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The 3rd International Conference on Life and Applied Sciences *for Sustainable Rural Development* (ICLAS-SURE)

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PREFACE

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Following the success of the 1st and 2nd ICLAS-SURE, this year, the **Institute of Research and Community Service, Universitas Jenderal Soedirman**, organize **The 3rd ICLAS-SURE**. The vision of Jenderal Soedirman University is to be **globally recognized as a university that focuses on sustainable rural and local wisdom development**. Hopefully, this core competence in sustainable rural development shall initiate the university to be nationally and internationally renowned as the center of rural community empowerment. To achieve this vision and cope with the COVID 19 pandemic, this year, we bring the particular theme, "Interdisciplinary approaches and applied technologies for sustainable rural-environmental resources based on local wisdom before and during COVID-19 pandemic". COVID-19 has led to a significant loss of output, employment, and income, affecting rural development. To develop a sustainable rural development, we must fulfil three basic needs, i.e. people welfare improvement, protection of natural, landscape, and cultural resources, and food security through a sustainable farming production.



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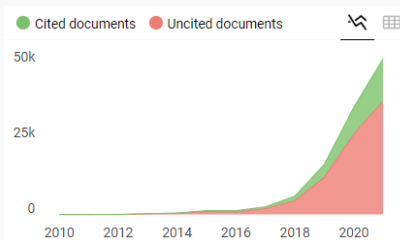
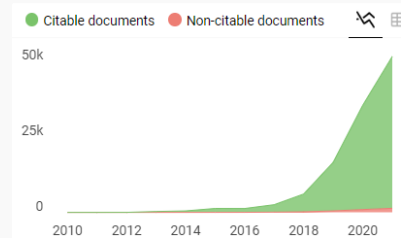
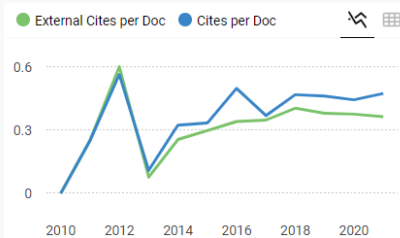
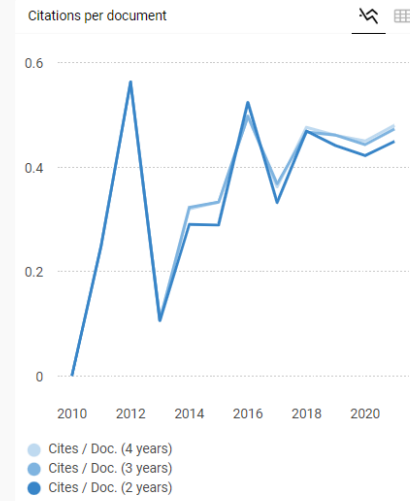
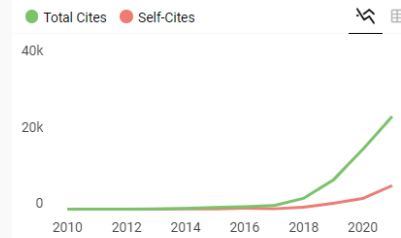
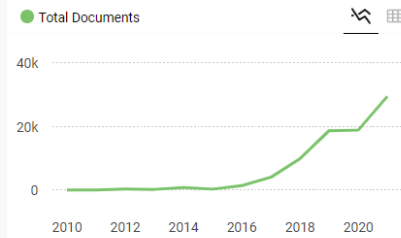
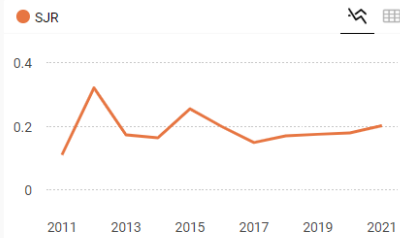
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Perspectives on the development of local food policy using the Analytical Hierarchy Process

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Perspectives on the development of local food policy using the Analytical Hierarchy Process

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Abstract. For nearly five decades, Indonesia's agriculture ministry has promoted food diversification. Despite this, few studies have looked at government policies to increase local food consumption. We interviewed a diverse group consisting of local government officials, local business executives, consumers and food decision-makers in both urban and rural households. Respondents were chosen using a stratified random sampling technique. Purwokerto in Central Java and Kupang in East Nusa Tenggara were purposefully chosen to represent urban areas. To represent rural areas, the Banyumas Regency in Central Java and the Alor Regency in East Nusa Tenggara provinces were chosen. To assist decision-makers in identifying the dimension for the development of local food, the Analytical Hierarchy Method (AHP) was used as a decision support model. The findings show that important strategies to increase the local food consumption involved 1) empowering women as change agents and 2) developing local food councils. Alternative strategies include developing a master plan for rural development related to local food, strengthening capital and insurance for local industries, and policies encouraging food diversification.

1. Introduction

Since the 1960s, the agricultural ministry has initiated a food diversification policy in Indonesia. Efforts have been made to encourage people to eat diverse foods and improve their diet's nutrient content. President's instruction number 14 for 1974 for enhancing the folk food menu was the earliest food diversification program policy. The policy was then followed in 2009 by the President's Regulation No 22 on the acceleration of food diversification centred on local resources. This strategy aimed to achieve diverse food intake, boost nutritional balance, and achieve the 95 of Desirable Dietary Pattern (DDP) scores in 2015 [1][2]. The DDP is a food diversity arrangement based on the energy contribution of the major food group. However, data indicate that DDP score in 2018 was 90.4 with the composition of food intake: whole grains (65.7%), proteins (11.6%), oils and fats (12%); tubers (2.7%), oily seed (1.1%), nuts (3%), sugar (3.9%), fruits and vegetables (5.6%) and others (2.6 per cent). According to the Indonesian Food Security Agency, a score of 100 includes 50% of grains, 12% of animal proteins, 10% of oils and fats, 6% of tubers, 3% of oily seeds, 5% of nuts, 5% of sugar, 6% of fruits and vegetables, and 5% of others (3 per cent). To achieve higher DDP scores, Indonesians need to eat less grain, more tubers, nuts, oily seed, animal proteins and fruits and vegetables [1]. A "One day, no rice" movement was created in Depok and spread nationwide aiming at encouraging people not to eat rice a day every week/month. The use of family's back yards is also initiated in fulfilling their diverse food consumption [1][2]. According to Nawacita, nine priorities of President Joko Widodo's work program during 2015-2019 include improving self-sufficiency in food security.



So, the development policy can be guided to grow food diversification industries based on local resources.

Despite various interventions, the food consumption trend has not meaningfully changed. Even food consumption trend in Indonesia tend to adjust to eating more instant noodles, as stated by [3]. This is made worse by the assumption that rice is a must for the everyday consumption of consumer goods. If you have not eaten rice, your diet is still not adequate, even if you have consumed enough other carbohydrate calories. This paper investigates strategies to improve food diversification policy through the method of analytical hierarchy process (AHP).

This study employed the analytical hierarchy process (AHP) developed by Thomas L. Saaty. This measurement technique determines the most important priorities based on the answers of respondents [4]. AHP has been successfully used to solve safety and security issues in the food supply chain [5] and has also been used to measure the potential for sustainability in food production [6]. The main strength of the method is the ability to assign levels of a complex problem in the form of a hierarchical arrangement. Additionally, AHP can calculate priorities based on each level's contents, linking to those levels above. Then, their relative importance has weighted the priority of strategies.

2. Research methods

The survey will identify factors that may influence, stakeholders involved, and strategies for food diversification programmes. The study was conducted using stratified sampling techniques [7] in 2019. Java island is the most densely populated island in Indonesia. We selected Central Java to represent Java people. East Nusa Tenggara province is a smaller Sunda Island in southern Indonesia. This province has 500 islands with big islands such as Sumba, Flores and part of Timor. We sampled urban and rural areas in both province areas. The city of Purwokerto and Kupang was selected to represent the urban area while the Banyumas and Alor regencies represent the rural areas. The respondents are the decision-maker at a household and the experts as well. The respondents interviewed comprised 390 individuals of food decision-makers at a household, 175 from urban areas and 115 from rural areas. In addition, a hundred persons were also selected judgmentally, consisting of experts from local universities, food manufacturers, food distributors, and farmers (Table 1).

Table 1. The composition of respondents from experts, local government officials and businessman.

Respondents	Urban		Rural	
	n	%	n	%
Experts from university	10	20	8	16
Local food businessman	10	20	8	16
Local food distributors	10	20	7	14
Farmers	14	28	17	34
Local government officers	6	12	10	20
Total	50	100	50	100

The AHP was used to analyse the data that consists of several steps:

1. Define the problem and set the objectives following by sub-criteria and alternatives.
2. Construct the hierarchical form from the top (goals) to down (alternatives/strategies).
3. Structure a set of pair comparison matrices.
4. Calculate the weight of the vector criteria.
5. Compute the score option of matrices.
6. Rank the alternative [4].

At the first step, the hierarchy was constructed to prioritise what sort of actions are the most important (Figure 1).

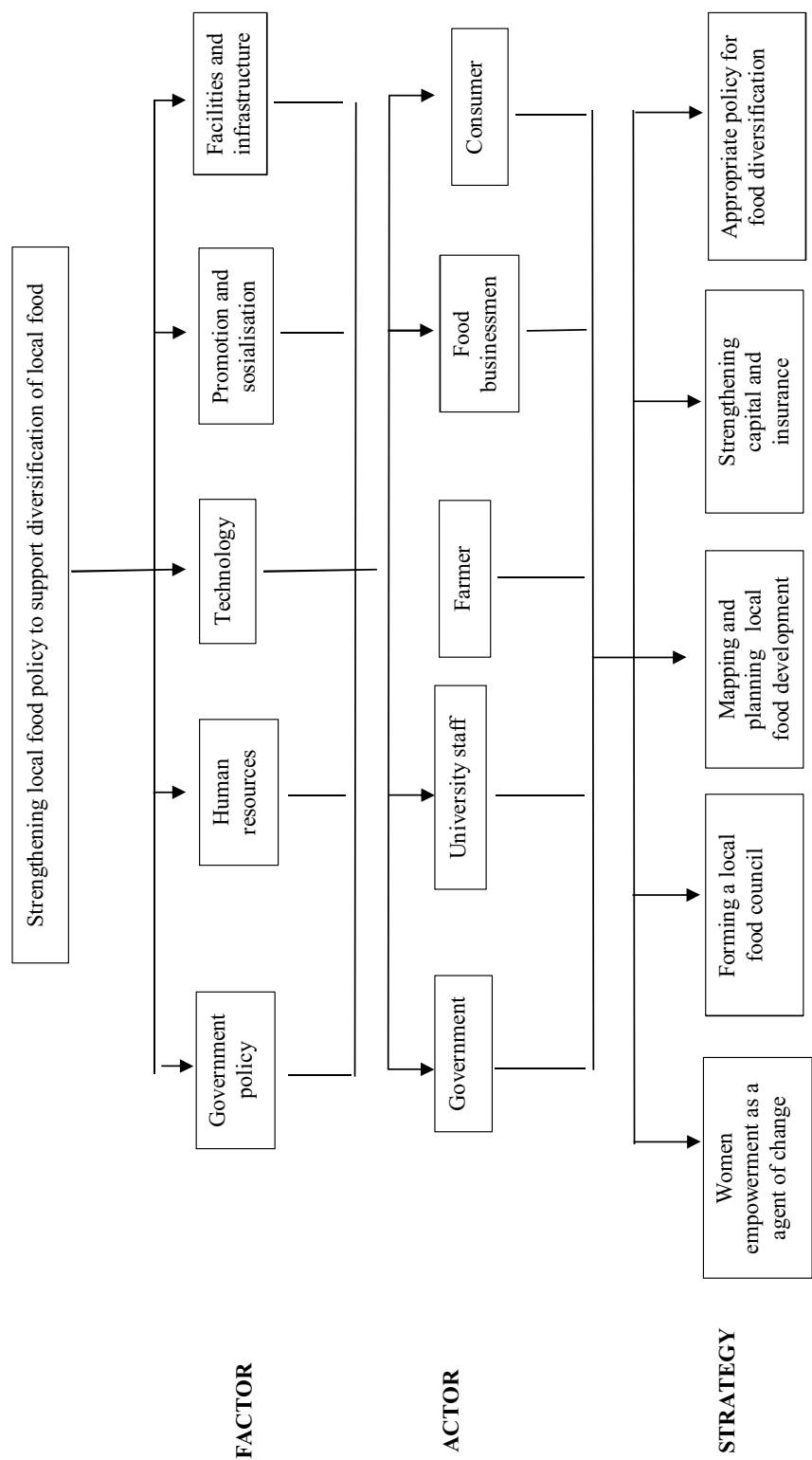


Figure 1. A hierarchical design that supports local food diversification.

An analysis was performed that used a specific scale that described the presence of importance of each element (Table 2).

Table 2. Saaty scale used to determine the relative importance of one element over another element [4].

1	A is equally important to B
3	A is of moderate importance to B
5	A is of strong importance to B
7	A is of very strong importance to B
9	A is of extreme importance to B
2,4,6,8	The intermediate value between the two adjacent scores

The next step is to set the pairwise matrices. When A is perceived as a consistent matrix, the comparative judgment represents by a_{ij} . If a_{ij} is 1, then a_{ji} is $1/a_{ij}$ or, reciprocally, $a_{ji} = 1/a_{ij}$. The weight W_j and judgment a_{ij} were calculated by applying a formula [2].

$$A = [a_{ij}] = \begin{bmatrix} 1 & a_{12} & \dots & a_{1n} \\ \frac{1}{a_{12}} & 1 & \dots & \frac{1}{a_{1n}} \\ \vdots & \vdots & \ddots & \vdots \\ \frac{1}{a_{1n}} & \frac{1}{a_{2n}} & \dots & 1 \end{bmatrix} \quad [1]$$

$$a_{ij} = \frac{w_i}{w_j}, i, j = 1, 2, \dots, n \quad [2]$$

While the consistency index (CI), an index that shows the consistency of judgement by respondents across all pairwise metric was calculated using a CI formula. The λ_{\max} shows the maximum of the eigenvalues of a consistent matrix, while n shows the number of comparisons made [3]

$$CI = \frac{\lambda_{\max} - n}{n - 1} \quad [3]$$

λ = eigenvalue of the matrix
 CI = consistency index
 n = number of comparisons

The matrices consistency (CR) was measured that equals CI divided by random index (RI). The CR range should be between 0.1 and 1, demonstrating the depth and quality of the research [4].

3. Result and discussion

3.1. General description and respondent characteristics

The majority of respondents were female (63 per cent), age range between 30-50-year-old. Based on occupation, the number of employees was higher in urban areas while housewife was dominated in the rural area. Over half of respondents have completed high school. Socioeconomic status, or SES, is higher in urban areas than in rural areas. Twenty-five per cent of urban locals earns more than 4 million IDR a month, while 19 per cent of rural locales earn more than 4 million IDR a month. Most of the respondents were married (76.5%), and the majority of respondents had a family member that is between 1-5 people

(63 per cent) (Table 3). The results are similar to those reported in [8] who reported that women are playing important role in the local food decisions of a family. The participants were dominated by people age between 30 to under 60 years old and who have completed high school. The family earns less than 4 million IDR a month.

Table 3. Respondent characteristics in urban and rural areas.

Characteristic		Urban (n=225)		Rural (n=165)		Total (n=390)	
		n	%	n	%	n	%
Gender	Male	78	35	64	39	142	37
	Female	147	65	101	61	248	63
Age	> 20 ≥ 30	41	18	33	20	74	19
	> 30 ≥ 40	56	25	48	29	104	27
	> 40 ≥ 50	67	30	38	23	105	26.5
	> 50 ≥ 60	54	24	27	16	81	20
	> 60	7	3	19	12	26	7.5
Education	Junior high school	12	5	14	8	26	6
	Senior high school	99	44	95	58	194	50
	Undergraduate	103	46	48	29	151	39
	Master degree and above	11	5	8	5	19	5
Income/month (RP)	≤ 2,000,000	47	21	43	26	90	23.5
	> 2,000,000 ≤ 3,000,000	59	26	44	27	103	26.5
	> 3,000,000 ≤ 4,000,000	62	28	46	28	108	28
	> 4,000,000	57	25	32	19	89	22
Family member	1 – 5 people	176	78	123	75	299	76.5
	6 – 10 people	49	22	42	25	91	23.5
Marital status	Married	139	62	105	64	244	63
	Single	78	35	53	32	131	33.5
	Widowed	8	4	7	4	15	4

3.2. Consumers' perception of local

When respondents asked what makes local and non-local food different, urban respondents replied: “quality” (32%) and “distance” (31%). Respondents from rural areas answered “price” instead of “quality” (25%) (Table 4). Consumers indicated that “quality” is an important factor in determining local food. When asked about the distance between producers and customers, urban respondents stated that food that came from the same regency was local (29 per cent). Most rural residents responded that food produced within 30 kilometres of where they live. Over 90% of survey participants were growing on the farm and believed local food was more affordable and of higher quality than non-local food in rural areas. This study is consistent with other research [8] which found a location, quality and price to be the most salient characteristics of local food products in Indonesia. What is produced within a village is the preferred view with respect to location.

Table 4. Consumers' perception of local food

Statements		Urban (n=225)		Rural (n=165)		Total (n=390)	
		n	%	n	%	n	%
What makes the difference between local and non-local food	Distance	69	31	26	16	95	24
	Quality	72	32	30	18	102	26
	Price	28	12	42	25	70	18
	Processed or not processed food	56	25	31	19	87	22
	Others	0	0	36	22	36	9
Distance for local^{*)}	Same district	25	11	13	8	38	9
	Same regency	66	29	11	7	77	18
	< 20 KM	42	19	12	7	54	13
	>20 KM \geq 30 KM	39	17	115	70	154	36
	>30 KM \geq 40 KM	19	8	26	16	45	11
	> 40 KM \geq 50 KM	16	7	15	9	31	7
	> 50 KM	18	8	9	5	27	6
Quality of food	Local is of higher quality than non-local food	154	68	119	72	273	70
	Local is the same quality than non-local food	48	21	23	14	71	17.5
	Local is lower quality than nonlocal food	21	9	14	8	35	8.5
	I don't know	2	1	9	5	11	3
Price	Local is cheaper than nonlocal food	149	66	156	95	305	78
	Local is the same price as non-local food	45	20	9	5	54	14
	Local is expensive than nonlocal food	29	13	0	0	29	7
	I don't know	2	1	0	0	2	1
Grown in the farming	Yes	146	65	153	93	299	77
	No	79	35	12	7	91	23

^{*)}A respondent can reply to one or more answers

3.3. Strategy for strengthening local food policy in urban and rural areas

There are three stages of hierarchy in the local food diversification strategies. Factors shaping local food policy to develop the food diversification initiative are at the first stage. The actors involved in the production and implementation of local food policy are at the second level. The last level regards alternatives or strategy links to local food policy (shown in Figure 1).

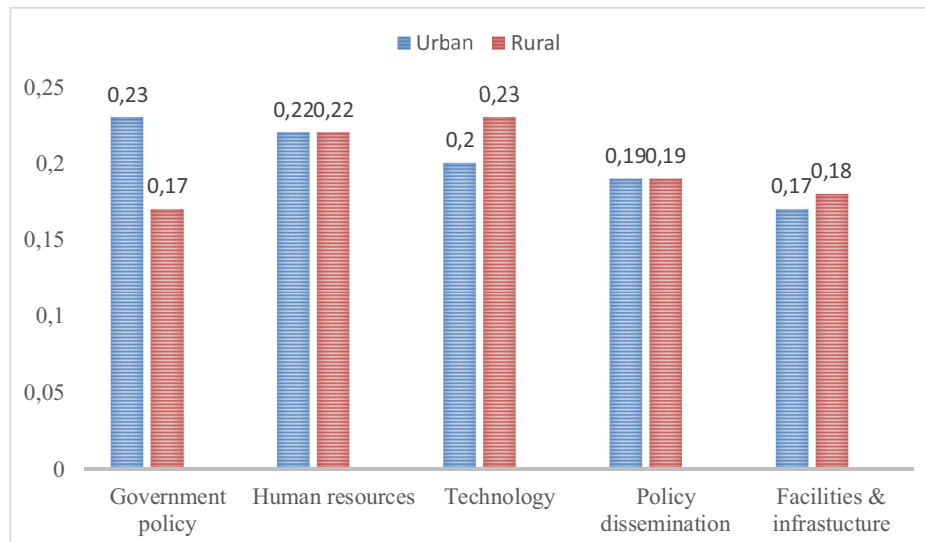


Figure 2. Factors shaping local food policy supporting the initiative for food diversification

In the urban area, government policies were the top factor priority, followed by human resources, technology, human resources, facilities and infrastructure. In addition, respondents responded that technology (0.23) is the most critical determinant of strengthening local food policy to support the food diversification programme, followed by human resources (0.22), policy dissemination (0.19), infrastructure and facilities (0.18) as well as government policies (0.17). Government policies should address barriers that may impede an increase in local food consumption and diversification. One barrier identified by [9] is that intermediate marketing channels may encounter difficulties in year-round availability, working with multiple vendors and adequate supply delivery on time. Food-hub, a food business that handles aggregation, can be one solution through government law and policy. Local food alternatives that are promoted in places like schools, hospitals and restaurants could diversify people's diet. Technology is the most critical determinant for respondents from rural areas. Food production innovation can increase local food production. The added value of food can be improved by food processing technology. Therefore, policy regarding transfer technology may be suitable for rural residents. Systematic and future technology and innovation, as described in [10], are key drivers of the transformation of the food system, ranging from food production, post-harvest technology, food processing, food packaging, transportation and distribution and marketing to improve diets. Food regulation and subsidies could raise the rate of innovation.

In urban and rural areas, the crucial players involved in the food production and implementation of local food diversification policies illustrate the same trend. The most critical factor is the government, followed by university staffs, farmers, locally processed entrepreneurs, and consumers. The government is a key player in improving local food policy as the regulator. As an expert, university workers contribute to educate and research local food products, while the private sector and customers play a less important role in this report.

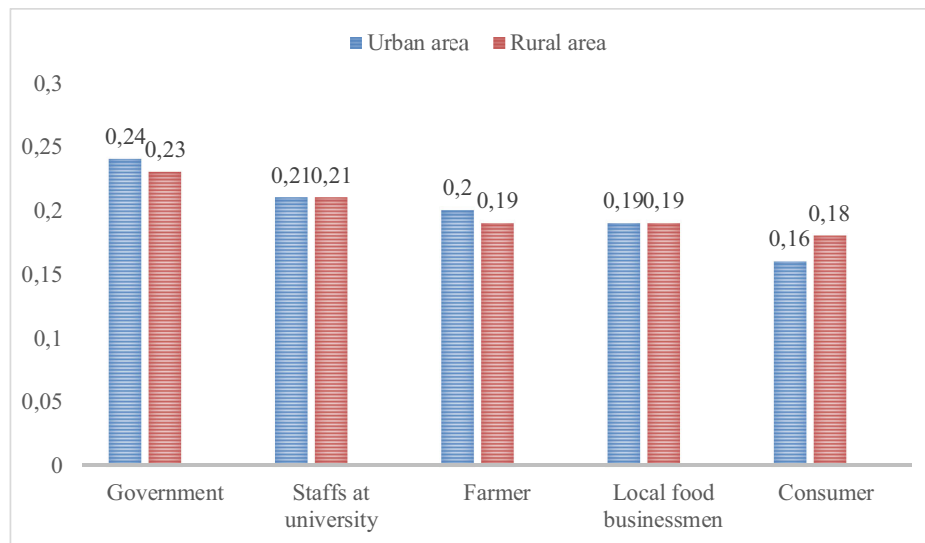


Figure 3. Actors who are influential in shaping food policy in support of local food diversity.

Empowerment of women was decided to be an agent of change and to be the most successful strategy for improving local food policy in urban and rural areas following by establishing a local food development council. The third primary concern among urban residents is mapping and planning rural development. This priority is the least important among those in rural areas. For them, it is more important to accelerate a diversification program than strengthening capital and insurance.

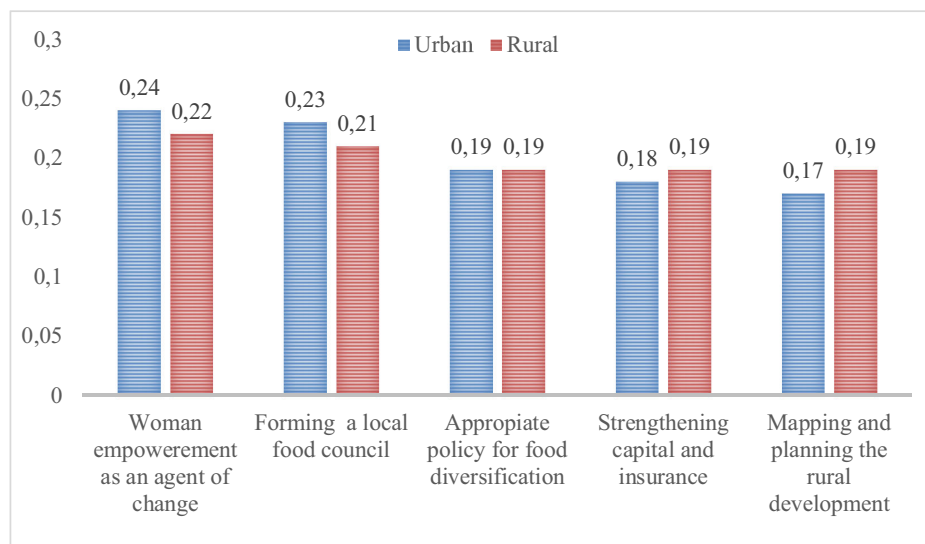


Figure 4. The strategies for supporting local food diversity and the importance of it

Women play a critical role in food decision-making in Indonesian households. In Indonesia, mothers or grandmothers are responsible for deciding what to eat daily [8]. Empowering women will have a high impact on the success of diversification food programme through women activities such as women groups in a district or village, women groups reciting at mosques, and women group learning about food consumption. The Food Security Council who responsible for local food acceleration might create local food councils at the village level to better reach broader consumers.

4. Conclusion

The AHP is a practical approach for examining the key strategies for local food policy, particularly the factors that influence an effective local food system and actors involved. The analysis concludes that women empowerment is the most effective means of achieving change. Women play a primary role in food decision-making in traditional Indonesian cultures. To improve women's skill, education and knowledge of food consumption must be increased through formal and informal education. The second strategies involve local food councils developing food systems as well as working with other institutions to improve food security. This study has its limitations because it was limited to only two urban and rural areas.

Acknowledgement

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[ICMA-2020] Invitation

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ICMA SURE 2020 Committee <icmasure.lppm@unsoed.ac.id>
to me

Dear Poppy Arsil, Rumpoko Wicaksono, Anisa Larasati

Our conference is getting closer. Here we send you the full Conference Programme. Which contained the schedule ar authors. Your co-author may also join the conference as a participant.

We sincerely hope that all presenters and participants can participate in the whole event. All participants must attend (parallel session. We will distribute the list of attendance during those sessions.

Authors must attend and present their articles at the conference. Otherwise, the committee will not proceed with the e

Please also pay attention to the Presentation Guidelines:

1. Oral and poster presentations of contributing papers will be held in parallel.
2. The name of the presenter and the title will appear on the session schedule.
3. Allocation time for each presenter is 12 minutes for presentation and 3 minutes for discussion.
4. Please be advised that presentations exceeding the provided time will be interrupted by the moderators.
5. Presenters may present their paper either through recorded video or live streaming.
6. In the presentation session, presenters must attend the entire session, and answer the questions from the o
7. Questions are only allowed during the discussion, participants may use the "raise hand" feature or write the
- 8 All presenters have to fill in the attendance list through a link provided in the chat room