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## **The effectiveness of the main commodity buffalo cow program in Rokan Hilir Regency**

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**Abstract**--This study aims to see the effectiveness of the main commodity Buffalo Cow program in Rokan Hilir Regency. In carrying out the program, of course, the Regional Government of Rokan Hilir Regency in this case is at the Food and Agriculture Security Agency wanting to achieve or meet the targets in the Program so that the program is effectively implemented in Rokan Hilir Regency and of course increases the population, especially cow and buffalo. This research uses a qualitative research method with a descriptive research type. The main informants in this study were Supervisor, Recorder, Inseminator, Botanical Inspection Officer, Birth Officer and Breeder. Sample selection is made by (purposive sampling). The result of this article is Production; this program's results can increase the cattle population more quickly and produce good quality offspring. Efficiency; this commander program is implemented based on technical instructions and decrees but has no optimal operational support from the Government of Rokan Hilir Regency; officers or human resources that are still limited by long distances are an

obstacle in implementing the commander program, Satisfaction; every activity in the commander program such as insemination, pregnancy checks and birth reports is always reported on the application of National Animal Health Information and can be accounted for but for the targets that have been previously agreed upon in the decree, the target has not yet been achieved, especially for pregnancy and birth. Adaptation; there has been no effort to increase adaptation such as the lack of policies from the Regional Government and the lack of the staff's motivation that there is no reward and punishment.

**Keywords**---effectiveness, commodity, program, animals.

## **Introduction**

Food safety is essential in line with the increasing public interest and awareness for quality food of animal origin. In addition to its high nutritional value, the product is safe and free from microbial contamination, chemicals or contamination that can interfere with health. Therefore, food safety of animal origin has always been an issue that needs attention from producers, officials, consumers, and policymakers, because apart from being related to public health, it also has an economic impact on local, regional, and global trade. Consumption of food sourced from animal protein in sufficient quantities is needed to overcome several nutritional problems, including stunting. Concerning providing food sources of animal protein, the President of the Republic of Indonesia through the Ministry of Agriculture, has decided to target self-sufficiency from beef to animal protein from livestock.

Based on the mandate of the 1945 Constitution, namely promoting public welfare. The simplest thing that can be seen is when the community can meet basic needs. One of the basic needs is the fulfillment of food needs. One of the government's efforts to meet food needs is to increase cattle product by being self-sufficiently. The high demand for beef must be balanced with population growth and domestic beef production, so that people's livestock businesses can meet domestic meat needs while imports can be gradually reduced, in line with the national beef self-sufficiency plan in 2026. can be fully met from domestic production because domestic cattle population growth is still low or not optimal.

In realizing the achievement of beef self-sufficiency in Indonesia, one of them is maximizing local resources (local livestock), so that the Ministry of Agriculture formulates a national cattle development policy to meet the goal of beef self-sufficiency and improve the welfare of the population, this is under the theory of Public Policy for Thomas Dye (Subarsono , 2005: 2), public policy is whatever the government chooses to implement or not to implement. Therefore, Thomas Dye's definition of public policy has the following meanings: (1) public policies are made by the government, not private organizations; (2) public policies concerning options that must be implemented or not implemented by the Government.

To fulfill this matter in an effort to accelerate the increase in the population of large ruminants (animals that have four stomachs that play different roles in the

digestion of food) such as cows and buffaloes, the government makes plans or policies by implementing the Program main commodity Buffalo Cow through Reproductive Optimization activities. The Program for Increasing Cattle and Buffalo Production as the Mainstay of the main Commodities is an integrated activity to increase cattle production and sustainably based on technology. Reproduction optimization is expected to improve the livestock service system to residents, revise reproductive management, create livestock, and revise the reporting system and livestock reproduction data collection through the National Animal Health Information System application system.

In 2016, the Ministry of Agriculture through the Directorate General of Livestock and Animal Health, launched an activity called Special Efforts for Buffalo Cattle Breeding Mandatory Pregnancy which was inaugurated by Minister of Agriculture Regulation no 48/Ministry Regulation/PK.210/10/2016 concerning Special Efforts to Accelerate the Increase in the Population of Pregnant Buffalo Cattle on October 3, 2016 and the program in 2020 underwent a change which was replaced with main commodity Buffalo Cow program which was inaugurated through Minister of Agriculture Regulation No. 17 of 2020 concerning Increased Production of Mainstay Cattle and Buffalo Commodities The country on May 12, 2020 with the same work pattern and activity goal, namely the optimization of reproduction.

This program is the flagship program of the Director General of Livestock and Animal Health which aims to accelerate the increase in population and production of cattle and buffalo in Indonesia. This program is implemented in all institutions in charge of livestock functions in the Regency/City including in Rokan Hilir Regency. The regional apparatus organization responsible for implementing the Program for Increasing Production of Cattle and Buffaloes as State Main Commodities in Rokan Hilir Regency is the Department of Food Security and Agriculture, especially in the Animal Husbandry and Health Sector, where one of its duties and functions is to increase livestock production and services. animal health as stated in the Regulation of the Regent of Rokan Hilir Number 48 of 2016 concerning the Position, Organizational Structure, Duties, Functions and Work Procedures of the Food Security and Agriculture Office of Rokan Hilir Regency.

With this program, in addition to increasing the population and cattle production, it is also very profitable for farmers because they get the birth of calves with good quality so that their economic value increases which will have an impact on the welfare of farmers. Furthermore, the implementation of the effectiveness of the leading commodity Buffalo Cow aims to spur an increase in pregnancy rates in cows/buffaloes by expecting births from artificial insemination (artificial mating) to increase farmers' welfare and achieve beef self-sufficiency. The realization of this Program in Rokan Hilir Regency can be seen in the table below:

Table 1. Activities of Animal

NO	Activities	2018		2019		2020		2021	
		Target	Realize	Target	Realize	Target	Realize	Target	Realize
1	Inseminatio	1.000	1.117	950	932	1.300	918	1.300	1.355

	n								
2	Pregnancy	700	184	665	369	900	409	900	681
3	Birth	560	94	514	225	900	401	900	324

Source: Data from the Department of Food Security and Agriculture of Rokan Hilir Regency

The number of technical officers involved in the primary commodity Buffalo Cow program in Rokan Hilir Regency are:

NO	Years	Technical Officer		
		Inseminator	Checker Pregnancy	Birth Report
1	2018	13	6	19
2	2019	13	8	20
3	2020	15	9	20
4	2021	15	9	19

Source: Data from the Department of Food Security and Agriculture of Rokan Hilir Regency

The addition of technical officers did not affect the expected results. The researcher's initial study of the cause of the non-achievement of targets was the lack of commitment from officers in implementing the main commodity Buffalo Cow program, this is inversely proportional to the definition of commitment according to Wexley, Kenneth N & Yulk, Gerry, A., (1977) in Arifin Noor, (2010: 8) commitment is as employee acceptance of organizational values (identification), psychological involvement (psychological immersion), and loyalty (affection/attachment). In addition to Human Resources, the thing that is considered in an activity is the availability of infrastructure, in the Regulation of the Minister of Agriculture number 17 of 2020 concerning Increased Production of Cattle and Buffalo Commodities of the Country's Mainstay in articles 9 and 10 it is explained that the provision of AI materials such as frozen cement and liquid nitrogen, provision of facilities such as frozen cement containers, liquid nitrogen containers, gloves (gloves), AI gun, plastic sheet. According to the researcher's initial observations, these facilities are not adequate because the facilities are very important in supporting an activity, this is in accordance with the opinion of Moenir (1992: 120) who states that the facilities are all types of equipment, work equipment and facilities that function as the main/auxiliary tool in carrying out the work and also in the context of interests related to the work organization.

Apart from human resources (officers) and infrastructure, the problem based on the initial observations of researchers is that it comes from farmers where farmers do not get information about artificial insemination because self-insemination activities need cooperation between farmers and inseminators. According to Jimmy, (2008:7), Information has benefits and a dominant role in an organization/company. According to Anton M. Moeliono in (Jimmy 2008:8) information is information, notification information, news or news (about).

Several phenomena that caused the non-achievement of targets in the SIKOMANDAN program in Rokan Hilir Regency, seen from the pregnancy and birth rates resulting from artificial insemination (artificial mating) while the target

was lowered and the addition of officers in the field from the previous year also did not produce a significant increase. This motivated the researchers to conduct this research, so the researchers formulated the title of "The Effectiveness of the National Main Commodity Buffalo and Cow Program in Rokan Hilir Regency."

### **Research Methods**

The type of research carried out is qualitative, namely by observing, interviewing, or reviewing documents. This qualitative research method is used for several reasons, first, it is easier to adapt qualitative methods when dealing with multiple realities. Second, this method directly presents the nature of the relationship between the researcher and the respondent; third, this method is more sensitive and more adaptable to the many sharpening of mutual influences on the patterns encountered (Moleong, 2007:10). So that in this study it can explain the phenomena that are seen directly through observations, interviews and document review, especially those related to field activities such as artificial insemination, pregnancy and birth checks. The qualitative approach in this study is helpful in describing the fact and reality of how implementing the main commodity Buffalo Cow program in Rokan Hilir Regency supports the increase in cattle production.

This study uses a descriptive method with a qualitative approach that describes how the implementation of national activities to increase cattle/buffalo production by focusing on the main commodity Buffalo Cow program in Rokan Hilir Regency. It is said that the descriptive approach is a kind of research intended for exploration and clarification of a phenomenon or reality. (Singarimbun, 2011:8). The purpose of this descriptive research is to make a descriptive, systematic, factual and accurate description of the facts, characteristics, and relationships between the phenomena they have (Nazir, 2009: 54).

In the details of this study, use data in the form of primary data and secondary data. In primary data, research uses data obtained through observation and documentation techniques to produce accurate information because directly correlates with the research theme. Furthermore, secondary data is obtained from literature reviews from various electronic media, journals, books, scientific articles and trusted websites that can support the acquisition of additional data such as concepts and theories. According to Gibson (Pabundu, 2016: 129- 130), suggests that the effectiveness criteria consist of five elements, namely Production, Efficiency, Satisfaction, Adaptability, and Survival. along with some information related to research writing.

### **Previous Studies**

Various findings resulting from other studies that discuss related issues such as research by M. Rahman and A. I. Sari (2021) with the title "The Effectiveness of the Continuous Service Program for Artificial Insemination and Cattle Reproductive Disorders (Plan Itu Bagus) in Pinrang Regency" The results show the role of the program The Good Plan for the Upsus Siwab program can be seen from the service level of officers, the increase in the population of breeders' businesses,

the level of cases of reproductive disorders and the increase in the income of farmers.

Budi Jaya conducted another research, Firmansyah, Fachroerrozi Hoesni (2021) "Policy Analysis of the Implementation of Special Efforts for Pregnant Cows (UPSUS SIWAB) in Jambi City" The results showed that the factors that had a major influence on the implementation of Upsus Siwab in Jambi City were ( 1) resource factor, (2) disposition factor, (3) bureaucracy factor, (4) communication factor. All factor values are positive, this indicates that improvements made to the factors of resources, disposition, bureaucracy and communication will improve the implementation of Upsus Siwab in Jambi City. Therefore, efforts made to improve the implementation of Upsus Siwab should be carried out on these four factors, as stated by Winarno (2012) that the four factors that influence policy implementation work simultaneously and interact with each other to assist and hinder policy implementation.

Furthermore, research by Lili Adam Yuliandri, Ulfa Indah Laela Rahmah, Dulhamid (2021) with the research title "Effectiveness of Counseling in the Application of Oestrus Detection Technology as an Effort to Increase the Success of Artificial Insemination in Beef Cattle." and the length of husbandry had a significant effect ( $P < 0.05$ ) on the increase in respondents' knowledge, while the increase in respondents' attitudes was only influenced by the length of raising ( $P < 0.05$ ). Based on the results of the t-test, by comparing the results of the pretest and post-test on the aspects of knowledge and attitudes, it shows significant results, this means that there is a change or increase in the knowledge and attitudes of respondents. Based on the results of field observations, there was an improvement in S/C of 16% in the respondent's beef cattle who had received counseling. Therefore, in generafarmers' knowledge and attitudes towards the application of lust technology are dominantly influenced by education factors and duration of breeding, and counseling is considered quite effective in increasing the application of the technology.

Research by Suranjaya, Sarini and M. Dewantari (2020) under the title "Identification of Influential Factors on Inseminator Performance in Supporting the Success of Artificial Insemination in the Upsus Siwab Program in Bali", results show that the performance of the inseminator is significantly affected ( $P < 0.05$ ) by factors of age (X1), education level (X2), number of families (X3), available time (X4), length of training (X5), length of time being an inseminator (X6), location distance (X7) and employment status (X8). Through step-wise analysis, the number of cattle that can be IB per period (Y1) is significantly affected by X4, X6 and X7 with the equation  $Y1 = 15.35 X4 + 16.65 X6 + 28.57 X7 - 142.36$  ( $P < 0.05$ ) with  $R^2 = 0.575$ . For service per conception (Y2) and conception rate (Y3) significantly influenced by X6 with the respective equations  $Y2 = 1.273 + 0.088 X6$  with  $R^2 = 0.375$  and  $Y3 = 44.49 + 0.843 X6$  with  $R^2 = 0.364$ , while the calving rate (Y4) is affected by X6 and X7 with the equation  $Y4 = 45.28 + 0.95X6 - 0.368X7$  with  $R^2 = 0.408$ . Of the several factors identified, it turns out that the old variable being an inseminator or experience as an inseminator (X6) is the most important role in the performance of the inseminator to support the success of IB in the implementation of the Upsus Siwab program in Bali.

Sarintang, Abdul Wahid and Muslimin (2020) in their research entitled Analysis of the Effectiveness of Internal and External Factors in the Implementation of the Upsus Siwab Program in South Sulawesi, the results of the study show that government policies are indispensable in empowering farmers through institutional strengthening such as: providing technology. help with facilities and infrastructure, and business loans with small interest. and stability of cattle and beef prices. Based on the results of the analysis of the effectiveness of the implementation of the Siwab program in South Sulawesi, the IFE and EFE matrixes obtained a weighted score for IFE of 3,555 and EFE of 3,440 in cell I of the Internal-External Matrix IE matrix of the UPSUS SIWAB Program which shows a strategic Grow and built strategy (growth and development).

## **Result and Discussion**

### **National Mainstay Commodity of Buffalo and Cattle**

The National Mainstay Commodity of Buffalo Cattle is one of the flagship programs of the Ministry of Agriculture which is the reincarnation of the Compulsory Beef Bunting program. This program, launched in 2020, stands for Buffalo Buffalo, In general, is not much different in terms of technical implementation from another program that also aims to increase the cattle and buffalo population to meet national beef and buffalo production. Based on the Regulation of the Minister of Agriculture of the Republic of Indonesia Number 17 of 2020, concerning Increased Production of Cattle and Buffalo Commodities of the State Mainstay, it is stated that the main commodity Buffalo Cow program is an integrated activity to increase the production of cattle and buffalo sustainably based on technology. The hope of this program is for the fulfillment of animal protein adequacy in Indonesia. The S main commodity Buffalo Cow program is implemented through increasing birth rate productivity, controlling animal and reproductive diseases, ensuring food safety and qual, and as distribution and marketing.

One of the ways to increase cow production is by increasing births through natural mating and artificial insemination (injection mating). To increase the production of cattle and buffalo based on technology, artificial insemination (AI) is carried out. Artificial Insemination (IB) is one of the main commodity Buffalo Cow prog activitiesram. Artificial Insemination (AI) is defined as a process of insertion or deposition of sperm or semen (semen) into the female genital tract (organ) during estrus (estrus) with the help of man-made tools and carried out by humans (Ismaya, 2014:1), in insemination activities followed by pregnancy checkers and birth registration. Data reported by officers will enter the system. The system uses standard technology to collect data from the field. The principle of reporting using iSIKHNAS is real-time, simple, and safe and can be accessed by interested parties so that it can be used as a reference in the main commodity Buffalo Cow program progress reports.

According to Vivi et al (2014) in Ariyanto et al. (2018), AI variables that can be used as benchmarks to evaluate the reproductive efficiency of female beef cattle are Service per Conception (S/C) and Conception Rate (CR). Based on this, the data contained in iSIKHNAS can be a source of information to evaluate and

assess the results of inseminator performance and see the proportion of pregnant cows in West Kalimantan through an evaluation study of the success of the main commodity Buffalo Cow program Program. Several factors affect the success of Artificial Insemination (AI), namely the quality of male semen, female fertility, inseminator skills, knowledge of breeders, skills of breeders in detecting the heat of their livestock, timeliness of insemination, and communication between breeders and inseminators Ariani, (2015) in African, et al (2019:20).

### **The Effectiveness of the State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir regency**

As is well known, effectiveness is the compatibility between the output and the stated objectives. Effectiveness is a condition that occurs because it is desired. If a person performs an act with a specific purpose and it is desired, then that person's work is said to be effective if it causes consequences or has the intended purpose. According to Gie, (1997) in Budiani (2007: 52). According to Amka (2020:15) Effectiveness is the relationship between output and goals. The more significant the contribution of output to achieving goals, the more influential the organization, program, or activity. According to Richard Steer in Budiani (2007: 52), effectiveness must be assessed based on achievable goals, not on the concept of maximum goals.

In improving the effectiveness of a program, an organization constantly evaluates as a material consideration to make process improvements in an activity. The Government of Rokan Hilir Regency through the Department of Food Security and Agriculture is not much different from other local governments in implementing the State Mainstay Commodity Buffalo Cattle Program. In carrying out the main commodity Buffalo Cow program, the Government of Rokan Hilir Regency every year makes every effort to increase effectiveness so that the targets that have been set can be achieved.

The State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir Regency has not been maximized due to several factors such as the absence of a budget provided in the Rokan Hilir Regency Budgeting in supporting this main commodity Buffalo Cow program. The influence of the livestock rearing system in Rokan Hilir Regency, in general, has an extensive system, where the maintenance of cattle by grazing on oil palm plantations, then the socialization or dissemination of information about the main commodity Buffalo Cow program to the community, especially farmers, has not been comprehensive due to limited staff with long distances between villages.

Based on the author's research, the Decree on the Appointment of Officers in the primary commodity Buffalo Cow program has been well prepared but is not supported by technical instructions by the Rokan Hilir Regency Government in implementing the program, so in the future there need to be standard rules for officers in implementing the program. Taken from passed each year. The State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir Regency is very good to be implemented because it can accelerate the increase in the cattle population in Rokan Hilir Regency. determined of the effectiveness of the leading commodity Buffalo Cow program in Rokan Hilir Regency, the researchers looked at the



inhibiting factors in implementing the State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir Regency.

### **Inhibiting Factors in the Principle of Performance Accountability in the Implementation of the Government Agencies Performance Accountability System (SAKIP) of Rokan Hilir Regency**

Each region must implement the State Mainstay Buffalo Cattle Program because it is a national program as stipulated in the Regulation of the Minister of Agriculture of the Republic of Indonesia number 17 of 2020 concerning Increased Production of Cattle and Buffalo Commodities of the State Mainstay. To determine the extent to which this program is implemented and at the same time to find out whether or not this program is effective in Rokan Hilir Regency, it is necessary to research the effectiveness of this main commodity Buffalo Cow program. This research is expected to provide an overview of what factors need to be applied and considered in carrying out the main commodity Buffalo Cow program in Rokan Hilir Regency in achieving the realization or target that has been set.

In its implementation, the State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir Regency has not been effective. This can be seen from the data on the achievement of targets each year where the birth rate from artificial insemination does not reach 50% each year as the table below:

Tabel 2 Commodity in Rokan Hilir Regency

NO	Years	Target	Realize	
			Unit	%
1	2018	560	94	16,79
2	2019	514	225	43,77
3	2020	900	401	44,56
4	2021	900	324	36,00

Source : Data from the Department of Food Security and Agriculture of Rokan Hilir Regency

While the cause of the ineffectiveness of the main commodity Buffalo Cow program in Rokan Hilir Regency is from the target achievement data from 2018-2021 as well as from several phenomena that the researchers found, the researchers summarized the initial observations that had been made to find out some of the obstacles from the research phenomenon that caused the target of the Program not to be achieved. For example, the main commodity Buffalo Cow program in Rokan Hilir Regency in 2018-2022 never reached the birth target from artificial insemination (IB) above 50%. In addition, to find out more about the extent of the problems and measurement of the effectiveness of the State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir Regency, the author uses the research focus according to the theory or model of the Effectiveness approach proposed by Gibson et al (1987) in Pabundu (2016). : 129-130), which are as follows:

## **Production**

Production as an effectiveness criterion refers to the organization's main output measures. Production measures include profits, sales, market share, documents processed, partners served and so on. This measure is directly related to consumption by customers and partners of the organization concerned. Julyanthry, et al. (2020: 7) explain that production is the use of a number of resources owned by the company to produce goods and services. Every input/resource of the company will be converted into goods/services through process technology. According to Karmini, (2018: 12-13) Production is the activity of utilizing/allocating factors of production to increase utility or produce goods and/or services to meet human needs. The utility of an item and or service is the ability of the goods and or services to be able to meet human needs. The production process is a series of activities covering over all stages of the production of goods/and/or services from the beginning to the end of the activity, namely the product can be produced.

Production is a human activity to produce goods and services consumers then users. Technically, production is the process of transforming inputs into outputs. Production is the process of finding, allocating and processing resources into outputs in order to increase mashallah for humans. (Ali 2013:20). Production can be said to be an activity carried out with the aim of adding to the use value of an object or creating new objects so that it has a good quality value and is useful in meeting needs. Respondents' responses to the production aspect of the Program in Rokan Hilir Regency "In increasing the population and livestock production, primarily cattle in Rokan Hilir Regency, this program is very helpful if appropriately implemented and on time. Because with the main commodity Buffalo Cow program in Rokan Hilir Regency by prioritizing artificial insemination, the process of mating cows can be faster, or the cycle can be accelerated compared to natural mating, besides that the quality of the results of artificial insemination can improve the quality of the calves (calf) because the selected seeds are superior breeds and minimize the possibility of inbreeding (inbreeding) which can lead to lethal (disability). The main commodity Buffalo Cow program in Rokan Hilir Regency has not been running well, it can be seen from the achievement of the targets set each year, this is also inseparable from the role of supervisors and persons in charge as program supervisors due to poor reports in the system. Such as actions in the field but not reported by officers, so the achievements are not optimal.

## **Efficiency**

Efficiency as an effectiveness criterion refers to a measure of the use of scarce resources by the organization. Efficiency is the ratio between output and input. Efficiency measures consist of profit and capital, unit cost, waste, repeat time, cost per person, and so on. Efficiency is measured based on the ratio between output and cost or time used. In its application, Yotopoulos and Nugent in Setiawan and Prajanti (2011: 72) explain the concept of efficiency, which is a concept where all activities are made simpler. The concept of efficiency is divided into 3 types, namely technical efficiency, price efficiency and economic efficiency. A farmer is technically said to be more efficient than another if the farmer can

physically produce higher using the same factors of production. While price efficiency can be achieved by a farmer if he is able to maximize profits (able to equate the marginal value of the product of each variable production factor with its price).

Economic efficiency can be achieved if both efficiency, namely technical efficiency and price efficiency, also achieve efficiency. Respondents' responses to the Efficiency aspect of the main commodity Buffalo Cow program in Rokan Hilir Regency "The implementation of the main commodity Buffalo Cow program in Rokan Hilir Regency is based on the Minister of Agriculture Regulation number 17 of 2020 concerning Increased Production of Cattle and Buffalo Commodities of the State Mainstay which is forwarded by a Decree of the Head of the Animal Husbandry and Animal Health Service of Riau Province in In its implementation, all operations are charged to the State Budget and Regional Budget of Riau Province, with the limited availability of officers in the the main commodity Buffalo Cow program in Rokan Hilir Regency and the area of 18 sub-districts in Rokan Hilir Regency with inadequate facilities and infrastructure so that it becomes one of the inhibiting factors in the process of implementing the the main commodity Buffalo Cow program in Rokan Hilir Regency in the District. Downstream. The regency and province Budgeting are insufficient to support the main commodity Buffalo Cow program in Rokan Hilir Regency.

### **Satisfaction**

Satisfaction refers to the success of the organization in meeting the needs of its member employees. Measures of satisfaction include employee attitudes, employee replacement, absenteeism, inaction, complaints, welfare, and so on. According to Kotler and Keller in Nuralam (2017: 58) Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of customer pleasure related to meeting customer consumption needs. Customer satisfaction can be created through service quality and value. Satisfaction is a person's feelings of pleasure or disappointment that arise after comparing his perceptions/impressions of the performance (or results) of a product and his expectations.

From the views of several experts on satisfaction, it can be concluded that satisfaction is the expectation and reality that have been fulfilled, giving rise to a sense of satisfaction, pleasure and relief for a person as a result of the action or service obtained. Respondents' Responses regarding the Satisfaction of the main commodity Buffalo Cow program in Rokan Hilir Regency "In the implementation of the main commodity Buffalo Cow program in Rokan Hilir Regency, farmers are very happy and satisfied with the results of the program, such as the calves (calf) produced have good quality from natural mating because they can choose seeds or straw. However, judging from the overall implementation of this program, it is still not optimal as evidenced by the data on targets that have not been achieved from 2018-2021, this is the lack of good coordination between artificial insemination officers, and pregnancy examiners, and birth reporting. For example, the inseminator (artificial insemination officer) has taken IB action. However, there is no report to the pregnancy inspector, so if a pregnant cow is not detected or reported, as well as the pregnancy examiner if the cow is pregnant

positive but the farmer does not report if there is a transfer of the cow then the officer it is difficult for the birth reporter to report the birth of the cow.

This is one of the reasons for not achieving the target of the main commodity Buffalo Cow program in Rokan Hilir Regency, reporting on the national system that is not regular and real-time. In addition, farmers choosing inseminators are also based on field results, most farmers choose senior or experienced inseminators because the success rate of artificial insemination is more by experienced inseminators.

### **Adaptability**

Adaptability refers to the organization's response to external and internal changes. External changes such as competition, desires, customers, product quality and so on are adaptations to the environment. Lovelock (Indrasari, 2019: 83) explains that satisfaction is an emotional state, their post-purchase reaction can be anger, dissatisfaction, irritation, neutrality, joy, or pleasure. Aspects that can affect customer satisfaction effectively are:

1. *Warranty Cost*. Some companhandleling the warranty cost of their products/services through the percentage of sales.
2. Handling complaints from customers.
3. *Market Share*, is something that must be measured and related to the company's performance.

According to Desmita (2009: 191), self-adjustment is a broad and complex psychological construction and involves all individual reactions to demands from both the external environment and from within the individual himself. In other words, the problem of adjustment concerns aspects of the individual's personality in his interactions with his inner and outer environment. According to Fromm and Gilmore, there are four aspects of personality in self-adjustment, namely: (1) emotional maturity, (2) intellectual maturity, (3) social maturity, and (4) responsibility. Adaptability can be interpreted as a measure of individual or organizational responsiveness change demands range. Or adaptation can be said to be the individual's way of dealing with pressure or adjusting to new things in the surrounding environment.

Respondents' responses regarding the adaptability of the main commodity Buffalo Cow program in Rokan Hilir Regency, "not all breeders can know and understand program of information well, this is due to several factors, one of which is their limited ability to utilize existing information and communication technology, so that the officers' efforts must be routinely socialized. and explain information about Buffalo Cow program's main commoditygram in Rokan Hilir Regency. In addition, the livestock rearing system in Rokan Hilir Regency still uses an extensive maintenance system (maintenance by being grazed or released outside the cage). usually breeders in Rokan Hilir Regency are released in oil palm plantations so that officers find it difficult to detect the period of lust from livestock that will be artificially inseminated.

## Conclusion

Based on the research that has been done, it can be concluded that the State Mainstay Commodity Buffalo Cattle Program in Rokan Hilir Regency prioritizes activities to maximize reproduction, one of which is Artificial Insemination (IB). The basis of this program is the Regulation of the Minister of Agriculture number 48/Permentan/PK.210/10/2016 concerning Special Efforts to Accelerate the Increase in the Population of Pregnant Buffalo Cattle and Regulation of the Minister of Agriculture No. 17 of 2020 concerning Increased Production of Cattle and Buffalo Commodities of the Country. The results showed that the main commodity Buffalo Cow program in Rokan Hilir Regency had been implemented in accordance with the Regulation of the Minister of Agriculture and was continued with the Implementation Guidelines from the Animal Husbandry and Animal Health Service of Riau Province, but based on research the main commodity Buffalo Cow program in Rokan Hilir Regency had not been effective, there were still problems that became obstacles or problems.

The obstacles to the program as described based on the thoughts of Gibson et al. (1987) in Pabundu (2016: 129-130) in the form of problems in reporting on the national system by irregular officers, lack of support from the local government, namely Rokan Hilir Regency, which proved to be non-existent. Special Budgeting for the the main commodity Buffalo Cow program in Rokan Hilir Regency, the lack of socialization to farmers/communities, no control by supervisors and program managers in the district, and the livestock maintenance system in Rokan Hilir Regency, the majority using an extensive system (system with grazing) in the plantations, long-lasting so that livestock is difficult to control.

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