



Identification and Public Acceptance on the Implementation Program of Acceleration of Local Resource Based Diversification of Food Consumption (P2KP-BSL) in Mataram



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Abstract

Program of acceleration of local resource-based diversification of food consumption (P2KP - BSL) has nationally implemented as the initial stage for program socialization since 2009 and simultaneously implemented in 2011. This is a descriptive study. Districts of Sekarbela, Selaparang, and Ampenan were selected as the research focused-areas considering that the three districts have already implemented three sub-programs of P2KP – BSL that is; a) Sub-program of Optimizing Courtyard Utilization, b) Sub-program of Food Processing, c) Sub-program of Consumption Campaigns of Diverse Food, Balanced Nutrition, and Safe for School Children. Finding of the study in Mataram town shows that there are seven planned sub-programs of P2KP – BSL; however, due to the limited fund, there only three sub-programs; sub-program of Optimizing Courtyard Utilization, sub-program of Food Processing, and sub-program of Consumption Campaigns of Diverse Food, Balanced Nutrition, and Safe for School Children have been realized. Meanwhile, there are four other unimplemented programs; 1) sub-program of Specific Region Food Production Developments, 2) sub-program of Local Food Lift, 3) sub-program of Food Business Development and SMEs, and 4) sub-program of Agro-Food Industry Development. The government has the effort to change people's habits aiming to reduce the rice consumption and started to diversify food consumption through a variety of ways - dissemination through print media, electronic media, training, and field schools.

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1. Introduction

Indonesia is rich of food-resource diversities with more considerable carbohydrate content and nutrition, out of rice, such as; cassava, breadfruit, sorghum, corn, and sweet potatoes. However, the majority of its population still consumes rice as a staple food. By the increasing number of Indonesian population, and high increase of the population rate, 1,6 percent per year, to meet the needs of domestic rice, the government annually imports the rice from several countries (Mardison, 2011). Hence, it can be inferred that one of the driving factors of the national rice supply insufficiency is the number of inhabitants and the dependence on rice as a staple food, and one of the alternatives recommended by the government to reduce the public's dependence on rice consumption is to utilize other food sources.

Various problems arising in food diversification efforts to encourage the Government to issue a policy through Presidential Decree (Decree) No. 22 The year 2009 on a Policy of Local Resources Based Acceleration Food Consumption Diversification (P2KP - BSL), which is followed up by the Minister of Agriculture (Permentan) No. 43 the Year 2009 on Movement Program P2KP - BSL. The regulation is a reference to expedite the local resources based diversification of food consumption P2KP) through synergic cooperation between the central government and local governments.

In West Nusa Tenggara province, the policy is followed up by the Governor Regulation (gubernatorial) No. 19, 2010 regarding with Implementation of Movement Program of P2KP - BSL. Based on the gubernatorial, the NTB government strives for reducing the high consumption of rice through applying the Competitive Program of P2KP - BSL consisting of seven subprograms. They are: 1) sub-program of Specific Regions Food Production Development, 2) sub-program of Optimizing Courtyard Utilization for Food Development, 3) sub-program of Business Development Processing for Female Group, 4) sub-program of Movement Spot Diverse, Nutritious Balanced and Safe for School Children, 5) sub-program of Local Food Lift, 6) sub-program of Business Development on SMEs, and 7) sub-program of Local Food Industry Development.

Preliminary information on the field suggests that there are three (3) sub- featured programs already implemented in Mataram, that were; 1) sub-program of Optimization of Courtyard Utilization for Food Development, 2) sub-program of Processing Business Development For Female Group, and 3) sub-program of Diverse Movement Spot, Nutritious Balanced and Safe for School Children.

2. Materials and Methods

This research uses a descriptive method - a method used to search for the status of a group of human, an object, a set of conditions, a system of thought, or a class of events in the present aiming at creating a description, picture or painting systematically, factual and accurately in regard to the fact, the nature and the relationship among the phenomena investigated (Nazir, 2005).

2.1 Unit of Analysis

Unit of analysis, in this study, is parties implementing the program of P2KP – BSL. There are three (3) groups; the first group - the group of women joining in sub-program of Optimizing Courtyard Utilization, the second group - the group of woman joining in sub-program of Business Development for Food Processing, and the third group - the primary school joining in sub-program of Diverse Movement Spot, Nutritious Balanced and Safe for School Children.

2.2 Sampling

Determination of Research Areas

Determining the location and the research sample is done through a purposive sampling technique. The stages are as follows:

- a) Program of P2KP - BSL has been implemented in five (5) districts in the city of Mataram. They are the districts of Ampenan, Sekarbela, Sandubaya, Selaparang, and Cakranegara.

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- b) In this study, three (3) selected districts - Sekarbela, Selaparang, and Ampenan areas the research locations. The selection of the three districts is based on the consideration that all three districts have conducted three (3) sub-programs of P2KP - BSL, namely: a) based on the consideration that all three districts have conducted three (3) sub-program of Optimizing Courtyard Utilization, b) sub-program of Food Processing and c) sub-program of Diverse Movement Spot, Nutritious Balanced and Safe For School Children.
- c) In each district, there are two sub-districts selected with the consideration that the two sub-districts have conducted the programs of P2KP Program - BSL. In Sekarbela district, the programs were held in Jempong Baru and Tanjung Karang sub-districts. In the Selaparang district, the programs were held in Dasan Agung and Karang Baru sub-districts, and in Ampenan districts, the programs were held in Pajarakan and Day Peken sub-districts.
- d) In each sub-district, it is set up of two groups and one school implementing the programs of P2KP - BSL, on the consideration that in every sub-district there are only two sub-districts conducting the programs of P2KP - BSL.
- e) The group members are determined through two ways; a) simple random sampling technique - by raffling all female members carrying the sub-programs of Optimization of Courtyard Utilization, and Food Processing, with the number of respondent members in which five (5) people are involved in each group. While, the determination of the number of respondents to sub-programs of Spot Diverse Movement, Nutritious Balanced and Safe for School Children is deliberately determined through carrying out of each represented by one principal of each school since s/he the only person who joins the socialization.

Therefore, the samples from female group – twelve (12) groups and the school principal – six (6) heads of elementary schools, in this study, become the main source of information. The total number of the respondents in this P2KP – BSL program who are examined is 66 people.

2.3 Data collection

Data collection is done through using several ways: 1) making direct interviews to the respondents, and related agencies guided by questionnaires, 2) doing direct observations in the areas of study, 3) collecting the documents from agencies and related government agencies such as: Mataram Statistics Agency Center, Mataram Agricultural Extension Centres, Mataram City Food Security Agency, and the Food Security Agency of NTB.

2.4 Data and Measurement

The data collected in this study is the identification data and public acceptance in P2KP - BSL Program in Mataram, the program implementation P2KP - BSL in Mataram, and the public acceptance on the program implementation of P2KP - BSL in Mataram. Measurement of data uses an ordinal size and ratio by using stage models; good, moderate, and low.

3. Results and Discussions

3.1 Public Acceptance on Media Used for Dissemination of the Sub-program of Courtyard Utilization Optimization

Research in Mataram showed most respondents (76.66%) know the program of P2KP - BSL is from the agricultural extension, and the least of them (23.33%) obtained the information from media such as television and radio.

The agricultural extension socialization is more effective than that of the printed and electronic media; thus, the respondents' knowledge about the utilization of the yard optimization program depends on the active role of the agricultural extension. The roles are the keys to the knowledge of the society - to know the importance of this program. Furthermore, technicians also function to motivate and raise public awareness in order to participate in the program aiming that the respondents can face the barriers, and the assistance provided can raise public awareness in support of government programs.

3.2 Group Formation

Findings show that most respondents rate that the main requirement to be a member of utilization of the yard optimization program is a good category. The formation requirements are very easy and do not burden the female group. Also, the main requirement is that a group consists of at least ten (10) people owning motivation and awareness of the importance of the program both for himself or his family.

According to [Stockbridge et al., 2003](#) cited in [Sri and Dewa \(2011\)](#), If group members do not actively participate in the group activities, the group is likely to fail to achieve the objectives of the group. However, the fact shows that the formation of the female groups as places for implementing the launched programs and as means of channeling all kinds of aid from the government - is not based on their own, but the governments' encouragement.

3.3 Criteria for Proposals

Finding shows, all respondents (100%) assess the proposals are in a good category. It is shown that there is no difficulty found in preparing a proposal by a female group due to companion extension facilitation.

The agricultural extension has played an essential role in increasing agricultural production in Indonesia. The development of the agricultural extension always has ups and downs and dynamic turns. It is in accordance with the times and an important role in agricultural development, which is a part of the national development, as well as a process of transformation from traditional agriculture into agriculture resilient which is capable of utilizing resources optimally and capable of making adjustments in the pattern and structure of its production to changes in attitudes, behavior, knowledge and skills of farmers and their families as a result of the learning process ([Sundari et al., 2015](#)).

Consequently, the role of companion extension is the key for the government program. The more active the companion to motivate the female group, the more effect possible to the success or fail of the program to the public will become.

3.4 Fund Use

Field research shows the use of funds provided by the government for the utilization of the yard optimization program is in a considerable category. The funds having been granted were used according to the program instructions.

Once the fund was withdrawn and transferred to the account of each group, as well as in advance of taking the fund, the group has a discussion and makes RKKA with companion extension. According to all respondents (100%), the amount of funds given to each female farmers' group is IDR 16,000,000. This fund is allocated for:

- a) Deep lot Development amounted IDR 2,000,000 in 2011 - ranging from buying needs such as soil, chaff, fertilizer, seed, playback, etc.
- b) Yard Members Development amounted IDR 12,000,000 in 2012 - used to buy all the requirements needed by the members to meet the need to cultivate grounds ranging from buying land, husks, playback, seeds, cattle fish, chicken, for a savings and loan group members etc.
- c) Development of a Nursery group amounted IDR 2000,000.00 (Usually made greenhouse nurseries).

3.5 Public Acceptance of Implementation of the Field School

Findings show the implementation of the Field School in the accuracy of the implementation schedule of Field School, methods, activities carried out, and the perceived benefits by the respondents were in a good category. Meanwhile, in the content delivery of the Field School, the majority of respondents (80%) said that it is in a good category represented by the spirit of the majority of respondents in participating in the field school activities.

The level of understanding of each member of the group depends on the level of attention to the presented material. The more diligent the female group attend and pay more attention to the material during the Field School, the more skillful and capable than the female group to solve problems encountered in managing the group, and yard.

3.6 Public Acceptance on Counseling Assistance Performance

Findings show that the most respondents assessed the counseling assistance performances are in moderate category (63.33%) and the least said their performances are good (33.66%). It is due to the fact that they were very diligent in fostering the female group. Counseling assistance's skills were very influencing the group's ability and performance. They did not only carry out the guidance of Field School, but they also aid to make a plan of activities and budgets (RKKA) as well as to motivate the female group. [Majid \(1999\)](#) stated that, nowadays, the repertoire of science and technology of agricultural extension is not adequate compared to its duties in carrying out such complex diversification.

The activities carried by the companion extension is not only limited to accompanying on the Field School activities but the companion extension tasks such as helping create Needs Work Plan and Budget (RKKA) and motivate groups of women. According to [Majid \(1999\)](#) stated that, nowadays, the repertoire of science and technology of agricultural extension is not adequate compared to its duties in carrying out such complex diversification.

Therefore, the importance of mentoring and skill building of the agricultural extension is highly required – such as training. The training aims at improving human resources in the field of agricultural extension so that the group of women can receive the material from the current innovation in the Field School that delivered by the agricultural extension.

3.7 Public Acceptance on Group Seed Development Program

Findings show that public acceptance of seed development activities is a good category. Data presented that the respondents were very excited about the implementation of the nursery. The implementation of the development of group seedlings includes; the executed activities, the seed quality diversity, and the perceived benefits.

To produce a prime quality of horticultural products, it surely needs high seed quality - the seed which is capable of expressing superior characteristics of the varieties they represent ([Anonymous, 2012c](#)).

3.8 Public Acceptance on Demplot Development Activity

Findings show the majority of the respondents' view (66.67%) in regard to the area owned plots are in a good enough category, while a small portion of respondents is in a good category. In addition, the receipt of all respondents (100%) on the implementation of activities and the perceived benefits in a pilot project activities are in a good category. They in this activity are very enthusiastic to join the activities carried out at the demonstration plot.

3.9 Obstacles in the Implementation of sub-program of the Optimization of Yard Utilization

Twenty-three people (76.66%) of female group in the promotion and dissemination of program which are related to P2KP - BSL through the utilization of the yard did not attain the information about the program of P2KP - BSL through the utilization of the yard on either the printed or electronic media since they had no information about the showtime; consequently, the programs were known from the socialization delivered by the counselors.

3.10 Female Group's Obstacles in Grouping

Findings, in general, show there are several obstacles encountered by the female group; 1) the narrowness of the female group's yards leading to optimum results, 2) the limits of yard utilization on the existing plants in which the plants only for personal consumption and unmarketable, and 3) unskillfulness in plant arrangement grown.

Another constraint faced by the group managers is the level of attendances in a regular group meeting – once a week. Ten people (33.33%) of the respondents argue that regular schedules occasionally clash with the events - family, taking care of children at home and sometimes the child was ill, etc.

3.11 Public Acceptance on the Implementation of the sub-program of the Local Food Processing Development

Findings show that only a small proportion of the respondents (10%) knows the program of P2KP - BSL through printed and electronic media. Thus, the public acceptances are a low category. While the others (80%) did not know the information via the media. Most of the members know the program from their fellows attending the training in which a group usually represented by several people.

3.12 Public Acceptance of the Process of Group Formation

Findings show the majority of respondents assessed the group of P2KP – BSL program through industrial development in the process of the group formed in a considerable category. In this activity, the female group did not find difficulty in group formation.

Anatanyu (2010) stated that the Institutional farmer in carrying out its role requires organization, with the specific skills to provide encouragement and systematic aid. Ideally, the development of the institutional capacity of farmers is made through a self-help approach. The process-oriented approach, help people in learning how to solve their own problems. Counseling is based on the premise that people can, will, and should jointly solve the problems faced. Thus, it requires the commitment of the community to help themselves, without the commitment of the institution, there will be gaps capacity to achieve the effectiveness of activities. In the institution, there need to be farmers growing awareness of the outside influences that limit their business, as well as the identification of the needs arising from such influence in order to have further in its fulfillment.

3.13 Public Acceptance on the Proposal Criteria

Findings show that the majority of the respondents (66.67%) - a group of female farmers in a time of getting equipment did not submit a proposal. Its provisions are an active bunch and have the result of processing products. This was recorded by the extension if each member needs any equipment.

Sundari, *et al.*, (2015) stated the agricultural extension has played an essential role in increasing agricultural production in Indonesia. The development of the agricultural extension always has ups and downs and dynamic turns. It is in accordance with the times and an important role in agricultural development, which is part of the national development, as well as a process of transformation from traditional agriculture into agriculture resilient which is capable of utilizing resources optimally, capable of making adjustments in the pattern and structure of its production to changes in attitudes, behavior, knowledge and skills of farmers and their families as a result of the learning process.

3.14 Public Acceptance on the Tool Use

Findings show that the tools provided by the government to the female group are a set of flooring tools. It is directly given to each group. According to all respondents, (100%) there are many difficulties in terms of its operation leading to the less result, and the electric power required is quite large; consequently, the group needs to spend more money and time.

This situation emerges since the public does not fully involve in participating and at decision-making; as a result, the people receiving a program will not run it properly. According to Kertasasmita sited in Yulianti (2012) there is a number of causes leading people to participate less in the development program, that are: a) the development benefits only a small group of people, and does not benefit the people at large; b) despite benefitting the people at large, people do not understand the intent c) the development is intended to benefit the people and the people understand it, but the implementation is not suitable for their understanding, and d) the development will benefit the people but people were not excluded at the early stage.

3.15 Public Acceptance on the Training Activity

Findings show that a small proportion of respondents (40%) rates the training activities are good. Each board member of the group stated that not all members of the group could attend the training, only partially represented. This led to less effective training, and it is hard to teach the training results to other members because each member is busy with their own jobs - and rarely can they gather.

3.16 Public Acceptance of the Counseling Assistance Performance

Findings show that the respondents stated the performance of counseling assistance is *quite good*. They visited the respondents regularly since this program has no regular scheduled program from the government, for instance, the training is not routinely carried out.

The agricultural counseling performances could be viewed from two perspectives; firstly, the performance functions as individual characteristics – the important variables, which influence the behavior of a person including the agricultural counselors. Secondly, the performance of agricultural counselors is the influence of situations in which there exists a difference of implementation and management of agricultural extension in each district involving the diverse institutional aspects, energy, program implementation and financing (Jahi and Leilani, cited in Awal, 2013).

The performance of the companions influences the creativity and advancement of the female group since they are the agents of change serving to improve the performance of the group and to change group behavior better. Also, they function as the transferor of technology, facilitator, mediator, and others charging to take the group to more advanced, independent and empowered.

3.17 Public Acceptance of the Types of Assisted Tools and the Products

a) Dryer

According to all respondents – thirty people, the dryer having a small capacity spends a large amount of electric power. Thus, the female group did not dare to use it with the consideration that they will pay the expensive electricity bills; consequently, they prefer running the products by sunlight. they said, *“We object to using the aid-tools provided especially the dryer and flooring due to the fact that the dryer needs a high amount of electrical power. We will get lost since paying more expensive bills than it used to”*.

b) Slicer

All respondents said that the quality is quite good but the thickness level needs to be improved. The female group is supposed to be able to improve the thickness of the tool. The expertise of technology is definitely needed. Thus, prior to receiving the tools, it is necessary to hold training and the need for accuracy of the female group.

c) Flouring Tool

Most respondents (83%) said the result of the flooring tool is quite good, while a small portion of respondents (16.66%) complained of not robust switched on it, age factor, not strong enough to pull the tool, and as a result, they decided to go to the market.

Most of the equipment is of quite good quality; however, somewhat it is difficult to operate requiring longer periods. This leads the respondents either directly flour to market which is faster and cheaper than utilizing the tool provided by the government. The majority of the respondents said, *“flooring tool require us to buy a liter of gasoline in advance at a price of IDR 5,000 whereas in the market we only pay IDR 1000 per kg which is absolutely more practical and untiring that switching the engine on.”*

d) Sieving Tool

Finding indicated that most equipment quality is good, but somewhat difficult to use, and requires a long time if it is used. This causes the respondents to prefer to flour directly to market which is faster and cheaper than utilizing the tool provided by the government.

Most respondents (66.67%) stated that the aid food processing equipment is ineffective since the tool is not appropriate to the public needs. Consequently, the tool is not used properly by the public. The governments should no longer use the top-down system in decision making concerning the public needs. They are supposed to first analyze the needs which are more beneficial to be used for society. A respondent said, *“at the time the Government will give the tools, we are gathered in advance and asked for what we need to support our business. However, by the time of the aid distribution, what we actually need is not provided by the government and instead the vice-versa.”*

e) Oven

Findings in Kota Mataram show, oven given to female groups is not utilized by the respondents due to the oven that government provided needs a high amount of electricity capacity and small in size. Hence, the respondents prefer sunning uses sunlight to dry the processed products. Ten respondents (33.33%) said that if we use this oven for production processes, it will be hampered because capacity is small, but needs large power leading to the detriment.

3.18 Public acceptance on the Implementation of the sub-program of Campaigning Various Nutritious Eating balanced and Safe for Children in Public Schools

Socialization program has provided by the Food Security Agency to the headmasters of Elementary School – the targets of the program. The materials delivered were the importance of food variety, nutritionally balanced, and safe, the introduction of food substances - safe and natural, and food substances that are harmful to the body, the introduction of types of local food, local food benefits, and the impact of excessive consumption of rice.

According to the head of the primary school attending the socialization program, the training has provided knowledge about the importance of consuming food that is nutritious, balanced and safe for young children, and the importance of diversification of food consumption in absorbing the vitamins fuller and more diverse. To diversify the food that will be consumed does not necessarily have to be an expensive meal, but by utilizing the local-typical food of the region.

3.19 Impediments of the sub-program of Campaigning Various Nutritious Eating balanced and Safe for Children in Public Schools

Most of the schools, targetted schools for this program, are still largely the dissemination of programs that have been followed. There is no any result of one school out of the six (6) schools have implemented the program. It is due to the fact that it has been recently implemented. Schools implementing this program exploited little schoolyard to be used as a garden for growing a variety of vegetables, and medicinal plants - drugs, and implementing healthy school canteen without coloring, and artificial sweeteners for students. It is known that snacks and manufactured food mostly still use dyes and artificial sweeteners which are not good for health.

According to five school principals' judgment, there are three reasons why some schools have not applied for the program; those are as follows:

- a) Schools are still busy with the school activities such as teacher supervisions; preparation for a semester and national exams; as a result, the information has not been distributed to the schoolteachers.
- b) There are no costs for land preparation costs. It spends a high amount of funds.
- c) Mutations are in the school environment. The head of the school and the new teacher are not aware of this program.

4. Conclusion

- a) Results of the identification indicate that the program of P2KP - BSL launched in Mataram consists of seven subprograms. However, in the time of the study, due the limited fund, the government can implement three subprograms, that are; 1) sub-program of Optimizing Courtyard Utilization, 2) sub-program of Food Processing, 3) sub-program of Campaigning Food Diversity, Nutritious Balanced and Safe for School Children, meanwhile there are four other programs which have not been implemented, namely 1) sub-program of Food Production

Development for Specific Regions, 2) sub-program of Local Food Lift, 3) sub-program of Food Business Development and SMEs, 4) sub-program of Agro-Food Industry Development.

b) Public Acceptance on the Program of P2KP - BSL which has already been implemented as follows:

1) Sub-program of Optimizing Courtyard Utilization is well accepted. This is shown as follows:

- (a) In socialization activity, there is a small portion of the group knowing dissemination via the electronic and printed media. They were acknowledged by the counselors.
- (b) Becoming the members of the group is easy. The minimum numbers of group members are ten (10) and have the desire to join the program of P2KP- BSL.
- (c) Field School activities were joined by the entire members in the spirit of the current discussions cover topics in the Field School.
- (d) Companion extensions do not actively assist the field school activities, but they frequently motivate the group members in running the programs.
- (e) The female group enthusiastically attended the yard development activities, and they have started proficiently in raising crops.
- (f) In the implementation of activities in the demonstration plot, the respondents were very excited about the cultivation of plants grown in plots.

2) Generally, the public acceptance of the sub-program of Local Food Business Development is categorized quite good. Variety of activities are shown as follows:

- (a) Only a minority of the group members knows the socialization through the printed and electronic media.
- (b) The terms of the recruitment of a group member are very easy -consisting of at least ten people.
- (c) The performance of the companion is quite active in accompanying the group in implementing the program of the development of food processing.
- (d) The public acceptance of the sub-program of the tools given is categorized poorly since the equipment is less effectively used by the respondents and does not cover the group's need.
- (e) The public acceptance of the sub-program of the training activities is categorized low since the training provided is not routinely done and only represented by a few members of the group.

[3] Generally, the public acceptance on the sub-program of the movement on Diverse Eating Nutritious Balanced and Safe for School Children at the day of the dissemination activities were well accepted, and the head of the school is very interested in seeing schools who have successfully implemented the program. However, in the implementation, the schools participating in the socialization have not yet fully implemented the recommendation of the program due to the lack of fund.

Suggestion

The results of identification and public acceptance of the implementation program of BSL P2KP are suggested as follows:

- 1) It is expected that the government becomes more effective in dissemination activities in order to motivate the female farmers
- 2) It is expected in the training - workshop, all group members can attend training without any representation.
- 3) It is expected for food processing technology that the technology needs to be rendered more efficiently in order to be effectively used.

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The author(s) declared that (s)he/they have no competing interest. The study was financed by the author.

Statement of authorship

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.


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