

Become Entrepreneurs: The Social Impact of Wind Power Plant Industry Project

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Abstract. This paper aims to explain the impact of Wind Power Plant industry's existence on the livelihoods of communities around the mine from the farmers into entrepreneurs. The study was conducted using a case study approach on five local informants who became businessmen. Data collection was done with in-depth interviews and observations. Data analysis was done during the research with reduction technique, categorization, analysis, and interpretation.

1. Introduction

Development is one form of planned social change that is done continuously to achieve a situation better than ever. As one form of planned social change, of course, it brings consequences to the lives of people both negative and positive.

According to Parker [1] the introduction of industrialization into village territory brought considerable influence to local communities. These influences can be values, physical influences on society and industrial interest group effort to influence society such as industrial input to society so as to shape attitude and behavior which is reflected in work [2]. The effects described are directly related to the world of industry and can also emerge as the impact of the industry itself. For those not touched by the industry will take advantage of the service sector or other sectors outside the industry.

Based on the phenomenon above the impact leads the community toward the transformation process, clearly can be seen from the shift of agrarian livelihood to the industrial sector. The condition of the agricultural sector will decline while the industrial sector will be excellent for the villagers thus increasing community involvement in this sector.

The countryside with its social system that originally had a traditional social structure and cultural values would change toward a more modern industrial society in line with the rural industrialization process as one of the development policies. The internalization of the social system of industry as a strength of the process of economic development into the village community will lead to changes in rural communities in social, cultural and ecosystem and demographic aspects.

Discussion about the social, cultural, and economic impacts of an industrial project on the surrounding community has always been a theme in social justice studies. In many cases industrial projects actually experience the contrary where the surrounding community is actually experiencing social injustice. Whereas in the legislation, every industrial company must contribute to the improvement of the welfare of the surrounding community.



Since the beginning of the construction of an industrial project, the impact has been felt by the surrounding community. This happens when the land clearing in order to transfer the function to become the location of the industrial project. Especially when the converted land is the main source of community livelihood. Some of these cases include: the transfer of wetland rice fields to the Semen Tonasa industry in Pangkep [3], and the conversion of agricultural land for nickel mining in Morowali [4].

In the two mining sites mentioned above, the impact is the turn of the livelihood of the community. In the transfer of land for the cement tonasaasa industry, the shifting or turn of the livelihood has no significant impact on the improvement of people's welfare. Their livelihood shifts have not changed in shape and remain in agriculture, such as pond farmers, and still work on paddy fields elsewhere.

In contrast to the livelihood shift around the Morowali nickel mining, there was a shift in shape from garden farming to the economic sector. All the people who lost the farming land turned the profession into entrepreneurs. Generally they open small businesses associated with the needs of the mining industry and no longer a farmer or rice farmer.

This study reveals the development impact of a power generation industry on the shifting livelihoods of society. According Todaro [4] industrial development is always aimed at improving the living standards and welfare of the community towards a better and equitable. Development not only means the emphasis on acceleration and increased income per capita as an index of development alone, but development is a multidimensional process that includes reorganization and renewal of all systems and economic and social activities in the prosperous of the people.

In this paper, the shifting of livelihood from the maritime sector to the business sector also occurs in the community around the industrial area of Wind Power Plant Industry at Punagayya in Jeneponto District South Sulawesi Province. Although the impact has not been significant on the improvement of people's welfare, but the existence of the industry has triggered the community to diversify the sources of income outside the main job as fishermen. Therefore, this paper reveals the impact of the Wind Power Plant industry's existence on the social life of the surrounding community.

2. Method

This study uses a case study approach to five local people informants who become businessmen. Data were collected using in-depth interview techniques and observation techniques. Data analysis took place during the study through the process of data reduction, categorization, analysis, interpretation and conclusion.

3. Research Result

In this study, the main subjects chosen were businessmen that work as trader or sellers as follows:

3.1. Wahyu (47 years old) as Food Stal Businessman

Wahyu was a farmer whose plantation is included in the transfer function to the location of the Wind Power Plant Industry. As a farmer, Wahyu has many papaya trees and banana trees. He planted the trees not for sale but for the supply of his family.

When the government opens the Wind Power Plant Industry project, Wahyu plantation land is included in one of the targeted locations affected by the project. As a good and obedient citizen, Wahyu gave up his land with the status of compensation as well as intended for the interests of development and society a lot.

The compensation money earned by Wahyu is not directly used to open a new business. Some considerations are there is no business experience, have not found the appropriate type of business, and fear of loss and capital does not return.

Seeing the increasing population growth around the Wind Power Plant Industry facility, Wahyu decided to open a simple food stall. The main reason for this is that food is the basic need of all human beings. Therefore, the food stall business is expected to quickly turn around and the results are fast.

Since the construction of Wind Power Plant Industry facilities is built, some food stalls appear in the region. The Wahyu food stall is one of the most crowded and best-selling. This condition is caused by the affordable price of Wahyu food compared to others. Moreover, the location of the stalls include the closest of residential employees Wind Power Plant Industry.

In managing his food stall, Wahyu uses his local labor which is his own family. The employee is 2 people in the service and the dishwasher. Wahyu with his wife and son in the food preparation and cashier section.

According to Wahyu, managing a food stall is quite easy to do. It takes strategy and precise consideration to gain profit with little loss. Different situations when managing the garden is not too busy to do it. However, Mr. Revelation loves his work now because his income is bigger and less spent.

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3.2. Mulyadi (44 years old) Warung Kopi

Today, Mulyadi work as an entrepreneur by opening a coffee shop business. The effort he has been undertaking a year ago gradually shows encouraging results. This is shown through the increase in monthly turnover, the more crowded diners, especially after the atmosphere and coffee shop facilities improved.

Before opening a coffee shop, Mulyadi has many jobs, such as gardening, farming, construction workers, fishermen, and laborers. This is done to maintain life with his family. His wife also helped make a living with Mulyadi.

Mulyadi's standard of living changed for the better when his garden estate was included in the Wind Power Plant Industry project. Since the arrival of the company team with the village chief to meet the people to negotiate, Mulyadi began to show enthusiasm and interest in the company's offer. The bid in question such as business opportunities that will also be supported by the company.

In its development, Mulyadi began to pioneer the coffee shop with the condition of 'trial and error' around the housing complex of industrial employees. In addition to providing coffee and other types of beverages, he also sells 'fried' like fried bananas, fried sweet potatoes, fried tempeh, fried tofu, indomie flush.

As time went by and the advancement of industrial project development, the coffee shop gradually showed progress. It is seen in the increasingly busy customer Mulyadi, the menu provided more varied, and the coffee shop is also expanded.

For Mulyadi as a family, the existence of the project has a positive impact on his life. He sold his land for a low price but he earned a much larger social reward. He told of his excitement that he was basically not physically strong enough to work as a farmer and work on his garden. But he kept working on it because of lack of choice. Therefore, after considering various things, especially the business opportunity provided by the existence of the Wind Power Plant Industry then he accepted the offer of the company.

Currently, Mulyadi is just waiting for customers in his stall with some local people who recruited him as a waitress. He no longer slam bones in the garden to plant trees and wait for the harvest. In his coffee shop, he can earn money every time while watching television broadcasts that he attach to his customers. He also felt his life became more qualified and happy for his family.

3.3. Samsuddin (50 years old) as office stationery and photocopy businessman

Since the beginning of the construction of industrial projects of Wind Power Plant Industry Punagayya, the existence of the community has been felt around an industrial park. Their main goal is to open various types of businesses related to the needs of employees or migrants who want to apply for jobs.

Related to this, industry and community related needs include food stalls, coffee shop business, vehicle rental business, laundry business, rented room business, office stationery and photocopy business, and so on.

Samsuddin (50 Years) is a Punagayya villager who always has a business spirit. Although he owns land in Punagayya but he never utilizes it. He is more interested in doing business that quickly make money like selling various daily necessities.

The opening of the Wind Power Plant Industry that attracts many migrants to the region makes him think to do something about it. After going through various considerations, Samsuddin prefer office stationery business. Although he does not have sufficient capital, he has business experience and relationships that trust him to cooperate. The relation provides the business capital for it.

In running the business, Samsuddin assisted by his wife and brother-in-law for the photocopy and office stationery. They do not need a lot of manpower because the business is still bias handled. Nevertheless, the development of his business is quite encouraging because his capital is increasing.

Since running the business, a number of life changes experienced by Samsuddin, among others, learning to manage business and finance, time management and have savings for the future of his family.

3.4. Sahrul (51 years old) as a room rent businessman

Sahrul was a farmer and fisherman in Punagayya area. Both jobs are run alternately according to the season. Both jobs are run to sustain life alone.

Sahrul's residence area is not included in the Wind Power Plant Industry development program. But the region is close to the location of the industry. The location is the center of the PLTB activity. Therefore, the access of people in the region to the industry location is very large.

When the newcomers began to enliven the industrial area, Sahrul saw many immigrants whose business is not finished. Most of them have to stay and look for a house for up to 3 nights. It is this situation that prompted the idea of Sahrul to utilize under his house by making several small size rooms for rent. It can be completed about 2 weeks. Sahrul's capital in completing the room is about 10 million including material and artisan costs. For all rooms, Sahrul charges a low rate of 50,000 per night and the rooms are all 6 fully booked rooms

After almost a year of running his business, Sahrul has renovated his home and added another number of rooms to 10 pieces. All rooms are also upgraded for customer satisfaction.

Other changes experienced by Sahrul as a result of the business include increasing the number of motorcycles into two, and open a coffee shop and food destined for customers rented room.

3.5. Jumriani (45 years old) as laundry businesswoman

Jumriani lives not far from Sahrul's house. She opened a laundry business after observing the number of immigrants who rent a room at Sahrul's house in need of a laundry service. She was the first to open a laundry business in the vicinity of the industry.

Jumriani is actually a single housewife but does her husband's paddy field somewhere else. Rice fields are more often left than cultivated. She often receives the laundry and the likes of others with hire.

Based on the work experience, Jumriani decided to open a laundry business at her home after seeing great opportunities ahead of her due to the large number of immigrants. Within a period of about 6 months, the business is filled with customers. With a laundry fee of 5000 per kilograms, customers also get service of clothes iron and fragrances. Dense customers, making Jumriani must hire 2 additional staffs to manage 2 washing machines purchased with credit for 6 months. Today, both washing machines have been paid off.

One thing that Jumriani feels most is that she is a businessman and not a farmer anymore whose income is not fixed. In addition, she has also savings for she son's education as well as repairing her home

Looking at the descriptions of all the informants above, the authors conclude in the form of the following table.

Tabel 1. Matriks of informants.

No.	Informants	Business		Fund Resource	Business Reason
1.	Wahyu (47 years old)	Food	Farmer/ gardener	Land compensation, CSR	Having fast income
2.	Mulyadi (44 years old)	Café		Land compensation, CSR	Tired to be peasant
3.	Samsuddin (50 years old)	Office Stationery		Friends and relations	Peasant's income is limited
4.	Sahrul (51 years old)	Rent house		Self Spare	The works is more fun
5.	Jumriani (45 years old)	Laundry		Credit	It has big income than before

Source: primary data.

4. Discussion

Social impact is the consequence and change of all components of the society from time to time caused by something. Concrete manifestations of social impact include population change, livelihoods change, population composition change, perception change, and behavioral change

Related to the social impacts in Punagayya and based on the theoretical description above, this paper shows that the existence of Wind Power Plant industry causes a drastic change to the surrounding community. This is according to Wilbert Moore [6], Syamsu Kamaruddin, Harifuddin Halim [7] and Piotr Sztompka [8] indicated the demographic aspect through an increasingly flow of migrants as both employees and other immigrant for a living. At research location that have accelerated change, social impacts occur in real terms in some form, among others; First, the emergence of special activities of the community as a specialization such as laundry, rented houses, coffee shops, food stalls, office stationery signifies the occurrence of social differentiation process. Second, the change of land function from agrarian to industrial area signifies the process of change from subsistence agrarian economy to the mode of production and capitalist economic activity. This condition automatically encourages changes in aspects of the social life of the Punagayya people.

The existence of a mining in the village has always led to a shift in community work, for example the research of Abdul Rochman Zaki, et al in 2013 that the Banyu Urip oil and gas mining in Bojonegoro has led to a shift of livelihood from the agricultural sector to the mining sector [9]. At the same time, the shift of work affects the well-being of citizens. Several studies have been conducted, such as Ince Raden's research, et al (2010) on the impact of coal mines in Kutai Kartanegara on monthly income increase of citizens [10]. Research of Andri Aditya Irawan (2013) about the impact of coal mine PT. Tanito in Tenggarong concerns the diversification of community work [11]. Research of M. Ilmi Hidayat (2010) on the impact of coal mines for residents in Kabupaten Banjar in the form of job opportunities [12].

Research of Rajib Gandi (2011) about the influence of village industrialization on the living standard of residents in Sukabumi that there is an increase in non-agricultural employment opportunities for local residents [13]. Wahyudi Hasan's research, et al. (2014) on the socio-economic changes of farmers around the oil and gas industry in Banggai District that there is an increase in the income of local residents [14]. Based on the above descriptions and similar research, there is an observable indication of the process. First, changes in the economic structure of the community. Second, the change of mindset to the local community due to the transformation of new values either because of interaction with the immigrants as well as the interaction with the industrial environment.

5. Conclusion

The existence of an industry in the countryside has always had a social impact on the surrounding community. The most important social impact is the diversification of livelihoods. The existence of various sources of livelihood is a consequence to the level of welfare of the community is improving. Thus, it becomes important that an industrial project is held in the village as long as the industry contributes greatly to the surrounding community.

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