggal and Pancur Batu Districts, the south is bordered by Sibolangit District, is bordered by the east of Pancur Batu District, the west is bordered by Langkat Regency (BPS Deli Serdang, 2021).

Figure 1. Map of Kutalimbaru Subdistrict Area Deli Serdang District

The community in Kutalimbaru District consists of various Cultural Tribes, such as Batak, Karo, Javanese, Mandailing, etc. The area of Kutalimbaru District is 174.92 Km2, which consists of 14 villages. The villages in Kutalimbaru District are as follows :

Source: Data, Village Offices in Kutalimbaru sub-District
Figure 2. the Name of the Village and the Number of Inhabitants in Kutalimbaru Subdistrict of Deli Serdang District

Kutalimbaru Subdistrict is one of the areas where most of the people have a livelihood as farmers and ranchers. Agriculture and animal husbandry in this region have enormous potential to be developed to meet the basic needs of the community, especially in the Deli Serdang Regency. Agricultural land in this region is dominated by crops and oil palm plantations. While the farm consists of goats, cows, beef, and laying hens as well as pigs. The management of agriculture and animal husbandry in the Kutalimbaru Subdistrict still uses traditional methods. People sell their agricultural and livestock products to collectors (Middlemen) in a raw state or there is no processing at all. In addition, the lack of knowledge of farmers and ranchers in terms of agricultural and livestock land management is also one of the obstacles that result in the lack of maximum results obtained by farmers and breeders. This has an impact on the lack of income from farmers and ranchers. There needs to be education for farmers and breeders.

The author feels the need to study and analyze the Socioeconomic Characteristics of the People of Kutalimbaru District, Deli Serdang Regency. So that it can be a reference material in policy-making to local governments related to other economic sectors in the sub-district as a support for the socio-economic characteristics of the people of Kutalimbaru District, Deli Serdang Regency, both through village officials, namely the village head and hamlet head as well as through the regent and or head of the sub-district. Become a reference and information on opportunities to increase the income of rural communities.

LITERATURE REVIEW
The Socioeconomics of the Community
Socioeconomics is a condition or state of the population that includes the level of education, income level, health level, level of consumption, housing, and the community environment. Another definition says socioeconomic is the position of a person in society about others in the sense of the social environment, his achievements, and his rights and obligations regarding resources.

Based on the above opinions, it can be concluded that socioeconomic is the position of a person or group in society whose conditions allow each individual or group to make an effort to meet the needs of life (Basrowi & Juriyah, 2017). The socioeconomic condition of the population can be observed from the level of education, the level of health, and the economic condition of the population. The socioeconomic conditions of the population affect the level of its well-being. Residents with a high economic level can adequately meet their living needs. Meanwhile, residents who have a low economic level are unable to adequately meet their living needs.

To see the socioeconomic conditions Melly G. Tan said can be seen in work, education, health, and the fulfillment of the needs of life in the household. Based on this, the family or community group can be classified as having low, medium, and high socioeconomic (Zunaidi, 2013).

Income Theory
Income is all receipts, both cash, and non-cash that are the proceeds and sales of goods or services within a certain period (Sholihin, 2013). Income is compensation for providing services to others, everyone earns income because they help others (Putong, 2015). Meanwhile, personal income is a whole kind of income, one of which is income obtained without doing anything received by the residents of a country. Personal income includes all people's income regardless of whether the income is obtained from providing production factors or not (Sukirno, 2002). According to Kadariyah, the money a person receives is in the form of wages, profits, rent, etc, and is obtained within a certain period (Ratna & Nasrah, 2015).

A person's income can be related to the type of work he does according to his respective profession, for example, entrepreneurs, laborers, employees, handymen, and others (Giang, 2013). The Central Statistics Agency defines income as a person who has worked by obtaining wages or income for a predetermined period in the form of both money and goods (Fitriyah, 2016).

MATERIALS & METHODS
The material in this study uses quantitative material, namely material related to data that describes the components of the socio-economic characteristics of the community located in Kutalimbaru District, Deli Serdang Regency. The data collection techniques used are primary and secondary data. Data sources are obtained from observations, questionnaires, interviews/ interviews, literature, and related agencies/institutions/organizations that support research related to the problems studied. Details of the indicator data used and the sources of indicator data needed in this study can be seen in the following table.

Table 1. Research Indicators Data Source

Indicators	Descriptive	Data Type
Gender	The gender indicator is used to see the large percentage of each sex in Kutalimbaru District, Deli Serdang Regency.	Primary
Age	The age indicator is used to see the percentage of age that is still productive in Kutalimbaru District, Deli Serdang Regency.	Primary
Occupation	The job indicator is used to explain the percentage of types of work found in Kutalimbaru District, Deli Serdang Regency.	Primary
Education	Education indicators are used to see the percentage of community education levels in Kutalimbaru District, Deli Serdang Regency.	Primary
Income	Income indicators are used to see the size of people's income in Kutalimbaru District, Deli Serdang Regency.	Primary

The concept of this research can be seen in the following scheme:
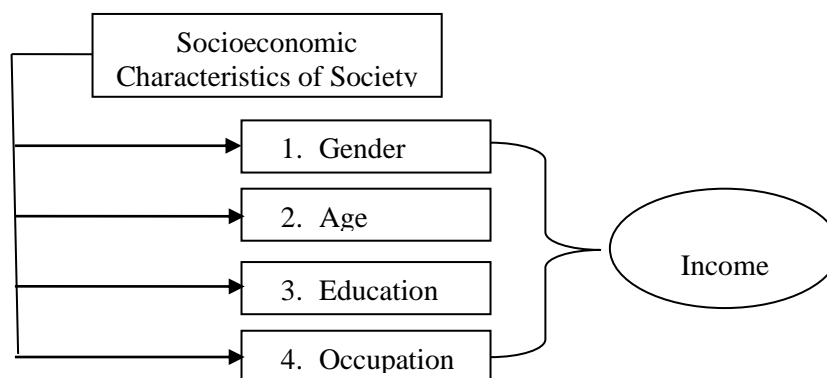

Figure 3. Research Concepts

STATISTICAL ANALYSIS

The data analysis method used in this study is a quantitative descriptive analysis method. Descriptive research is research in the form of data collection whose picture uses a size, number, or frequency related to current circumstances and events and then reported the state of the object or subject under study according to what it is without any manipulation treatment or changes in free variables (Sukmadinata, 2011).

This research method observes communities in 14 villages in Kutalimbaru District and interacts with the community to find information related to the socioeconomic characteristics of the people in the region. The sample used in this study was 219 respondents.

RESULT

Geographic State and Monthly of Affairs

Administratively, Deli Serdang Regency has 22 sub-districts, one of the sub-districts of Deli Serdang Regency is Kutalimbaru District. In Kutalimbaru Subdistrict, there are 14 villages, of which these villages are the study locations in this study. The area of Kutalimbaru District is 178.81 Km2, of which 85% is land and 15% is hilly. The distance between the sub-district office and the district capital is 124 km while the distance between the sub-district office and the provincial capital is 68 km. Kutalimbaru Subdistrict has a climate like other villages in Indonesia a dry climate that lasts for 222 days and a rainy last for 143 days (Data: Central Statistics Agency of Kutalimbaru Subdistrict in 2020 Figures).

The economic situation of the people of Kutalimbaru Subdistrict has different categories, starting from the categories of very poor, poor, moderate, and rich. This is because his livelihood comes from different business sectors, some in non-formal sectors such as Construction Workers, Farm Workers, Rainy Farmers, Rubber and Palm Plantations, Cattle Farmers, Goats, Sheep, and Pigs. While the other small part is in the formal sector such as civil servants, honoraries, teachers, medical personnel, TNI/Polri, and others.

Table 2. Crop Area and Production of Smallholder Plantations According to the Type of Plant in Kutalimbaru District

No.	Type of Plants	Plants Area (Ha)	Production (Ton)
1.	Palm Rubber	1,068.20	3,198.31
2.	Coconut	441.88	124.33
3.	Rubber	549.78	321.19
4.	Coffee	231.50	144.80
5.	Cacao	1,134.00	1,034.35
6.	Big Chili Peppers	19	1,847
7.	Cayenne Peppers	28	5,065
8.	String Beans	6	1,413
9.	Cucumber	29	2,817
10.	Petsai/Mustard Greens	33	3,735
11.	Eggplant	23	5,714
12.	Tomato	5	1,032

Data Source: Kutalimbaru sub-District Agriculture Office in 2020 Figures

Table 3. Livestock and Poultry Populations by Type of Livestock in Kutalimbaru sub-District (Head) in 2017-2019

No.	Types of Cattle	2017	2018	2019
1.	Dairy	42	42	40
2.	Beef Cattle	7,385	7,459	7,533
3.	Buffalo	317	320	150
4.	Goat	5,142	15,293	14,930
5.	Sheep	347	350	675
6.	Pig	4,445	4.489	3,503
7.	Native Chickens	16,188	16,350	18,476
8.	Broilers	1,267,692	1,280,369	1,293,173

Data Source: Kutalimbaru sub-District Livestock Office in 2020 Figures

Characteristics of Respondent

In this study, there were 219 respondents spread across 14 villages in the Kutalimbaru district. The distribution of the characteristics in this study is as follows.

Table 4. Frequency Distribution Characteristic of Respondents

Characteristic of Respondents	Population	Percentage
Gender		
Male	99 Soul	45.2 %
Female	120 Soul	54.8 %
Total	219 Soul	100 %
Age		
< 20 Years	20 Soul	9.1 %
31 – 40 Years	87 Soul	39.7 %
41 – 50 Years	58 Soul	26.5 %
> 50 Years	54 Soul	24.7 %
Total	219 Soul	100 %
Occupation		
Self Employed	42 Soul	19.2 %
Private Employees	10 Soul	4.6 %
Farmer	76 Soul	34.7 %
Breeder	9 Soul	4.1 %
Others (Civil Servants, TNI/POLRI, etc)	82 Soul	37.4 %
Total	219 Soul	100 %
Education		
No School	12 Soul	5.5 %
Primary School	22 Soul	10 %
Junior High School	39 Soul	17.8 %
High School	117 Soul	53.4 %
Bachelor	28 Soul	12.8 %
Graduate	1 Soul	0.5 %
Total	219 Soul	100 %
Income		
< Rp 1.000.000	65 Soul	29.7 %
Rp 1.001.000 – Rp 3.000.000	99 Soul	45.2 %
Rp 3.001.000 – Rp 5.000.000	39 Soul	17.8 %
> Rp 5.000.000	16 Soul	7.3 %
Total	219 Soul	100 %

From table.3 by gender, it is known that most of the respondents were women, namely 120 people (54.8%). Based on age, it can be seen that the highest number of respondents is at the age of 31-40 years as many as 87 people (39.7%), while the fewest are respondents aged < 20 years as many as 20 people (9.1 %). Based on employment, it is known that the highest number of respondents is in other jobs (Civil Servants, TNI / POLRI, etc.) which are 82 people (37.4%) followed by farmers as many as 76 people (34.7 %) while lowest is respondents with breeder jobs as many as 9 people (4.1 %). Based on education, it is known that the highest number of respondents is in high school education, namely 117 people (53.4%), while the lowest is the respondents with Postgraduate Education as many as 1 person (0.5%). Based on income, it is known that the largest amount is in the income of IDR 1,001,000 – R0 3,000,000, - which is as many as 99 people (45.2 %).

DISCUSSION

The differences in the socioeconomic situation of the people in the Kutalimbaru sub-district have different categories, which are then categorized as very poor, poor, moderate, and rich people. This is due to differences in people's livelihoods, which eventually occurs differences in income and welfare. The factors causing the income gap include gender, age, occupation, and education.

Sex indicators can affect a person's income level because of the differences between men and women as has been exemplified in the theory of nature and nurture in terms of biological, social, cultural, and thought that are dominant in society, creating a division of labor that then becomes a demand for different roles, duties, positions, and obligations between men and women. Differences in the obligations that must be done by men or women cause productivity among them to be different so the income obtained can be different (Akbariandhini & Prakoso, 2020).

Age indicators are one of the causes of income differences in society. The productive age ranges from 15-64 years which is the ideal age for workers. As can be seen in table 4, the average age of the people in Kutalimbaru District is the productive age of the workforce. So, it can be said that people in Kutalimbaru District with a productive age work.

Employment indicators are a factor affecting income. A person's education is very influential on the type of work. It can be seen in table 4, people in Kutalimbaru District have the most dominant level of education in Senior High School (SMA) as much as 53.4% while with an undergraduate education level of 12.8% and a post-graduate level of 0.5%. Then the majority of people's jobs are farmers and ranchers.

Indicators The level of education and the level of income have a fairly strong relationship because education is an investment in human resources. Education can increase knowledge, and add skills and abilities that are useful for improving the quality of work. Improving the quality of work or work productivity will get a return in the form of higher income, as explained in the theory of human capital (human capital). The concept theory of human capital applies economic logic to determine individual investment decisions in work knowledge and skills, career choices, as well as other matters related to improving the quality of work (Becker, 1975).

CONCLUSION

According to the results of research that has been carried out, it is known that the socio-economic characteristics of the village community in the Kutalimbaru District, Deli Serdang Regency, are farmers, breeders, private employees, and entrepreneurs. Village communities are classified as a productive age of work and with an education level with the majority of senior high schools (SMA) is a fairly good level of education. The level of public welfare is seen from the income, the majority of which is an average monthly income of Rp.

1,001,000 – Rp. 3,000,000 is a pretty good income.

This research is recommended to be a reference material in policy-making to local governments related to other economic sectors in the sub-district as a support for the socio-economic characteristics of the people of Kutalimbaru District, Deli Serdang Regency, both through village officials, namely the village head and hamlet head as well as through the regent and or the head of the sub-district. As well as being a reference and information on opportunities to increase the income of rural communities.

Conflict of Interest: None

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