

## Implementation Of The Cheap Food Movement In Realizing Food Security In Pekanbaru City

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### ABSTRACT

Food is a basic need of every individual that cannot be ignored. In the midst of global challenges such as climate change, price fluctuations, and population growth, food problems have become an increasingly urgent issue. The city of Pekanbaru, as the capital of Riau Province, faces challenges in ensuring the availability of affordable and quality food for its citizens. In Pekanbaru, there are still obstacles with high food prices, so that the public's interest in buying food in the market has decreased. This study uses a qualitative descriptive approach to analyze the role of the Pekanbaru City Government in overcoming food problems through the Cheap Food Movement. The results of the study show that the Pekanbaru City Government plays a very important role in overcoming food problems through the Cheap Food. The program is designed to stabilize food prices and increase people's access to affordable staple foods, especially for low-income groups. Based on analysis of the population and sample involved, including government officials, food distributors, and beneficiary communities, The Cheap Food Movement has proven to be effective in reducing food prices in local markets and easing the economic burden of the community. However, the policy target is still not maximized so that there are still people who have low purchasing power for food and have not

felt the benefits of the Cheap Food Movement program

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## INTRODUCTION

Humans have basic needs that cannot be ignored. Food is a primary need that must be met by individuals every day. However, the community must also have the ability to maintain food for every day. Food security is the availability of food that can meet the needs of every individual to be able to live a healthy, active and productive life (Rumawas et al., 2021), As stated in Law No. 18 of 2012 concerning food in Indonesia, one of the aspects is food security.

The government plays a central role in maintaining price stability to protect people's purchasing power and ensure equitable access to basic needs, especially food. In this effort, the government has launched various programs aimed at suppressing price increases and maintaining market balance. One of the most significant programs is the Cheap Food Movement (THE CHEAP FOOD MOVEMENT), which is a strategic step in facing economic challenges, including the uncertainty of food prices that often burden low-income people (Suharyanto, 2011).

The Cheap Food Movement is a form of government intervention designed to provide staple foods at more affordable prices in various regions, including in areas that are vulnerable to inflation and price volatility. Through this program, the government seeks to stabilize food prices by distributing basic necessities directly to the community at subsidized prices. This not only helps to ease the burden on the economy, but also serves as a tool to control inflation, which can have a far-reaching impact on the national economy (Harini & Susilo, 2017).

The Cheap Food Movement (THE CHEAP FOOD MOVEMENT) was launched as a strategic effort to provide better and affordable food access for the community, especially for vulnerable groups. Through THE CHEAP FOOD MOVEMENT, the government collaborates with various parties, including local farmers, distributors, and community organizations, to create an efficient food distribution system. In addition, THE CHEAP FOOD MOVEMENT also aims to increase public awareness about the importance of healthy and nutritious food consumption. In addition, THE CHEAP FOOD MOVEMENT also serves as a means to strengthen national food security. By ensuring that food is available at a reasonable price, governments help create social and economic stability, which ultimately supports sustainable development. The role of the government in maintaining price stability through the Cheap Food Movement is clear evidence of their commitment to protect people's welfare and maintain economic balance in the midst of various global challenges, such as climate change, pandemics, and supply chain disruptions (Sundiman & Septiani, 2017). The price list in the Cheap Food Movement in Pekanbaru City includes:

**Table 1 Price List of Cheap Food Movement Program**

| <b>Name of Staple Ingredient</b> | <b>Market Price</b> | <b>Cheap Food Movement Prices</b> |
|----------------------------------|---------------------|-----------------------------------|
|----------------------------------|---------------------|-----------------------------------|

|                      |                   |                    |
|----------------------|-------------------|--------------------|
| Rice                 | Rp. 13,500/kg     | Rp. 9,000/kg       |
| Bulk Cooking Oil     | Rp. 16,000/liter  | Rp. 12,000/liter   |
| Sugar                | Rp. 18,000/kg     | Rp. 14,000/kg      |
| Shallot              | Rp. 25,000/kg     | Rp. 20,000/kg      |
| Garlic               | Rp. 33,000/kg     | IDR 26,000/kg      |
| Red Chili            | IDR 45,000/kg     | Rp. 38,000/kg      |
| Egg                  | Rp. 48,000/kg     | IDR 44,000/kg      |
| Tomato               | Rp. 10,000/kg     | Rp. 7,000/kg       |
| Instant Noodles      | Rp. 109,000/kadus | Rp. 100,000/carton |
| Packaged Wheat Flour | IDR 13.000.kg     | Rp. 8,000/kg       |

**Source: Food Security Service in 2024**

Based on table 1 above, there is a price difference from the price of commodities in the market and the price set by the Cheap Food Movement. The prices set by the Cheap Food Movement (THE CHEAP FOOD MOVEMENT) program tend to be cheaper, which is expected to increase capacity; the community's purchasing power of food. But the problem is, at this time swords in some traditional markets complain about the quiet market and low purchasing power of the community. For this reason, the author is interested in conducting research with the title *"Implementation of the Cheap Food Movement Program (THE CHEAP FOOD MOVEMENT) in the City of Pekanbaru.*

## METHODOLOGY

The type of research used in this study is qualitative with a descriptive approach. According to Bogdan and Taylor (1992) in Sujarweni (2022), this research procedure produces descriptive data in the form of speech, writing, and the behavior of the observed individuals. The research specifically aims to describe the implementation of the Cheap Food Movement (THE CHEAP FOOD MOVEMENT) in realizing food security in Pekanbaru.

To achieve this, the researcher employs qualitative descriptive methods to gain a deeper understanding of the phenomena experienced by the research subjects. Data for this study were collected through various methods, including observations, documentation, and interviews.

Observations involved direct engagement with the activities related to the THE CHEAP FOOD MOVEMENT, allowing the researcher to witness the processes and interactions involved in the implementation of the program. Documentation included the

analysis of relevant records, reports, and existing literature that pertain to the THE CHEAP FOOD MOVEMENT and food security initiatives in the region.

Interviews were conducted with key stakeholders, including program implementers, beneficiaries, and community leaders, to gather insights into their experiences and perspectives regarding the THE CHEAP FOOD MOVEMENT. The interviews were semi-structured, allowing for in-depth discussions while ensuring that specific topics related to the research focus were addressed (Sugiyono,2021)

The collected data were analyzed using thematic analysis, where the researcher identified and categorized key themes and patterns that emerged from the observations, documents, and interview transcripts. This analytical approach facilitated a comprehensive understanding of the implementation of the THE CHEAP FOOD MOVEMENT and its implications for food security in Pekanbaru.

## RESULTS AND DISCUSSION

Increasing food security in the city of Pekanbaru is a primary focus of the government to maintain the community's social and economic stability. The Cheap Food Movement (THE CHEAP FOOD MOVEMENT) program launched by the local government aims to provide affordable food access, particularly for vulnerable groups. An essential aspect of implementing the Cheap Food Movement is effective communication; the government must ensure that information about this program is clearly conveyed to the public. Through effective campaigns, the community can understand the goals and benefits of the program, encouraging participation. Furthermore, interaction between the government and the community must be well-established to identify potential issues during the program's implementation. Resource availability, including budget, trained personnel, and infrastructure, is also a key factor. Without sufficient resources, the program risks failing to achieve its objectives.

The disposition or attitude of program implementers significantly affects the success of the THE CHEAP FOOD MOVEMENT. Officials and staff involved in this initiative must possess a strong commitment to improving food security and be able to collaborate with various stakeholders, including non-governmental organizations and the private sector, to achieve optimal results. Lastly, the bureaucratic structure plays a crucial role in the program's implementation. A clear organization and effective division of tasks will help ensure that every aspect of the program runs smoothly. By understanding and optimizing these four variables, the implementation of the Cheap Food Movement in Pekanbaru can be effective, ultimately enhancing food security for the community.

This program represents an important component in executing the planned strategies, addressing existing problems. According to Wheelen and Hunger, a program is defined as a series of activities or steps necessary to complete a temporary plan. However, based on interviews, it appears that the preparations for implementing the

Cheap Food Movement in Pekanbaru City are not yet fully matured. While the determination of program implementers and socialization efforts have been positive, issues remain in communication between employees of the Food Security Service and the beneficiary communities. Misunderstandings have arisen regarding the policy of selling food products, compounded by a lack of supervision over Farmer Groups and Farmer Women Groups. This has resulted in some land being left uncultivated, indicating that program indicators within the food security strategy are not functioning effectively.

Effective communication is crucial for successful program implementation. Insufficient clarity in the information conveyed can lead to distortions in policy implementation. Therefore, improving communication between program implementers and the community is essential to ensure a shared understanding of the program's goals and processes. Enhancing communication is expected to minimize existing problems and facilitate the program's smooth operation.

The budget is not merely a breakdown of costs for each program; it also aids management in planning and controlling resource use. Interviews reveal that budget refocusing at the Pekanbaru City Food Security Office has limited its ability to encompass all farmers. Although the budget allocated to the recipient community adheres to existing provisions, it often fails to target specific needs effectively. This inadequacy is evident from the number of recipients classified as food secure compared to those identified as food vulnerable.

Proper management of resources, including the budget, is crucial for the program's effectiveness and efficiency. The current inability to manage the budget optimally indicates that resource indicators in implementing the Cheap Food Movement in Pekanbaru City are not functioning as intended. Hence, an evaluation and adjustment of budget management practices are essential to ensure targeting and increase food security in the community.

In comparison to previous research, this study aligns with findings that emphasize the importance of communication and resource management in food security programs. Similar studies have identified effective communication as a cornerstone for successful implementation, while also noting that inadequate resource allocation can hinder program outcomes. These findings suggest that addressing communication gaps and optimizing resource management are critical for improving the effectiveness of food security initiatives, corroborating the literature that highlights these factors as pivotal in achieving program goals.

## CONCLUSION

This study highlights the crucial role of the Pekanbaru City Government in addressing food security issues through the Cheap Food Movement (THE CHEAP FOOD MOVEMENT). The program is designed to stabilize food prices and increase access to

affordable staple foods, particularly for low-income groups. THE CHEAP FOOD MOVEMENT has proven effective in reducing food prices in the local market and alleviating the economic burden on the community. However, despite its positive impact, the study also identifies several challenges in its implementation. These challenges include uneven distribution, inconsistent food quality, and delays in information reaching communities in remote areas.

To address these challenges, it is essential to enhance coordination, improve monitoring and evaluation systems, and ensure better quality and accessibility of the program. Overall, the success of the Cheap Food Movement in Pekanbaru illustrates that with appropriate policy interventions, the government can stabilize food prices and enhance food security at the local level. However, for sustainability and long-term effectiveness, the program must continuously evolve based on feedback from all stakeholders, focusing on equitable distribution, improved food quality, and broader outreach across society.

For further research, it is suggested that studies explore the specific factors contributing to uneven distribution and food quality issues within the THE CHEAP FOOD MOVEMENT. Investigating the experiences and needs of communities in remote areas can provide insights into how communication and logistics can be improved. Additionally, longitudinal studies examining the long-term impacts of the program on food security and economic stability would be valuable. Future research could also consider the role of technology in enhancing information dissemination and resource allocation within the program. Finally, exploring the perspectives of various stakeholders, including local farmers and consumers, may help refine the program's strategies and enhance its overall effectiveness.

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