

CHAPTER III

SOCIAL SETTING ANALYSIS

3.1 Malang Regency

Astronomically, Malang Regency is located on $112^{\circ} 17' 10,9''$ - $112^{\circ} 57' 0,0''$ Longitude East and $70^{\circ} 44' 55,11''$ - $80^{\circ} 26' 35,45''$ Longitude South. It is bordered by six regencies and the Indonesian Ocean. Pasuruan Regency and Probolinggo enclose the north-to-east side of it, while in the east it is adjacent to Lumajang Regency. The Indonesian Ocean lies in the south of Malang Regency while Blitar Regency is located in the west side. The last, west-to-north of it is bounded by Kediri Regency and Mojokerto (Figure 3.1. and 3.2). According to *Jawa Timur Province Dalam Angka*, published in 2014 by BPS of Jawa Timur Province, Malang Regency is occupied by 2,508,698 people, the second largest after Surabaya City, which has average density as many as 721 people per square kilometers.

Malang Regency, established in 1950 under the Act Number 12 Year 1950, is one regency located in southern East Java Province. It lies from the coast to the highland with the height of between 0 and 2,000 meters above sea level. It consists of 33 districts including 12 sub-districts and 378 villages with the total area around 3,347.87 km² equally to 334,787 hectares. Malang Regency is surrounded by volcanoes, such as Kelud Mtn, Welirang Mtn, Arjuno Mtn, and Semeru Mtn. that have good affect to land fertility. This becomes the reason why agriculture predominates the land use. And animal husbandry as subsector of agriculture has developed a lot. This condition has brought Malang regency as one of cattle producers in East Java.

The development of Animal husbandry in Malang Regency is a prominent part of Agricultural development. This sub sector has a strategic role to increase people's health and intelligence by providing food based on animal husbandry as the high protein source. On one hand, animal husbandry also has a big role to increase people income and open work field. Animal husbandry is believed could support local or regional economic growth.

Malang regency has a big livestock potential such as cows, cattles, chickens, and goats. This featured livestock product spread out in some districts labeled as the centers of livestock developing area such as:

- a. Cow developing area: North-East Malang (Dau, Pujon, Ngantang); Middle east Malang (Pakis, Jabung, Tumpang, Poncokusumo, Wajak); Middle Malang (Gondanglegi, Bantur, Turen, Ngajum, Wagir).
- b. Cattle developing area: South Malang (Dampit, Sumbermanjing Wetan, Gedangan, Bantur, Donomulyo, Pagak dan Kalipare), Middle Malang (Wajak, Turen, Ngajum, Wonosari, Sumberpucung dan Kromengan) dan East Malang (Lawang, Singosari, Pakis, Tumpang dan Poncokusumo).
- c. Broiller and laying hen developing area in Pakis, Tumpang, Wajak, Ngajum, Sumberpucung, Wagir dan Bululawang.
- d. Goat developing area in Ampelgading, Tirtoyudo, Wajak, Kalipare, Pagak dan Kromengan

Considered as producer and supplier of livestock, Malang regency government appointed livestock and animal health institution to guide livestock development. Malang regency not only supply local demand but also the other areas around java island.

Like the other regency in Indonesia, Malang regency Government has organizational structure to perform basic task and daily function. Broadly, the organizational structure of Malang regency Government can be seen in the following picture

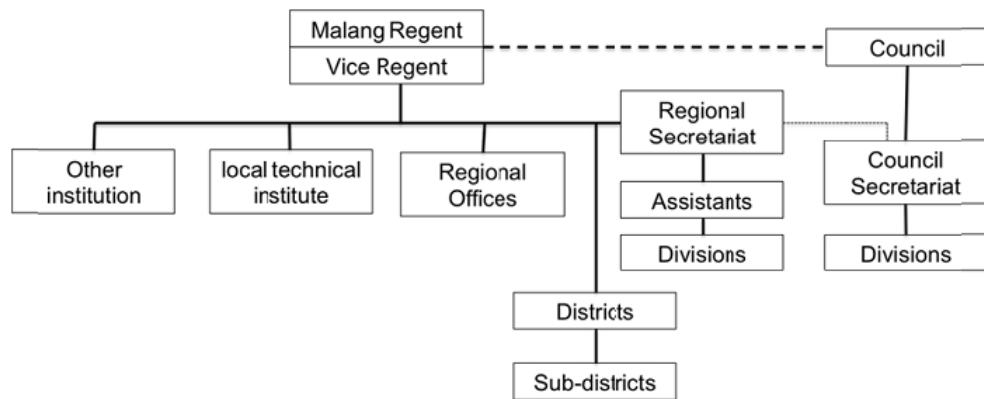
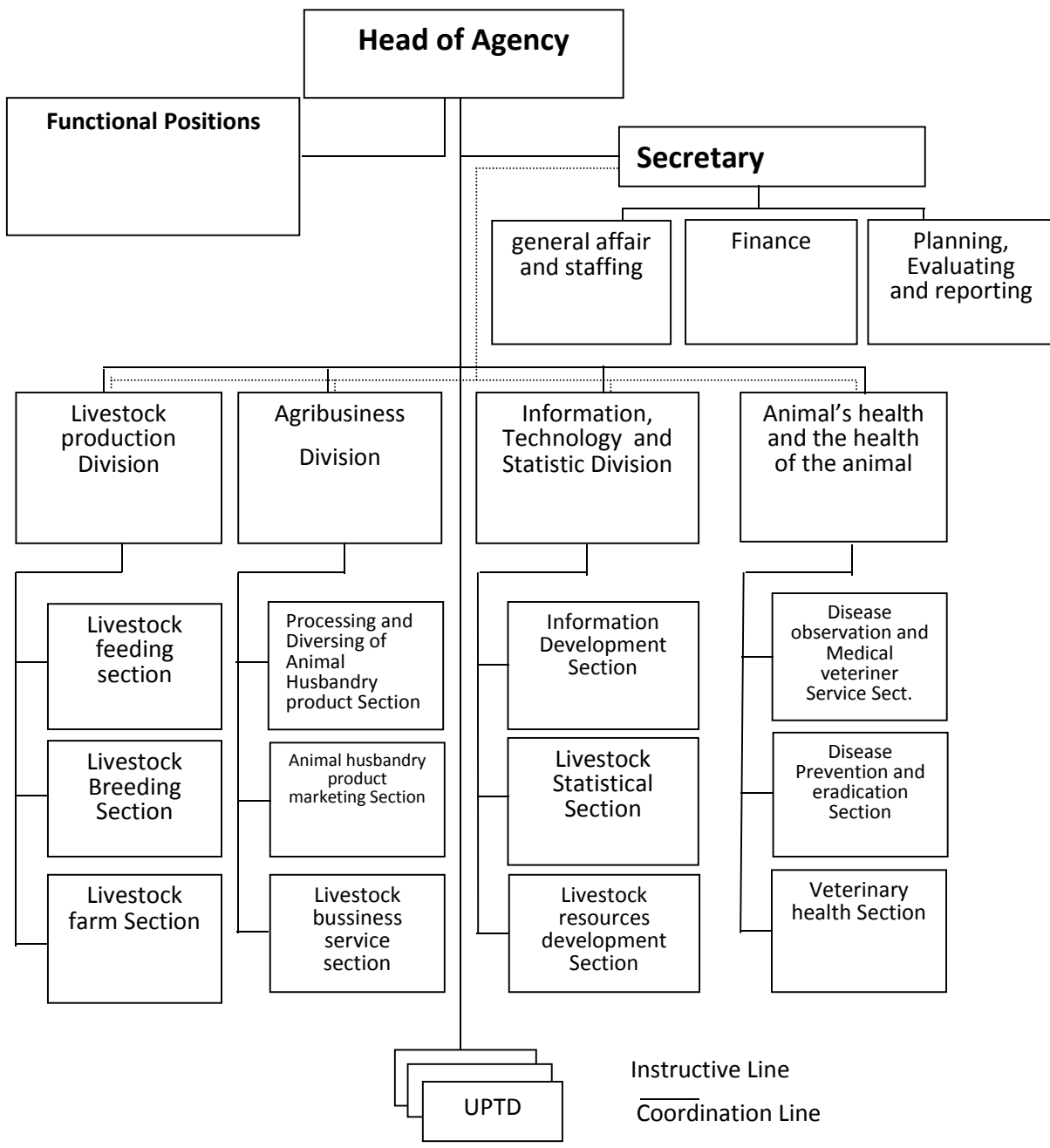


Figure 3.1 Organization Chart of Malang Regency Government (source: Malang Regency Government secretariat)

3.2 Livestock and animal health institution

Livestock and animal health institution established regarding to Local rule of Malang regency Num 01/2008 about Local Government Organization (Organisasi Perangkat Daerah) as changed in Local Rule of Malang regency anumber 07/2012 and the Rule of Malang regent Number 50/2012 on October, 24th 2012 about local government Organization: Livestock and animal health institution.

a. Organizational Structure



Picture 3.3 Organization Chart of Livestock and animal health institution of Malang Regency, Source: The profile of Livestock and animal health institution (2015)

b. Vision

Representing Central government, Livestock and animal health institution of Malang regency has obligation to succeed agricultural minister's policy. The vision set for accomodating that duty is "Realizing adequacy of high quality of animal origin food and improve people welfare".

c. Mission

The success of the vision requires hardwork and good effort. The missions set to achieve the intended vision are:

1. To increase livestock population and productivity
2. To optimalize livestock potential
3. To work up on qualified food based livestock supply
4. To upgrade people income and welfare