

ICE Power Concept as Food Security Strategies at Cihambulu, Pabuaran, Subang, Jawa Barat

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Abstract (12 font)

Food security is the most important aspect in live, especially during covid 19 pandemic. The purpose of this research is to know the condition of food security in Cihambulu, Pabuaran, Subang as well as the food security strategies or the concepts can be applied to improve food security and public welfare at Cihambulu, Pabuaran, Subang, Jawa Barat.

Type of the research is descriptive qualitative using a theoretical analysis approach – theories related to food security and ice power concept. The object of analysis is the citizen of Cihambulu, Pabuaran, Subang, Jawa Barat. Data collected by surveys, interviews, and observations. The results showed that the condition of food security in Cihambulu, Subang, Jawa Barat is in low level or below the safe limit, while the efforts that can be done are to maximize the use of house yards by planted that can meet the needs of home industry, and also provide entrepreneur training and education. And the business concept than can be applied is Ice Power concept which focuses on socio-social and cultural.

Keywords

Food Security Management, Ice Power Concept; Public Welfare

1. Introduction (12 font)

Strategic environmental changes due to the Covid-19 pandemic have caused changes in food governance in the community. Restrictions on the movement of goods and people to control the spread of the virus and its impact directly and indirectly lead to changes in the production system, distribution, management of stocks, types of food consumption in society. Production failed, price instability, and changes in food consumption behavior and preferences in the community due to the Covid-19 pandemic really need to be balanced with food management that can be adjusted to these changes so that the quantity, accessibility, and quality of food for the community remains guaranteed. The food distribution system is the most important aspect affected by the Covid-19 pandemic. Although the food sector is an excluded sector in the Large-Scale Social Restrictions (PSBB) policy, it turns out that there is an increase in food prices and food production costs. Almost all companies have closed 100% during this pandemic. As an illustration, agricultural and livestock companies operating at 76.3%, while transportation and warehousing are even smaller at 58.8% (BPS 2020a).

Rice is the main food commodity for most of the Indonesian population. The participation rate of rice consumption is almost 100%, meaning that everyone consumes rice (Rachman, H., & Ariani, M. (2002).

The challenges of food management in rice commodities are becoming complex because at the same time rice production faces the threat of the impacts of climate change (especially drought), as well as the conversion of

agricultural land which is increasingly trending. As an illustration, based on BPS data using the KSA calculation method, the national rice harvest area in 2019 decreased by 6.15% to 10.8 million hectares compared to 2018. Meanwhile, rice production fell 7.75% to 54.60 million tons of GKG (BPS 2020b)

This condition is getting worse considering that the performance of the rice trade and its supporting logistics system are not fully prepared to face changes due to the Covid-19 pandemic. FAO (2020). Therefore, short, medium, and long-term strategies in establishing food management as a new post-pandemic order must be formulated immediately. Because the role of rice is very important in national food security, an analysis was carried out, especially for the situation of rice commodities. (Suryadi & Azis, 2020).

The Covid-19 pandemic is not over yet, there are many impacts caused by the pandemic from an economic and social perspective, as well as food security. These problems need to be solved to realize a better future of life through increasing public optimism towards food security in the pandemic era, it is necessary to socialize information about, both the latest data developments, policies, program breakthroughs and the role of the community to be able to jointly build food security for survival.

The Cihambulu area is one of the rice granaries in Subang, West Java, which is located on the border of three districts, Karawang, Purwakarta and Subang. The population of Cihambulu is 3,700 people, an area of 663 hectares and the majority of Cihambulu residents work as farmers, laborers, factory workers and employees.

Cihambulu agricultural conditions have now faced many problems such as the problem of land conversion from agriculture to factories and also the problem of weather conditions, where farmers can only grow rice in the rainy season, and other problems are the low motivation of the people and their slow response in every farm programmed by the local government.

According to (Santoso, Widiatmaka, Sabiham, & Machfud, 2017) the main factor causing the conversion of paddy fields is the increase in the economic needs of farmers. The growth of settlements, the growth of economic centers, the growth of transportation routes also contributes to the conversion of paddy fields. In addition, the increase in the selling price of land caused by the emergence of these sub-elements also resulted in the conversion of paddy fields. The reduced interest of the next generation to farm also causes the conversion of paddy fields. The increase in land status caused by inheritance and buying and selling also resulted in a change in the use of paddy fields into other uses.

According to (Sunardi & Lesmana, 2020) the ice power concept implementation at Cihambulu as an effort to increase the public welfare and food security. Ice power is characterized by some fundamental aspects of entrepreneurial activity oriented towards the management systems or technical procedures that focus on socio-cultures environment. This concept will maximize the use of land or paddy field, house yard and motivated the cihambulu people to be entrepreneur community.

1.1 Objectives

The objective of this research as below:

1. To find out and analyse food security in cihambulu village, Pabuaran, Subang, West Java
2. Knowing and analysing the efforts that can be done by the community in food security efforts in Cihambulu, Pabuaran, West Java
3. To find out and analyse the food management system in the new normal period while still prioritizing food independence and food sovereignty.

2. Literature Review

Food Management

Food management is the control of the food logistics system from production planning until food is reached by consumers. The weakness of food logistics system is poor integration from upstream to downstream of the actors involved. Differences in views and low coordination between the actors involved are problems that make food management vulnerable to changes that cause price instability. For all parties to benefit, government intervention as a regulator and control is needed. Openness in management will be achieved if everyone involved can control each other's performance. The trade structure of rice and other basic food that currently follows a business-to-business mechanism has proven unable to achieve price stability. Future food management need government intervention through the determination of rice cost of goods sold and government control on food logistics system from upstream to downstream. (Suryadi & Azis, 2020).

Food Security

According to food law No. 18/2012, food Security is a condition for the fulfillment of food for the state and individuals, which is reflected in the availability of sufficient food, both in quantity and quality, safe, diverse, nutritious, equitable, and affordable and does not conflict with the religion, beliefs, and culture of the community, to be able to live healthy, active, productive, and sustainable. The Food Law not only talks about food security, but also clarifies and strengthens the achievement of food security by realizing food sovereignty with food independence (food security) and food safety (food safety). "Food Sovereignty is the right of states and nations that independently determine Food policies that guarantee the right to Food for the people and which give the right for the community to determine a Food system that is in accordance with the potential of local resources". (<http://www.bulog.co.id/beraspangan/ketahanan-pangan>). (Rachman, H., & Ariani, M. (2002).

Ice Power

Icepower is one of the concepts of entrepreneurship that not only focuses on profit but also pays attention to other aspects such as socio-social aspects and cultural customs of a region. Ice power is an entrepreneurial behavior that focuses on socio-social and indigenous cultures in the field of future sustainability. The Ice power business concept is an entrepreneurial concept in improving the welfare of the community by utilizing the resources owned in an area. So the ice power concept is one of the concepts of entrepreneurship that not only focuses on profit but also pays attention to other aspects such as socio-social aspects and cultural customs of a region. (Sunardi & Lesmana, 2020)

3. Methods

The type of research is descriptive qualitative using theoretical analysis approaches, theories related to food security and the ice power concept. The object of the analysis is citizens of Cihambulu, Pabuaran, Subang, Jawa Barat. Data collected by surveys, interviews, and observations. The collected data and information are then analyzed qualitatively in the form of discussions and theories then analyzed descriptively qualitatively by looking at the performance of related aspects, making relationships to these variables. Data Analysis is divided into several stages which include the examination of data from various sources, data reduction, categorization, data validity and data interpretation. This method is expected to reduce bias, including the process of triangulation of data. The conceptual model proposed in the research is based on interviews and reviews of previous literature synthesis.

4. Data Collection

The primary data were obtained through semi-structured interviews with three purposive samples of farmers, local officials and local entrepreneurs who had applied the concept of ecopreneurs. Meanwhile, secondary data is obtained through theoretical data related to food management, food security and ice power concept. Data collection techniques are carried out by surveys, interviews, and documentation. The survey was conducted to see the condition of food security of the people of Cihambulu and the use of yard land developed by the community and to take documentation in the form of photos of yard land used.

5. Results and Discussion

Based on surveys and interviews with Cihambulu residents, it can be explained that the food security conditions in Cihambulu are at a low level or below the safe limit, this condition is caused by agriculture in Cihambulu, especially rice which is very dependent on weather conditions because there is no irrigation in this area, so rice farmers only grow rice in the rainy season, while in the dry season rice farmers practically do not grow crops, only a small part of the residents carry out planting activities by farming, watermelon, cucumbers and others. This requires the role of various parties to be able to provide motivation to residents so that they can use the land in the dry season by planting plants that are resistant to dry weather

Based on the observations that there are several business opportunities that can be done for food security in Cihambulu, including businesses related to agriculture, for example by using home yards to grow productive crops, for example bananas as raw material for chips, root crops such as cassava, taro as a source of calories to replace rice. then some vegetable crops for the as the source of food security for their own families and to be processed and marketed to MSMEs. Motivate the Cihambulu people to be entrepreneurs, including traders, food stall businesses, coffee shop businesses and others. Furthermore, the people of Cihambulu are given training on household production from these agricultural products, to motivate them to create home industry, then they will not depend on rice agricultural products.

To improve sustainable food security and the family economy in Cihambulu, researchers also apply the concept of entrepreneurship with Integrated Community Entrepreneurship Empowerment (wiramadu) or Integrated Community Entrepreneurial Empowerment (ICE Power) this concept offers product exchange among Cihambulu citizens and marketing the products together as a superior commodity for Cihambulu, both agricultural products and other products. This concept offering the problem solving for community welfare problems through concept that focus on the social and cultural customs of a region and future sustainability. The focus of this concept is to improve the community welfare by increasing business profits and food security during Covid-19 pandemic and create various business opportunities by training the cihambulu citizens to be good entrepreneurs. The empowerment of integrated community entrepreneurs (wiramadu) or integrated community entrepreneurial empowerment (ICE Power) offering business innovations that can open up market opportunities by running a business with the 3P strategies such as profit, people, and planet that collaboration with economy, social, and the environment element. The principles of Entrepreneurship for integrated community entrepreneurship empowerment (wiramadu) or integrated community entrepreneurship empowerment (ICE Power) are: 1. Family, Commitment and Trust 2. Commitment to mutual aid petrifies members. 3. Commitment to mutual trust in members. Beside that each member obliged to make different business products and obliged to sale and buy between members. The scope of integrated entrepreneurship community entrepreneurship empowerment (wiramadu) or intrgrated community entrepreneurial empowerment (ICE Power) is: 1. Member gathering media 2. Together product marketing 4. Saving and loan. The concept of integrated community entrepreneurial empowerment (wiramadu) or intrgrated community entrepreneurial empowerment (ICE Power) is the formation of a business that prioritizes socio-community in other words one of the concepts of entrepreneurship that not only focuses on profit but also pays attention to other aspects such as socio-social aspects and cultural customs such as : Entrepreneurial religion, culture preneurship, entrepreneurship based on behavior, entrepreneurship based on the livelihood of a community such as Farmers, Fishermen, Traders and others. (Sunardi & Lesmana, 2020).

6. Conclusion (12 font)

Based on the result above here are the conclusion:

1. The condition of food security in Cihambulu, Pabuaran, Subang are at a low level or below the safe limit, this condition is caused by agriculture in Cihambulu, especially rice which is very dependent on weather conditions because there is no irrigation in this area, so rice farmers only grow rice in the rainy season, while in the dry season rice farmers practically do not grow crops, only a small part of the residents carry out planting activities by farming, watermelon, cucumbers and others. This requires the role of various parties to be able to provide motivation to residents so that they can use the land in the dry season by planting plants that are resistant to dry weather
2. The solution that can be made is offering several business opportunities in food security at Cihambulu, including businesses related to agriculture, for example by using home yards to grow productive crops, for example bananas as raw material for chips, root crops such as cassava, taro as a source of calories to replace rice. then some vegetable crops for the as the source of food security for their own families and to be processed and marketed to MSMEs. Motivate the Cihambulu people to be entrepreneurs, including traders, food stall businesses, coffee shop businesses and others. Furthermore, the people of Cihambulu are given training on household production from these agricultural products, to motivate them to create home industry, then they will not depend on rice agricultural products
3. To improve food security sustainability in Cihambulu by applying the concept of entrepreneurship with Integrated Community Entrepreneurship Empowerment (wiramadu) or Intrgrated Community Entrepreneurial Empowerment (ICE Power) this concept offers product exchange among Cihambulu citizens and marketing the products together as a superior commodity for Cihambulu, both agricultural products and other products. This concept offering the problem solving for community welfare through concept that focus on the social and cultural customs of a region and future sustainability. The focus of this concept is to improve the community welfare by increasing business profits and food security during Covid-19 pandemic and create various business opportunities by training the cihambulu citizens to be good entrepreneurs. The empowerment of integrated community entrepreneurs (wiramadu) or integrated community entrepreneurial empowerment (ICE Power) offering business innovations that can open up market opportunities by running a business with the 3P strategies such as profit, people, and planet that collaboration with economy, social, and the environment element.

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