



## **A STUDY OF HOUSEHOLD BUSINESS AT SAMPE CITA VILLAGE**

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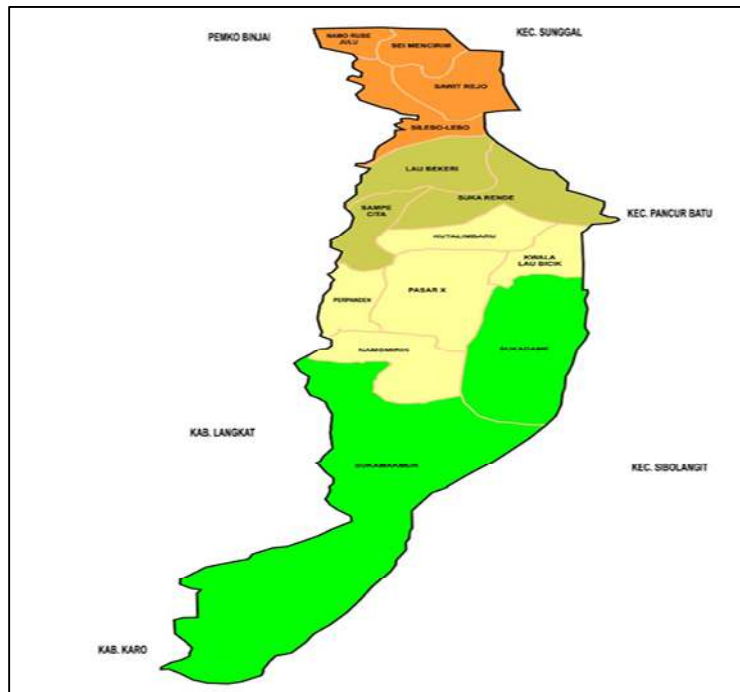
### **Abstract:**

Sampe Cita is one of the villages in Kutalimbaru sub-district, Deli Serdang Regency, North Sumatra province, Indonesia. With its natural resources, there are vegetable and fruit crops that become household business opportunities. This study discusses several types of household businesses from the existing village potential so that it becomes an opportunity for business income. This is important to be considered by village officials to support the development of household enterprises in Sampe Cita village.

**Keywords:** Business, Household, Sampe Cita, Village

### **INTRODUCTION**

Kutalimbaru Sub-district is situated within the Deli Serdang Regency in the North Sumatra Province. The natural conditions in Kutalimbaru Subdistrict generally exhibit two distinct seasonal climates (BPS, 2020): the dry season and the rainy season. These climatic patterns are influenced by both sea breezes and mountain breezes. From an administrative standpoint (Rangkuty et al., 2022), Kutalimbaru District shares borders with several areas. To the north, it is adjacent to Sunggal and Pancur Batu Districts, to the south, it borders Sibolangit District, to the east, it shares boundaries with Pancur Batu District, and to the west, it is connected to Langkat Regency (BPS, 2021a).



Source: Seli Serdang Statistic, 2022  
Figure 1. Kutalimbaru, Deli Serdang District

Kutalimbaru Sub-district is characterized by a population predominantly engaged in farming and livestock breeding. The agricultural and livestock sectors in this area hold significant potential for development to fulfill the essential needs of the local community, particularly in Deli Serdang Regency (BPS, 2021b). The predominant features of agricultural land here include crops and oil palm plantations. As for animal husbandry, it involves goats, cows, broiler chickens, laying hens, and pigs. Currently, the management practices for agriculture and livestock in Kutalimbaru Sub-district rely on traditional methods.

The community typically sells their agricultural and livestock products directly to collectors (Tengkulak) in their raw form, with minimal or no processing. Additionally, a lack of knowledge among farmers and breeders regarding effective agricultural land and livestock management poses a challenge (Rangkuty et al., 2021), leading to suboptimal results and consequently, lower income for them. To address these issues, there is a need for educational initiatives aimed at improving the practices of farmers and breeders in Kutalimbaru Sub-district.

This study discusses several types of household businesses from the existing village potential so that it becomes an opportunity for business income. Village household business income will improve the welfare of village communities.

## RESEARCH METHODS

This study employs a descriptive qualitative approach utilizing a literature review method, drawing insights from previous research published in journals (Kurniawan, 2014) relevant to the study's title. Additionally, information obtained from a website is utilized as a supplementary information source. In qualitative descriptive research, the researcher functions as the primary instrument, employing inductive techniques to collect and analyze data

(Sugiyono, 2012). This approach aims to generate and interpret descriptive data, including the narration of interview and observation results.

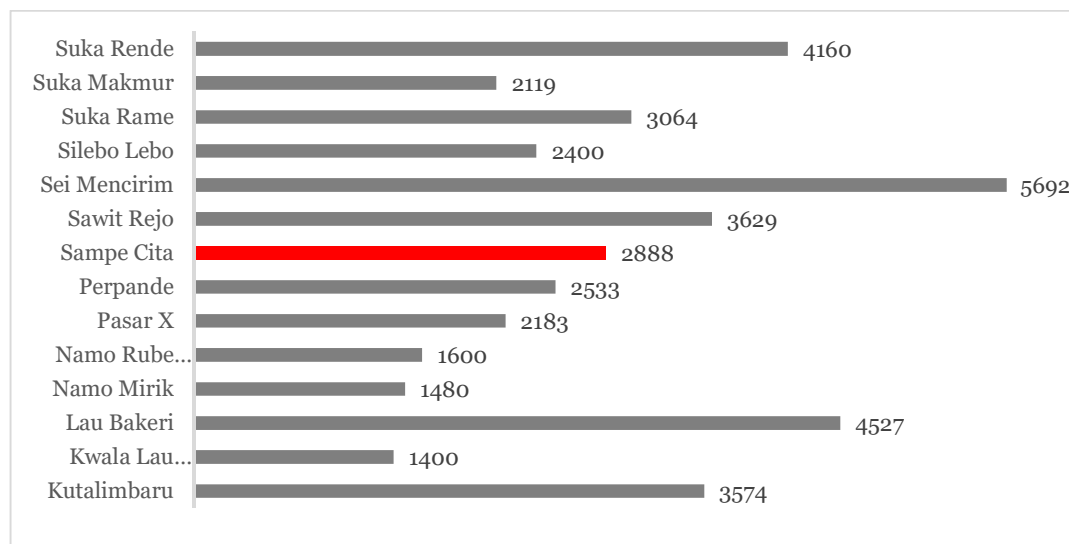
## DISCUSSION

### Market Economy in Rural Communities

A market is a meeting place for the purpose of bartering, buying and selling. Barter, trade and exchange are principles of economic behaviour whose effectiveness depends on market patterns (Aisah et al., 2021). All goods and services including the use of labour, land and capital can be purchased in the market because they all have a price.

In formal economics, the market system is a particular form of economic order reflected in institutions that cause individual choices to give birth to movements (Karimah, 2018) that are interdependent on each other as an economic and non-economic process.

The community in Kutalimbaru Sub-district consists of various cultural tribes, such as: Batak, Karo, Javanese, Mandailing, etc (BPS, 2020). The area of Kutalimbaru Sub-district is 174.92 Km<sup>2</sup>, which consists of 14 villages for Sampe Cita 2,888 souls. The villages in Kutalimbaru Sub-district are as follows;



Source: Head of Sampe Cita Village, 2022  
Figure 2. Details for 14 villages at Sampe Cita

### Village Community Economic Behaviour Model

Distinguishes three modes of economic behaviour or ways in which market institutions organise production and redistribution, namely (Indrawati et al., 2021):

**Reciprocal Behaviour;** To achieve this goal one must divide oneself into smaller groups within the members that comprise the group. Members of group A can establish relationships with members of group B and vice versa. In this behaviour (Ha & Huynh, 2022), unequal relationships are limited to relationships between two groups only, while three, four or more groups can form equal relationships.

Group members not only relate reciprocally with each other, but also with members of a third group with whom they also have an equal relationship. The more members of a society feel close to each other, the more common is the tendency to develop reciprocal attitudes (Nguyen et al., 2022). This can be found in family relationships, neighbourly relationships, military, vocational, religious and social associations.

Reciprocal behaviour as a form of integration also has the ability to use sharing behaviour and exchange behaviour, which is obtained through the behaviour of carrying a shared workload which is also a rule of sharing behaviour, such as shift work. Furthermore, exchange is obtained at a certain exchange rate for the benefit of members/partners who are in shortage.

The end result of the rural development process can be determined by analysing village development over time. The faster the development of the village, the closer the achievement of development goals (Indrawati et al., 2021). On the other hand, village development is closely related to the potential of the village concerned. Therefore, to see the development of the village, it cannot be separated from the analysis of village potential, generally the higher the village potential, the greater the level of regional development.

Village potential is an ability that may be activated in development, including natural and human conditions, as well as the results of human labour itself. The components of village potential basically include elements such as: nature, human environment, population, human endeavours, and the infrastructure created.

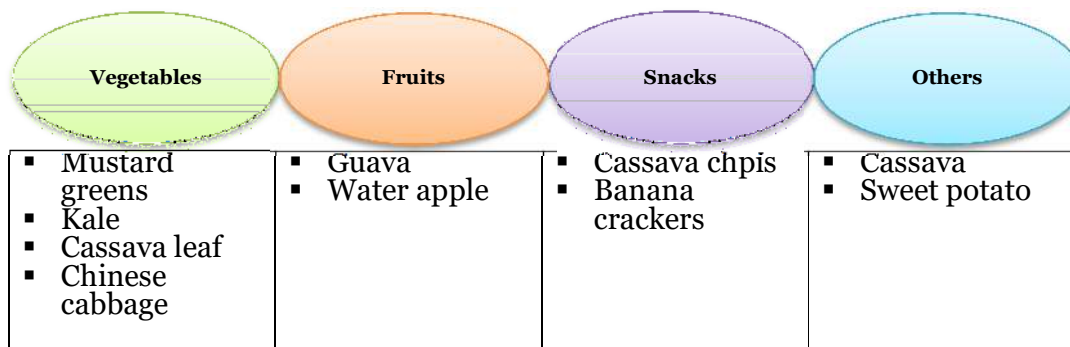


Figure 3. Some of Household Business at Sampe Cita Village

The potential of Sampe Cita village with natural resources that provide crops in the form of vegetables, fruit, so that it becomes the capital to open a business for village households. Some businesses owned by households sell vegetables grown such as mustard greens, kale, cassava leaf, chinese cabbage. Fruits such as guava and water apple. Snacks such as cassava chips, banana cracker. And others such as cassava, sweet potato.

Further research is needed on the grouping of Sampe Cita village household businesses based on the existing village potential by involving economic variables in the development of village household businesses. This is an indicator of the welfare of the village community that helps the Village Head in accelerating the economic growth of the village.

## CONCLUSION

From several groupings of household businesses in Sampe Cita village, creating household income opportunities, it is necessary to support the Village Head and Village Officials to continue to pay attention to what are the obstacles and offer solutions to maintain the sustainability of village household businesses which are a definite source of income for the village community. This study requires further research involving economic variables in the development of village household enterprises.

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