

Evaluation for Distribution Medium Rice Policy in Kudus Regency

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Abstract

The problem in this study is why the consumption of medium rice is smaller compared to premium rice. As is known in several Regency, the consumption pattern that usually occurs, medium rice consumption is greater than premium rice. The objectives of this study were: To identify patterns of rice consumption in Kudus Regency based on a survey approach; Analyzing the accuracy of survey data that has been collected so far through distribution surveys and consumption patterns based on the survey approach; Identify and analyze data from survey results on rice consumption patterns in Kudus Regency based on the survey approach. The research methodology uses a quantitative descriptive approach using simple statistical analysis. The method of data collection uses survey methods and data analysis using qualitative and quantitative analysis. The pattern of consumption of medium rice in Kudus Regency is lacking, because the people are more interested in or prefer to consume premium rice such as perfume and premium SS. The availability of rice in Kudus Regency when ordinary daily does not reflect the adequacy of availability because, during the survey, not all rice stocks have been recorded. The pattern of rice consumption in Kudus Regency follows the usual consumption pattern, which is sharply increased during religious holidays such as Idul Fitri and Christmas and New Year's Day. Economic factors influence the people pattern of rice consumption. The socio-economic level of the people is quite high, so they prefer to consume premium rice rather than medium. The price of rice, both medium and premium, fluctuated but was still under control. Rice price fluctuations follow market law, that is, if the high demand for rice stocks is limited, prices tend to rise. Vice versa, but the price of rice in Kudus Regency is still affordable by the community. Based on the survey results it can be recommended that the Department of Trade and Industry take the policy of distributing medium rice to certain locations, namely in the District of Dawe and Mojobo, where the level of consumption of medium rice is quite high.

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INTRODUCTION

The high demand for food is due to the increasing population. The main problem in Indonesia's food security is the growing demand for food faster than the growth of food supply. Increased demand for food is a result of population growth, economic growth, increased public purchasing power, and changes in food habits (Warsilah, 2013).

The Food Agriculture Organization (FAO) says rice is one of the main foods in the world consumed by around 3 billion people every day. In Asia, rice is a staple food for approximately 600 million people. More than 60% of the world's population or one billion people in Asia depend on rice as a staple food and live in poverty and malnutrition. If there is a decline in rice production, it will result in poverty and hunger (Suryahadi, Suryadarma, Sumarto, and Molyneaux, 2006; Tim Peneliti PMB-LIPI, 2001).

The pattern of public consumption describes the allocation or form of consumption that generally applies to community members. Consumption can be interpreted as an activity to fulfill current needs or desires to improve their welfare. Thus, consumption allocations are highly dependent on the definition and perception of the community regarding the needs and constraints they face (Koné, Lebailly, Berti, Theriault, and Dembélé, 2015).

Rice is a domestic commodity that needs attention from the government so that the increase in demand for these commodities in the local market does not lead to a decline in commodity prices which can harm farmers (Bowo, Nurhayati, and Imleesh, 2016). The low price of these commodities will benefit consumers if, on the contrary, it will harm farmers. The government has tried to protect domestic producers/farmers through the provisions of import and import tariffs. Rice commodities are influenced by government policies (Bowo et al., 2016; Fidèle, Eric, Njehia, de Wolf, and Karani-Gichimu, 2015).

Rice retailers chosen by consumers are traditional markets (55%), rice kiosks (25%), and

supermarkets (13%). This is determined by dynamically changing demand and supply. Rice is consumed by individuals, households, and businesses (Kusno, Imannuridin, Syamsiyah, and Djuwendah, 2018).

Economic sector, Subsector of the pattern of consumption of staple goods The community of Kudus Regency plays a role in regional economic growth. The pattern of public consumption of basic needs will affect macroeconomic conditions, such as people's income (Erwin, and Karmini, 2012; Tambunan, 2010).

The consumption pattern can be identified based on the allocation of its use. Thus it can be known that the community's needs for basic goods are the basis for the size of the distribution of necessities that must be done (Muslim, 2011). The study of consumption patterns for basic needs takes the case in Kudus Regency because based on information from the Office of Trade and Industry in Kudus Regency, medium rice consumption is smaller than premium rice. The problem in this study is why the consumption of medium rice is smaller compared to premium rice. As is known in several Regency s, the consumption pattern that usually occurs, medium rice consumption is greater than premium rice.

This research aims to:

- a. Identify patterns of rice consumption in Kudus Regency based on a survey approach.
- b. It is analyzing the accuracy of survey data that has been collected through distribution surveys and consumption patterns based on the survey approach.
- c. Identify and analyze data from survey results on rice consumption patterns in Kudus Regency based on the survey approach.

Availability of Basic Supplies

The availability of basic needs of the community is a very strategic aspect for controlling inflation and meeting the needs of people in various sectors. Basic needs such as rice, meat, cooking oil, chili, fresh fish, flour, cooking oil are the people's daily needs. Government efforts to provide necessities

adequately and affordable by all levels. Monitoring the price of necessities is important because it can trigger inflation and also the turmoil in the community (Sayaka, and Adhie, 2016; Woodford, 2011).

The consumptive pattern of urban society is not only the need for the function of goods but also due to desire or prestige. This is due to a large number of offers from the latest products that are promoted through print and electronic media even through direct sales in places that make a person easily influenced to try or buy the item even though the item is not needed (Mufidah, 2012).

Monitoring the price of material needs is often associated with availability in the market. As with economic law, if availability decreases and demand is high, then prices will increase. Therefore the adequacy of availability is important and needs to be controlled so as not to trigger price increases.

Consumption Pattern

The consumption pattern is the composition of a person's needs for goods and services to be consumed in a certain period, which is fulfilled from his income. The consumption pattern of each person is different. High-income people differ in their consumption patterns from middle-income people, in contrast to low-income people. Director's consumption pattern is different from employee consumption. Teacher consumption patterns differ from farmers' consumption patterns (Alfiati, 2018).

The difference in consumption patterns of each person is not only influenced by the high and low income but also influenced by the following factors:

1. Education/knowledge level

The better level of education and knowledge will affect one's consumption patterns. Someone with higher education and knows a lot of things about health, for example, or about taste, then they will consume healthy and tasty foods. Likewise, with their education and knowledge, they also understand quality goods.

2. Living conditions and climate

Housing conditions and climate and weather will affect one's consumption both for basic needs, as well as for other consumer goods. Consumption patterns in tropical climates, for example, will be different from sub-tropical climates.

3. Type of work

The type of work someone according to various studies, also influences one's consumption patterns. Someone who works as a factory worker, in contrast to someone who works in an office or even a civil servant, will be different in consuming basic needs. Certain types of work require adequate nutrition so that they consume foods that are high in nutrition.

4. Level of nation civilization

Nation civilization also has different consumption patterns for basic needs. A person's eating habits or culture will form different consumption patterns for basic needs.

5. Community sociocultural habits and conditions;

The socio-cultural conditions of the people also form different consumption patterns. Various cultures in Indonesia have formed different patterns of consumption towards basic needs.

6. High and low prices of goods and services;

Community consumption patterns are also determined and influenced by the high and low prices of goods and services. Different people's income and different purchasing power capacity consumption patterns will be largely influenced by the high and low prices of goods and services.

7. Taste that is developing in the community

The consumption pattern is also influenced by the tastes that are developing in the community. At a certain time there is a change in the trend or the tendency of people to buy certain goods and services because of the seasons, developing modes and tastes of the people at certain times. This condition will also form a pattern of consumption of goods and services. (Astari Miranti, 2016).

People's consumption patterns are different, but in general in consumption people will prioritize basic needs, then meet other needs. The consumption pattern is also directed at one item or a group of certain items needed by the community. The food consumption pattern is the composition, type, and amount of food consumed by a person or group of people at a certain time. The food consensus pattern is an illustration of the number, type, and frequency of food consumed by a person or group of people is a characteristic of certain groups of people.

Food Security

Based on the definition of food security from FAO (1996) and Law of Republic Indonesia No. 7 of 1996, which adopted the definition from FAO, there are 4 components that must be met to achieve food security conditions, namely: (i) adequacy of food availability (availability); (ii) stability of food availability from season to season (stability); (iii) accessibility/affordability to food as well as accessibility; (iv) food quality/safety (safety).

The availability of food implies that there is a sufficient supply of food available at all times. Food distribution stability is defined as the ability to minimize the gap in food availability to demand food consumption, especially in difficult years or seasons. The aspect of availability covers national, regional, and household levels. Availability is expected to reach a minimum household level of 2200 kcal/cap/day and 57 grams of protein/ cap/day. The availability

aspect can be fulfilled not only from domestic potential but also from inter-regional trade as well as imports in foreign trade. However, it will be very dangerous if an area only relies on aspects of availability from imports. This is because the trade in food is a residual over fulfillment of domestic needs, which has implications for the food market, which tends to be a thin market.

The importance of food security which concludes from his study for the case of Indonesia, Japan, and the United Kingdom that no country can maintain the process of economic growth without first solving food security problems (Limenta, and Chandra, 2017). For Indonesia, the rice economy has proven to be a significant supporter of Indonesia's rapid economic growth since the 1960s. Also, the importance of food security is partly because adequate food availability nationally does not guarantee regional (regional) food security, households, and individuals. Related to this fact, the problem of how to manage the availability of sufficient food to be accessible to households/individuals in each region is an interesting issue to be explored. Food management is related to the problem of how to manage food reserves. In this case, management of food reserves is one aspect that has not been well studied. National and regional food availability do not guarantee the existence of household or individual level food security. This is because, in addition to food availability, household/individual food security is also determined by their access to food.

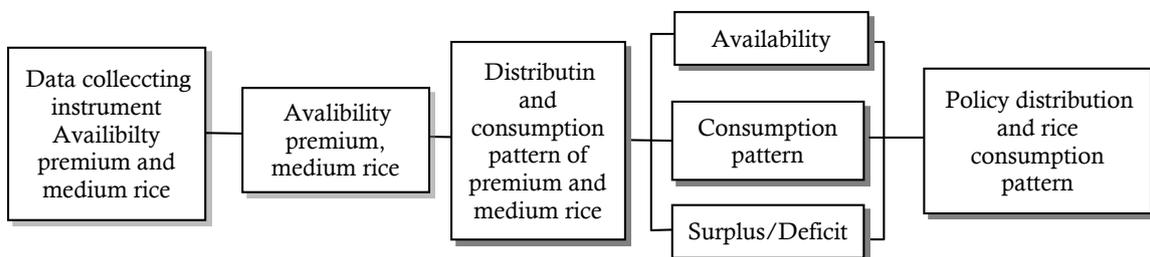


Figure 1. Framework Thinking Distribution Policy and Consumption Pattern of Rice in Kudus Regency

Framework Thinking

Distribution studies and patterns of rice consumption in Kudus Regency depart from the

problem that medium rice consumption is smaller compared to premium rice, but medium rice supply in Kudus Regency is greater than

premium rice. The consumption pattern is seen from the volume of rice purchases, which are surveyed by rice traders. In the early stages, the preparation of instruments was carried out and continued with data collection, data processing, data analysis, report writing. After the data is collected, the data processing and analysis are carried out, and the preparation of research reports. Diagrammatically the research drafting framework, in particular, the availability and consumption patterns in Kudus Regency can be seen in the following Figure 1.

METHODS

This research is a quantitative descriptive approach, which describes the distribution and consumption patterns of premium and medium rice in Kudus district. The data needed are primary data and secondary data. Secondary data collection techniques using documentation techniques, while primary data collection using questionnaire techniques. The variables surveyed are the type of rice, the amount of rice availability, the sales volume of rice every day, the volume of sales in one month, the volume of sales at the time of Eid; sales volume at Christmas and New Year, selling price per kg last month, the price is the highest, as long as rice.

The method used in the data collection was a survey, to traders in several markets in Kudus Regency, namely: (1) Wates market (Undaan), (2) Mijen (Kaliwungu); (3) Besito (Gebog); (4) Piji (Dawe); (5) Karangbener market (Bae); (6) Jekulo (Jekulo) market; (7) Brayung (Mejobo); (8) Bitingan (Teak); Pasar Baru (Wergu Kota); Jember market (City).

Data collection using questionnaire instruments. The data collected is primary data, namely, data collected directly from respondents or informants. In addition to primary data, secondary data is also collected, i.e., data collected is not directly from the source — secondary data in the form of monographic data, statistics, documents, and publications. Data collection uses documentation techniques.

The collected data is then processed. Data processing is done by classifying, clarifying,

tabulating data. The data collected from the survey results are very diverse, so the process mentioned above must be done. Also, calculations for data are also carried out to meet analytical needs.

Data analysis is done if the data has been presented in table form. Data analysis is carried out, among others, by comparing or comparing the price of one price with another to then determine the price range. The next amount of consumption is also compared with the level of consumption that exists. Another data analysis technique is to carry out an analysis of adequacy, namely the amount of production volume compared to the volume of consumption, so that a surplus or deficit can be obtained.

RESULTS AND DISCUSSION

The implementation of this research was surveyed the availability and consumption of certain commodities, namely rice, commodities, which were surveyed directly to traders. The variables that the informants will obtain from this survey are: (1) Availability; (2) Volume of sales every day; (3) Volume of sales in one month; (4) Sales volume at the time of last year's Eid according to type (since the beginning of Ramadhan day H-1); (5) Sales volume at New Year's Christmas by type (7 days before Christmas at January, 2); (6) Selling price per kg according to type (last 1 month) (if in one month fluctuations occur, take the highest and lowest prices); (7) Highest selling price; (8) Origin of commodities; (9) The types of commodities most often consumed; (10) Community interest in certain commodities.

Based on the survey results in May 2018 on 11 markets in Kudus Regency, the condition of each staple item of rice type can be seen in the description below. The types of rice circulating in Kudus Regency are quite a lot. The types of rice circulating in the market of Kudus Regency are (1) SS (Medium); (2) Umbuk Wangi/Menthik (Premium); (3) SS Super (Premium); (4) Bulog (Medium); (5) Membramo (Premium).

Various types of rice are sold in all markets in Kudus Regency, although not all traders sell all

types of rice. The survey of rice traders was conducted to find out consumer behavior in buying rice. The survey was conducted in 11 markets with the number of informants as many as 50 rice traders, with the number of traders from each market not the same. The following is the number of survey informants of rice traders in 11 markets.

Table 1. Number of Respondent in Each Market in Kudus Regency

Name of market	Number of rice traders
Bareng market	3
Piji market	7
Wates market	6
Bitingan market	3
Jember market	6
Baru market	5
Kliwon market	5
Mijn market	3
Besiot market	3
Karangbenere market	3
Mbrayung market	6
Total	50

Source: Market Office, Kudus Regency

Rice Availability

The availability of rice at the merchant level cannot be calculated by traders, because some traders do not store rice for too long. The behavior of existing traders quickly circulates money, so in fact, to find the availability of rice in rice traders is temporary. The availability of rice at the time of the survey in May is as follows in Table 2.

Table 2. Rice Availability in May 2018

Types of rice	Rice availability (kwt)
SS Super (Premium)	128.600
Umbuk wangi/Menthik (Premium)	48.650
SS (Medium)	14.900
Bulog (Medium)	2.200
Membramo (Premium)	1.300

Source: Survey in May 2018

The availability of rice in the most Kudus Regency is SS Super (premium). At the time of the May survey, the availability of this type of rice was 128,600 kg or 128.6 tons. When compared with the population of Holy Kapatén of 841,578 people in 2017 with rice needs of 1.67 kg per

capita per week (BPS), the availability of rice at the time of the survey could not reflect whether there was sufficient availability of rice in Kudus District at that time. This is because, during the survey, not all traders were interviewed in May and were able to remember the amount of rice available in their warehouse.

Daily Sales Volume

Based on a survey in May 2018 for 11 markets, rice sales in 1 day in Kudus Regency reached an average of 8,872 Kg. The type of rice with the highest sales is in the premium rice group with SS Super rice types. The type of SS super (premium) rice in one day the average sales in Kudus Regency reached 4,945 Kg. Meanwhile, the second sales ranking is in the type of Umbuk Wangi/Menthik (Premium) rice with total sales of 2,753 Kg. Next, the average sales of 5 types of rice in Kudus Regency are calculated every day.

Table 3. Rice Daily Sales Volume by Rice Type in Kudus Regency

Types of rice	Rice daily sales volume (quintal)
SS Super (Premium)	4.945
Umbuk wangi/Menthik (Premium)	2.753
SS (Medium)	1.119
Bulog (Medium)	46
Membramo (Premium)	12

Source: Survey on May, 2018

The availability of rice in the most Kudus Regency is SS Super (premium). At the time of the May survey, the availability of this type of rice was 128,600 kg or 128.6 tons. When compared with the population of Holy Kapatén of 841,578 people in 2017 with rice needs of 1.67 kg per capita per week (BPS), the availability of rice at the time of the survey could not reflect whether there was sufficient availability of rice in Kudus District at that time. This is because, during the survey, not all traders were interviewed in May and were able to remember the amount of rice available in their warehouse.

Monthly Sales Volume

The sales volume of rice in Kudus Regency based on the survey results in May 2018 for 11 markets reached 232,890 Kg. The amount of rice

sales in one month is seen from the same type as the average condition of daily sales, which is in the type of SS Super (Premium) and Umbuk Wangi/Menthik (Premium) rice. Sales of SS Super (Premium) rice reached 124,785 Kg in one month. While Umbuk Wangi/Menthik reaches 72,915 Kg. The following is the amount of rice sales volume based on the type seen in one month.

Table 4. Rice Sales Volume During the Last One Month by Type of Rice in Kudus Regency

Types of rice	Rice sales volume (quintal)
SS Super (Premium)	124,785
Umbuk wangi/Menthik (Premium)	72,915
SS (Medium)	33,540
Bulog (Medium)	1,357
Membramo (Premium)	379

Source: Survey in Ma 2018

Sales Volume During Religious Holidays

The survey of rice consumption was not only asked by informants about the conditions of selling ordinary days but also asked about the volume of sales on religious holidays, especially on Idul Fitri and Christmas and New Year. During the survey (in May 2018) it was estimated that the volume of rice sales in fasting and Idul Fitri in 2018 had increased. Towards Eid al-Fitr, the need for basic goods, especially rice, will certainly increase. This increase occurred not only because of consumption needs but also other needs, such as the payment of zakat fitrah, which still uses rice. The sale of rice on the eve of Eid al-Fitr shows a fairly high surge, reaching 1,076,136 Kg. This sale is calculated from the beginning of the month of Ramadan to Eid al-Fitr day. The increase in rice sales reached an average of 5-7 times compared to sales in normal months. The highest sales increase was in the type of rice Umbuk Wangi/Menthik (Premium) with an increase in sales reaching 12 times compared to usual. Whereas the type of rice that has dominated so far, namely SS Super (Premium) has dropped from sales in the typical months and the type of Bulog (Medium) is two times the sales

of ordinary months. The following is a list of rice sales during Eid al-Fitr based on the type.

Sales on Christmas and New Year are also increasing, although not as high as on Eid al-Fitr. The survey conducted in May 2018 shows that the increase in rice sales on Christmas and New Year is only 50% of sales in the normal month. The highest increase in rice sales was in the type of Umbuk Wangi/Menthik (premium) rice. A description of sales volume on Christmas Day and New Year in 2017 is shown in the following Table 6.

Table 5. Rice Sales Volume During Idul Fitri by Type of Rice In Kudus Regency

Types of rice	Rice sales volume (quintal)
SS Super (Premium)	102.356
Umbuk Wangi/Menthik (Premium)	903.500
SS (Medium)	67.480
Bulog (Medium)	2.312
Membramo (Premium)	561

Source: Survey in May 2018

Table 6. Rice Sales Volume During Christmast and New Year by Type of Rice in Kudus Regency

Types of rice	Rice sales volume (quintal)
SS Super (Premium)	76.525
Umbuk Wangi/Menthik (Premium)	46.375
SS (Medium)	18.047
Bulog (Medium)	2.781
Membramo (Premium)	711

Source: Survey in May 2018

Selling Prices

The survey related to the price of rice in Kudus Regency in May 2018, in 11 markets, the average price of rice by type increased between Rp. 500 and Rp. 1,000 per kg. Based on information from traders, rice prices are quite diverse, but if averaged or in the price range of rice in Kudus district, as shown in the following table 7.

Table 7 can be concluded that the highest price of rice is Umbuk Wangi/Menthik, which is Rp. 13,500/kg. The price of the cheapest rice is the highest Bulog (medium) rice reaching Rp. 8,500/kg.

Table 7. Rice Selling Prices and Highest Selling Price by Type of Rice in the Last 6 Months in May 2018

Types of rice	Price average (Rp/kg)	Highest selling price (Rp/kg)
SS Super (Premium)	9.800 - 10.500	10.500
Umbuk wangi/Menthik (Premium)	10.000 - 11.000	13.500
SS (Medium)	8.700 - 9.000	9.000
Bulog (Medium)	7.000 - 7.500	8.500
Membramo (Premium)	9.000 - 11.000	11.000

Source: Survey on 11 Market, 2018

Supply Area

The availability of rice in May 2018, 11 markets in Kudus Regency based on the origin of the average suppliers brought in from the rice mill around Kudus Regency. The types of rice that show the suppliers are also imported from outside, namely the types of Membramo (Premium), SS Super (Premium), and Umbuk Wangi/Menthik (Premium). The following information on rice suppliers based on each type can be seen in the table below.

Table 8. Origin of Rice by Rice Type in 2018

Rice type	Origin
SS Super (Premium)	Rice mill Kudus Regency; Pasar Baru; Rice Trader in Kudus Regency.
Umbuk wangi/Menthik (Premium)	Rice mill Kudus Regency; Pasar Baru; Rice Trader in Kudus Regency
SS (Medium)	Rice mill Kudus Regency; Pasar Baru; Rice Trader in Kudus Regency
Bulog (Medium)	Rice mill Kudus Regency; Pasar Baru; Rice Trader in Kudus Regency
Membramo (Premium)	West Jakarta

Source: Survey in 11 Market, 2018

Consumption Pattern

By looking at the condition of the data above, consumers are more likely to buy super SS (Premium) type rice with the reason that the rice is delicious, and the price is affordable. Umbuk Wangi/Menthik (Premium) is the second most purchased by consumers because the rice smells of fluffier rice and affordable prices.

CONCLUSION

From the analysis above, it can be concluded that: the medium rice consumption

pattern in Kudus Regency is lacking, because the saints are more interested in or prefer to consume premium rice such as perfume and premium SS. The availability of rice in Kudus Regency when ordinary daily does not reflect the adequacy of availability because, during the survey, not all rice stocks have been recorded.

The pattern of rice consumption in Kudus Regency follows the usual consumption pattern, which is sharply increased during religious holidays such as Idul Fitri and Christmas and New Year's Day. The pattern of rice consumption of the saints is influenced by economic factors. The socio-economic level of the saints is quite high, so they prefer to consume premium rice rather than medium.

The price of rice, both medium and premium, fluctuated but was still under control. Rice price fluctuations follow market law, that is, if the high demand for rice stocks is limited, prices tend to rise. Vice versa, but the price of rice in Kudus Regency is still affordable by the community.

Based on the survey results it can be recommended that the Department of Trade and Industry take the policy of distributing medium rice to certain locations, namely in the districts of Dawe and Mojoko, where the level of consumption of medium rice is quite high.

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