



**ORIGINAL RESEARCH ARTICLE** **OPEN ACCESS**

**ANALYSIS OF VANILLA PRODUCTION AND SALES IMPACT ON COMMUNITY WELFARE**

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**ABSTRACT**

This study examines the impact of vanilla production and sales on the welfare of the community in Leimeia Sorinbalu Village. Quantitative methods were used with data collected from 78 vanilla farmers and secondary sources such as the Central Statistics Agency and the local Department of Agriculture. The results of the analysis show a positive relationship between increased vanilla production and improved community welfare, particularly in terms of access to education and health services. Increased income from vanilla cultivation has led to improved living standards and life satisfaction among villagers. In addition, this activity has strengthened social engagement and community cooperation. However, important challenges faced by farmers include technical cultivation issues, high market price fluctuations, and limited market access, which still relies on middlemen, thereby reducing farmers' profit margins. External factors such as government policies also greatly affect vanilla prices, which impact the stability of farmers' incomes. The study recommends training in modern cultivation techniques, improving production quality, strengthening marketing networks through farmer cooperatives, and stable pricing policies as strategies to optimize the potential of vanilla agribusiness in a sustainable manner. These findings are expected to serve as a reference for the formulation of agricultural policies and rural economic development based on leading commodities such as vanilla, which contribute significantly to the standard of living of the people of Leimeia Sorinbalu Village

**Key words:** Vanilla, Community Welfare, Agribusiness, Agricultural Marketing, Sustainability

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## INTRODUCTION

Vanilla production has become an important economic activity in Leimeia Sorinbalu Village, Ermera. This commodity has the potential to become not only a major source of income for farmers, but also to open up significant opportunities for poverty alleviation and comprehensive community development. As a leading commodity, vanilla has high economic value in both domestic and international markets, making its development a strategic priority for various parties.

However, despite its promising prospects, vanilla farmers in this village still face various obstacles that hinder maximum production and income growth. The main challenges include low productivity due to limited technical knowledge of cultivation, price fluctuations that are highly influenced by external factors such as government policies and global market dynamics, and limited market access.

This situation means that the income earned by most farmers is still in the low to medium range, so vanilla has not become the main source of income for families. Limited facilities, a lack of modern training, and the dominance of middlemen also narrow the opportunities for farmers to get better selling prices.

This study aims to comprehensively evaluate the impact of vanilla production and sales on the economic, social, and environmental welfare of the community in Leimeia Sorinbalu Village. The focus of the study is on how increasing vanilla production can improve family income, access to resources such as education and health, and strengthen social bonds through community cooperation.

In addition, this study also examines the main obstacles faced by farmers and opportunities for sustainable vanilla agribusiness development. The research methodology combines quantitative and qualitative approaches with data collection from farmers directly and official secondary sources. This approach allows for a more in-depth assessment of economic and social impacts while analyzing vanilla production and marketing patterns comprehensively.

The research results are expected to form the basis for developing strategies to increase farmer capacity, expand market access, and formulate policies that support the sustainability of the vanilla agribusiness. By strengthening farmers' technical capabilities and market access through training and the formation of cooperatives, as well as ensuring price stability through conducive government regulations, vanilla is expected to become a major source of livelihood that can significantly improve the community's standard of living.

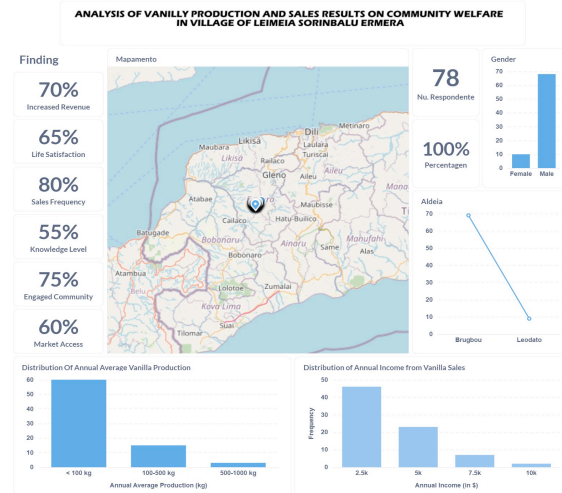
The active involvement of the community in cultivation activities also contributes to increased social solidarity and community resilience, which are important elements in sustainable development in rural areas.

Overall, this study confirms that vanilla production and sales not only play a role in increasing individual income, but also serve as an instrument of social and economic transformation that can drive rural progress. Therefore, appropriate policy interventions and support are essential to optimize the benefits of the vanilla agribusiness for the comprehensive and sustainable welfare of the Leimeia Sorinbalu community.

## METHODS

A mixed-methods approach was adopted, combining both quantitative and qualitative techniques. Primary data were collected through interviews, structured questionnaires, and field observations, while secondary data were sourced from reports and existing literature. Purposive sampling was used to target vanilla farmers and community members. Data analysis involved descriptive and inferential statistics for the quantitative data, as well as thematic analysis for the qualitative insights.

## RESULTS AND DISCUSSION



**Figure 1:** Dashboard analysis of vanilla production and sales and their impact on the welfare of the community in Leimeia Sorinbalu Village, Ermera:

## RESULTS

Based on the results of a survey of 78 respondents (with a participation rate of 100%), the main findings describing the impact of vanilla production and sales on community welfare are as follows:

### Welfare and Socio-Economics

- 70% of respondents stated that their income had increased since intensively cultivating vanilla.
- 65% of respondents felt an increase in life satisfaction due to the additional income.

- c) 80% of respondents experienced more frequent sales, indicating that vanilla is increasingly accepted in the market.
- d) 75% of the community felt that social involvement and community cooperation had become more solid through vanilla farming activities.
- e) 60% mentioned an increase in market access, although there were still limitations in distribution and networks.
- f) Farmers' knowledge levels increased by 55%, indicating an increase in capacity, although there is still room for improvement.

### Respondent Demographics

- a) Most respondents were aged 30–40, the productive age for agriculture.
- b) The majority of farmers were male, although women were involved on a smaller scale. This reflects the dominance of men in agricultural activities, but women still play a significant role, especially in plant care and post-harvest processing.

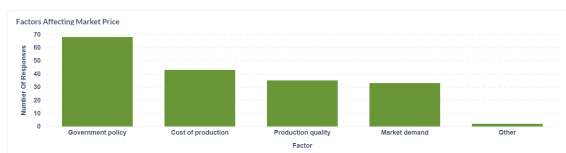
### Vanilla Production

- a) The largest production category is in the range of 100–500 kg per year, indicating that most farmers are at the medium business level.
- b) Only a few farmers are able to produce more than 500 kg per year, indicating the limited production capacity of individual households.

### Income from Vanilla Sales

- a) The highest income is in the range of 2.5k per year.
- b) A small number of respondents earn higher incomes, namely 5k to 10k per year, usually from farmers with larger production or better market access.
- c) This shows that vanilla does contribute to increasing family income, although for most it is still supplementary and not yet the main source of income.

### Factors Affecting Market Prices



**Figure 2:** Factors Affecting Market Prices

- a) Government policy is the most influential factor, for example, in relation to export regulations, trade regulations, and price protection.

- b) Production costs also play a major role, because the higher the inputs (fertilizer, labor, transportation), the smaller the profit.
- c) Production quality has a direct effect on price. High-quality vanilla with a good aroma and vanillin content will fetch a higher price.
- d) Market demand determines price stability and opportunities. Fluctuations in global demand can affect local prices.
- e) Other factors such as access to transportation, trader networks, and the role of middlemen also play a role, although not as significant as the main factors above.

### DISCUSSION

The results of the study show that vanilla cultivation and sales contribute significantly to the economic and social welfare of the community in Leimeia Sorinbalu Village. A 70% increase in income has a direct impact on families' ability to meet basic needs, such as children's education, health, and daily necessities. Emotionally, this also increases life satisfaction (65%).

Vanilla production not only affects individual economic aspects but also strengthens community social bonds. With 75% high community involvement, it is evident that cooperation in farmer groups and information sharing are common practices, which strengthen social networks and community cohesion in the village.

However, there are a number of challenges that need to be considered:

#### 1. Low Average Income

Most farmers are in the low-income category (2.5k per year). This means that despite the increase, the income received is not yet sufficient to make vanilla the main source of livelihood.

#### 2. Dependence on Government Policy

Market prices are greatly influenced by government policy. This condition creates vulnerability in the event of policy changes that are not favorable to farmers.

#### 3. Limited Market Access

With only 60% of respondents feeling they have market access, distribution and connectivity to the wider market are still not optimal. Many farmers still depend on middlemen, which reduces profit margins.

#### 4. Knowledge and Production Quality

Although there has been an increase in knowledge (55%), many farmers have not yet mastered modern cultivation and post-

harvest techniques. This results in inconsistent vanilla quality, which affects the selling price.

Thus, the challenges faced by the Leimeia Sorinbalu community are not only in terms of production capacity but also in terms of quality, market access, and dependence on external policies.

However, this condition also opens up opportunities. If there is intervention in the form of modern cultivation training, strengthening of farmer cooperatives, and stable pricing policies, vanilla production can become a sustainable leading commodity.

## CONCLUSION

This analysis shows that vanilla production and sales in Leimeia Sorinbalu Village have a significant impact on improving the welfare of the community, both economically and socially.

- a) Economically, the majority of respondents experienced an increase in income, albeit in the low-middle range.
- b) Socially, there was an increase in life satisfaction, community cooperation, and cultivation skills, although still limited.

The price and competitiveness of vanilla are largely determined by external factors, particularly government policy, production costs, and the quality of the product.

In conclusion, the vanilla business has great potential to become the backbone of the village economy. However, to maximize its benefits, the following are needed:

- a) Strengthening farmer capacity through continuous education and training.
- b) Providing broader market access through cooperatives or direct distribution networks.
- c) Stable government policies that favor farmers.
- d) Quality improvement strategies so that local production can compete in the global market.

With these efforts, vanilla cultivation will not only be an additional source of income, but also an economic transformation that can improve the standard of living, social resilience, and welfare of the Leimeia Sorinbalu village community in a sustainable manner.

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