

DEFENDING THE STATE THROUGH LOCAL FOOD CAMPAIGN ON INTERNET MEDIA

Lusia Handayani¹ & Munawar K. Nahrawi²

University of Veteran National Development Jakarta &
Food Resilience Agency, Ministry of Agriculture
(lusiahandayaniiii@gmail.com)

Abstract - Food is the fundamental right of every human being. Communities or nations that are not satisfied with food sufficiency will have the potential to cause economic instability and even to bring down a government. Dependence on rice as a staple food can threaten economic and political stability when food is not adequately covered. One alternative that can be made to avoid the threat is to switch to other carbohydrates-based foods that grow in Indonesia, including sweet potato, cassava, arrowroot, and ganyong. However, those local food variety is still considered as second-class food, due to the persistence to rice-eating culture. Therefore, there is a necessity to create a local food campaign on internet media. The Internet is now growing into a medium capable to reach all kinds of people in a quick and precise manner. This descriptive study uses secondary data such as books and journals related to state defense and food security. The study finds that the use of internet as a medium for local food campaign to the community has not been implemented optimally, both by the government and non-government. In line with the rapid development of the internet and the importance of defending the country in all aspects, local food campaigns through internet media require the participation of all stakeholders.

Keywords: defending of the state, local food campaign, internet

Introduction

Indonesia is an agrarian country blessed with abundant natural resources, especially agricultural products. The agricultural sector consists of various sub-sectors such as food crops sub-sector, horticulture subsector, plantation sub-sector, and livestock sub-sector. Carbohydrates-based foods are very diverse

and can be grown easily in Indonesia. Some of those foods include cassava, arrowroot, breadfruit, corn, sago, sweet potatoes, and taro. Likewise, for horticultural products such as fruits and vegetables. Various plantation products include cocoa, coconut, and sugar cane, while livestock products are chickens, cows, and goats.

¹ Lecturer of Communication Department of Social and Political Science Faculty of UPN Veteran Jakarta

² Secretariat Staff of Food Security Agency, Ministry of Agriculture

In fact, the diverse food sources in Indonesia have not been followed with diverse food consumption by the people. Dietary Diversity Score (*Pola Pangan Harapan/PPH*) is the instrument used by the government to measure the alignment between food production and food consumption in the society. The rate of PPH is still at 86 out of the ideal score of 100³. This means that people have not consumed a balanced diet of nutritional substances whereas nutritional fulfillment is widely available from the variety of food produced in this country. This imbalance is caused by the dominance of rice in the proportion of carbohydrate consumption that reached 97.7⁴. This could potentially cause malnutrition and even disease. Malnutrition in children can lead to stunting, i.e. the growth of children aged 0-59 whose height is under the standard of child growth. Stunting is closely related to less than optimal brain development, resulting in less mental ability, and poor school

performance. It can ultimately affect the level of community welfare⁵.

It is undeniable that rice has become a staple food for most Indonesians. This makes rice the most needed food commodity. The increasing growth of population causes food demand to increase. The average consumption of rice at the household level per Indonesian population is likely to decrease by 1.14% per year or an average of 101.60 kilograms of rice consumption per capita per year. However, the figure is still relatively high. Especially when we consider the fact that Indonesia is the third biggest rice consumer in the world after China and India⁶.

The government has taken two steps to handle the dependence on rice. First, they increased rice production throughout the country. The government through the Ministry of Agriculture has a rice self-sufficiency program targeted to meet domestic food needs, even committed to not import food. The steps taken by the government include the creation of new

³ BKP, Food Diversity, (Jakarta: Food Security Agency, 2017), p. 23.

⁴ *Ibid*, p. 19.

⁵ TNP2K, 100 district/city for addressing stunting, (Jakarta: National Team for Accelerating Poverty Elimination, 2017), p. 35.

⁶ MoA, Outlook of Agricultural Commodity Sub Sector of Food Crops, (Jakarta: Ministry of Agriculture, 2016), p. 52.

fields, the provision of assistance in the form of agricultural machinery, and development of superior agricultural human resources⁷. Based on the performance report of Ministry of Agriculture in the last two years (2015 - 2017), there has been a surplus of rice production. In 2017 rice production was 81.38 million tons, an increase of 14.9% from a year earlier of 79.35 million tons⁸.

Second, the government promoted food diversification program, i.e. looking for other potential food sources besides rice to be staple food. This solution recognizes that all problems related to rice mentioned above need to be overcome by substituting rice with other foods, especially local food which has long been consumed as an alternative to main food. Law No. 18 of 2012 on Food defines local food as food consumed by local communities in accordance with local potential and wisdom. Referring to this understanding, rice can also be categorized as local food.

However, given the various rice related issues described above, the local food referred to in this paper excludes rice as a food entity that is no longer merely a food commodity, but has strategic value, either in economic, environmental, social or political terms⁹.

As the staple food consumed by most Indonesians, shortages of rice will cause economic instability. If the government is incapable of controlling prices and providing affordable rice, turmoil in the community would not be impossible. We can take lessons from other countries. For example, the petrodollar country Venezuela experienced economic and political instability in 2017 caused by, among others, food problems in the country¹⁰. In these circumstances, the opportunity of certain parties to bring down the government became larger. Ultimately, food shortage could undermine State's existence.

The era of openness and globalization not only provides an opportunity for a

⁷ MoA, Workplan of the Ministry of Agriculture. Ministry of Agriculture 2016. p. 4

⁸ Ministry of Agriculture. Achievement of Agricultural Development Performance 2014-2017, (Jakarta: Ministry of Agriculture, 2018), p. 4.

⁹ Achmad Suryana and Mardianto. Anthology of Rice Economy, (Jakarta: Food Security Agency, 2001), p. 11

¹⁰ Ray Sanchez "Venezuela: How paradise got lost" dalam <https://edition.cnn.com/2017/04/21/americas/venezuela-crisis-explained/index.html>, 27 Juli 2017, accessed on 5 May 2018.

country to develop, but also produces "residues" in the form of negative influences from other countries. This can be seen by how economic and cultural aspects affect each other, including in terms of food. Therefore, every individual citizen needs to defend the country. State defense is needed to strengthen the non-military aspect as part of national resilience.

As part of non-military defense, it is necessary to introduce local food to all Indonesian people through various media. As information and communication technology becomes more advanced, utilizing the internet became inevitable. Today, internet is a versatile media capable of reaching the target in a quick manner. The availability of internet networks in 34 provinces in Indonesia allows for rapid and efficient information dissemination. The Internet has egalitarian characteristics, reaches all layers of society with almost no partition and can be accessed by anyone while turning them as both a source and recipient of information at the same time. This means anyone can use the internet for their benefit. Therefore, internet media is

seen as an inevitable force of the current age and as the means of governmental communication and information to strengthen state defense. One of them is defending the country through a local food campaign on the internet media.

Discussion

Local Food Policy

Local food-related policies can be traced back to the Old Order in which food diversification policy was created due to the scarcity of rice at that time. In Suharto's New Order era the green revolution resulted in rice self-sufficiency which had implications for the spurt of rice consumption in all parts of Indonesia¹¹. The green revolution caused areas that used to have non-rice main food to switch to rice. The impact can then be felt many years later, as the society's dependence on rice gets higher, while many challenges inhibited food production from answering such demand. In the end, the government took the solution of importing rice from other countries. Ironically, the natural resources-wealthy Indonesia became a rice-importing

¹¹ Dahrul Syah. Research to Utilize Local Potential: Lessons from Food Diversification Industrialization (Bogor; IPB Press 2009) p. 21

country even though there are many other potential food sources such as sweet potatoes, corn, cassava, bananas, and taro. The various food sources should be able to meet the food needs in the country.

Diversification of food consumption became one of the main pillars in the effort to decrease food and nutrition problems. Physiologically speaking, people require more than 40 types of nutrients contained in various types of food to be active and healthy. Of the various types of food that exist, there is no food with complete nutrition except for breast milk. This means that diversification of food consumption for the population is an important aspect for the realization of Indonesia's quality human resources. The food diversification program, which was originally known as an effort to improve people's diet, began to be pioneered and implemented in Indonesia since the early 1960s. Various efforts to diversify food continue to be done until now.

Food diversification programs are contained in various food and nutrition policy documents, among others in Law No. 18 of 2012 on Food, Government Regulation No. 17 of 2015 on Food Security and

Nutrition, Presidential Regulation 83 of 2017 on Food and Nutrition Strategic Policy (2015-2019) and Presidential Regulation 22 of 2009 on Acceleration of Food Consumption Diversification based on Local Resources. These policy instruments emphasize the importance of food diversification by optimizing the potential of local food.

Law No. 18 of 2012 on Food has three important substances. First, food sovereignty, food self-sufficiency, and food security are the basic concept underlying national food policy. Second, local (food) wisdom is an important aspect that supports the realization of food self-sufficiency. Third, the importance of food fulfillment not only at the household level but up to the individual level.

Food self-sufficiency in the Law 18 of 2012 on Food is defined as the ability of the state and nation in producing diverse food from within the country that can guarantee the fulfillment of adequate food needs up to individual level by utilizing the potential of natural, human, social, economic resources and local wisdom. Based on this understanding, there are two prerequisites for achieving self-sufficiency, i.e. diverse food production from within the country

and the fulfillment of food needs up to individual level. The potential and local wisdom in the field of food should be sought as much as possible both by the government and all components of society.

Government Regulation 17 of 2015 on Food Security and Nutrition as a derivative of Food Law further strengthens the importance of local wisdom in the field of food. Efforts to optimize local food cover upstream to downstream, ranging from improving the consistency of local food quantity, quality, continuity and safety, implementation of local food quality standards, development of local food production statistics, local food research and development, to local food promotion and education. Presidential Regulation 22 of 2009 reinforces the commitment of local resource-based food diversification, one of them by focusing on developing the availability of fresh and processed food diversity through business development and food processing industry of non-rice and non-wheat sources of carbohydrates.

The various policy instruments are sufficient to be implemented within various levels of government. There needs to be a synergy between government agencies as

well as the community to make it happen. Currently, institutions closely linked to this are the Ministry of Agriculture in which one of its main tasks is to realize food diversification and food security of the community. However, this ministry will not succeed in achieving its program if it is not in synergy with the relevant ministries/institutions. Therefore, there is the Food Resilience Agency as a coordinating body cross-ministry/agency in central or provincial and district/city level.

Local Food from Perspectives of State Defense

Food diversification efforts to optimize the potential of food and local food resources are an integral part of realizing food resilience. Resilience itself is one of the important aspects of national security (national resilience). Local food campaigns can be seen from two aspects of national resilience, namely economic resilience and socio-cultural resilience. Local food campaigns are aimed at intervening the minds of the people to not to rely on rice alone. The idea is that when people turn to local food, dependence on rice will decrease. As such, the economic stability of

Indonesian households will be relatively maintained due to the existence of food alternatives if certain food becomes difficult/expensive to be procured. In addition, local food campaigns also encourage people to shift from a culture dominated by rice-based carbohydrates to a culture of eating variety of carbohydrates sources that is easily accessible. Local food campaigns aim to restore food harmony, such as the culture of eating sweet potatoes, *ganyong*, sago in various regions used to not be dependent on rice.

National resilience is pursued through state defense. State defense is the attitude and actions of citizens based on love of the homeland, the awareness of nation and state, the belief of Pancasila as the ideology of the nation and state, the willingness to sacrifice oneself to face every threat, challenge, obstacle, and disturbance both coming from within and from outside¹². State defense is not only a military task, but a necessity for every individual citizen of any profession.

The effort to defend the state through the devotion of each profession is regulated in Law Number 3 of 2002 on State Defense, which stipulates the devotion of each citizens in certain professions to state defense, including in tackling and/or minimizing the consequences caused by war, natural disaster or other disasters. Bases on that explanation, some of these professions can be identified, especially those related to the activities of tackling and/or minimizing the consequences of war, natural disaster or other disaster such as Indonesian Red Cross officers, paramedics, SAR team, Police, social assistance and Community Protection (Linmas)¹³.

Subagyo has mapped aspects that can increase state defense awareness in the society, one of them is through economic aspects by convincing to the public that the abundant natural resources in Indonesia exists for the prosperity of Indonesian people¹⁴. Rice has long been a staple food in Indonesia. Especially since the New Order's policy of green revolution that caused food uniformity in the form of rice cultivation in

¹² Widodo S. 2011. Implementation of State Defense to Achieve Nationalism. Journal CIVIS Vol.1 No 1. p. 18

¹³ Setiono KY. 2017. State Defense in the Perspective of State Defense Strategy and Policy.

Wira Magazine Special Edition 2017. Puskom Publik Kemhan, p. 8.

¹⁴ Agus Subagyo. State Defense; Challenge and Opportunity in Globalization Era. (Yogyakarta: Graha Ilmu. 2015), p. 67.

all parts of Indonesia. Other food resources such as cassava, corn, sweet potatoes, taro, has been eliminated and turned into "second-class food". This is reflected in the popular phrase of "not eating rice is the same as not eating." This is also reflected in the author's experience and interaction in the field that most people only consume cassava and sweet potato in certain times, such as during famine.

This condition causes a high dependence on rice. Meanwhile, the increasingly narrow land due to massive functional change and the increasing population growth has become another problem affecting rice production levels. Thus, it is no wonder the government was forced to adopt a food import policy to secure national food availability. Nevertheless, the policy on food imports became a controversy in the community and immediately became a national issue that with economic and even political implications. Food imports is considered very dangerous because it can create a dependence on import and ultimately lead

to the vulnerable conditions of food trap (food insecurity)¹⁵.

Dependence on rice as a staple food will be overcome as we move to other diverse and well-grown food sources in this country. Therefore, the efforts made by anyone to introduce various types of local food sources, namely food produced domestically, is the implementation of state defense that provides so many opportunities to seek the realization of food sovereignty.

Law No. 18 of 2012 defines food sovereignty as the right of state and nation to determine its food policy without any intervention by anyone. In the past, import policy has always been a national issue that has the potential to generate economic and political instability. From the perspective of state resilience, this is a threat that must be anticipated to prevent it from being utilized by certain parties. The fall of the regime in Venezuela stems from food crisis. From geopolitical point of view, other countries also have an interest in the dynamics that occur in the country. Thus, non-military threats (in this case food) become

¹⁵ Lala M. Kolopaking (ed.) Crisis Management; Protocol for Rescue and Recovery in the Food,

Agriculture and Rural Sectors. (Bogor: IPB Press 2010) p. 318.

important to be observed. In today's modern era which is characterized by, among others, advanced and massive information technology, the threat facing a nation is no longer a military threat¹⁶.

Local Food Campaign on Internet

Government programs aimed at encouraging the increase of local food consumption are driven especially by the Ministry of Agriculture. Hence there needs to be an effective means or information media to disseminate information about local food, to various parties, especially the people of Indonesia itself. Alternative media such as the Internet are widely used for various purposes among governments or individuals. Media such as website, Twitter, Facebook, and Instagram are very useful in socializing and disseminating information.

The development of information technology is very helpful in conveying various information as it can quickly reach and be accepted by broad audience. The findings of Fariastuti¹⁷ mention that the internet has a positive and significant

influence on the young generation's attitude in defending the country. Through the use of internet news network, information can be enjoyed almost without limit.

Based on the author's study, the government through the Ministry of Agriculture has made efforts to campaign and socialize local food by utilizing the many platforms of internet media such as Facebook, Twitter, Instagram, and YouTube. The government has also released a special page on food information in Indonesia, namely <http://pangannusantara.bkp.pertanian.go.id/>. Various information related to local food can be obtained on this page such as the superior potential of local food and nutrition contained in local food. There is a special menu related to Promotion and Socialization. But when clicked, the page is directed to social media accounts (Facebook, Twitter, Instagram, and Youtube) owned by the Ministry of Agriculture. These accounts are official accounts of agencies that provide various

¹⁶ Lesmana, Tjipta. 2017. The Strategic Role of Fertilizer for Food Security. Wira Magazine Special Edition 2017. Puskom Publik Kemhan. p. 60

¹⁷ Fariastuti Ida. 2017 Mass Media as the driver to encourage state defense attitude in young generation. Journal Wacana Vol 16 No. 1 June 2017. p. 114

information related to the programs and activities of the Ministry of Agriculture as a whole. In social media, accounts belonging to the Food Security Agency of the Ministry of Agriculture are focused on local food campaigns. Food Security Agency is an echelon 1 under the Ministry of Agriculture, one of its tasks is policy formulation, development, monitoring, and consolidation on food consumption and diversification patterns.

Outside of the government, there is MITI (Masyarakat Ilmuwan & Teknologi Indonesia/Indonesian Society of Scientists and Technologists) that seems quite committed in the local food campaign movement. Through the <http://gopanganlokal.miti.or.id/> page, this community of scientists seeks to realize the importance of local food for the community. However, the go-local food program initiated by MITI has not been updated. Last activity recorded on twitter @GoPanganLokal was in October 2017 ago.

The Internet is an unpredictable "battleground" with a very wide spectrum

and is able to reach all levels of society. Therefore, a massive campaign is needed to grab people's attention so that local food can become a trending topic among netizens.

Online content such as videos, images, or articles can be considered viral if the content is spread quickly and widely on the internet. Internet viral has a different mechanism compared to broadcasting, although both begin with one source producing a content. In broadcasting, information is widely disseminated and can be directly accepted by the public through mass media whereas internet viral works when one individual spread a content being responded by at least three other individuals, and each of the responder being responded again by the next three individuals and so on¹⁸.

To publicize a content on social media, Jonah Berger¹⁹ suggests six elements that can allow a content to be viral, namely (1) *social currency*: sense of pride to something felt by netizens who are in an agreement with the content they read. The role of

¹⁸ Saputra EA. 2017. Content of journalistic photography that becomes viral on the internet. Journal Dekave Vol 10 No. 2

¹⁹ Hirvijarvi Fanny "Viral marketing and content forwarding on social media: Outlining the key

factors behind viral content creation." <https://www.theseus.fi/bitstream/handle/10024/129869/> Accessed on 5 June 2018.

government apparatus and community component that is concerned with local food is needed to lift the pride toward local food content on the internet. (2) *trigger*: unique, distinctive, and distinctive local food content will usually stick in the memory and trigger virality. Likewise, the time or momentum of the content launching also needs to be considered. (3) *emotion*, Local food content should not only be informative, but should also consider how the content can affect netizens to feel awe, laughter, comfort, and happiness. (4) *public*, local food content can be easily understood and digested by anyone. (5) *practical value*, it is important to provide practical value of the prepared local food content, meaning emphasizing on how netizens can practice or execute the information; and (6) *stories*, local food campaigns need to include narrative element, for example by delivering personal information to netizens, or providing solutions and inspirations based on testimonials or true stories.

Based on the author's monitoring, contents related to local food uploaded by

the government and non-government have not been able to achieve satisfactory virality, for example: become trending on twitter or YouTube. This suggests that local food issues in cyberspace have not fully penetrated into the collective memory of netizens. At the same time, a thorough evaluation is needed to keep improving the local food content. Thorough in the sense of not only focusing on the content created, but also other aspects such as human resources that manage the media and budgeting.

Internet penetration in Indonesia has reached 54.68%, and is dominated by the age group of 25-34 years old²⁰. Although the distribution of internet penetration in general is still uneven, internet-connected villages have reached 60%²¹. The use of the internet as a medium of communication has become a necessity in the digital age. In the political context, this development is realized by politicians to gain support. For example, the success of Jokowi-Ahok duo cannot be separated from their famous social media volunteers, Jasmev (Jakarta Ahok Social Media Volunteer). The same

²⁰ <https://www.apjii.or.id/>

²¹ https://kominfo.go.id/content/detail/11556/60-persen-desa-di-indonesia-sudah-tersentuh-tik/o/sorotan_media

pattern can be applied in the context of local food campaigns. By looking at the communication elements, i.e. Source, Message, Channel, and Receiver (SMCR), the following model can explain the flow of local food campaign through the internet media. SMCR is an important communication element to look at in order to provide a clear perspective on the effectiveness of the delivered message.

There are two important messages that need to be delivered in local food

campaign, namely the potential and superiority of local food and the threat to food sovereignty.

There are two important sources in the campaign. The first is government through the state apparatus that is concerned with food security issues, specifically, Public Servant in the Ministry of Agriculture. However, government apparatus in the field of state security and other fields also need to be actively involved in local food issues. If the message about the potential and superiority of local food is

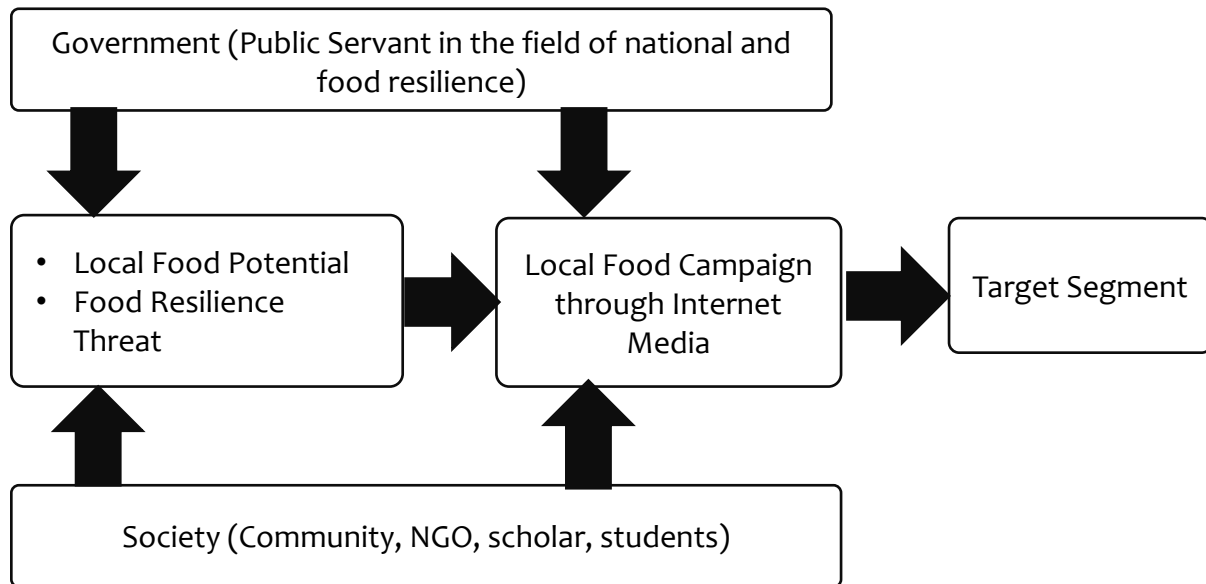


Figure 1. the flow of communication of local food campaign through internet media.
Graph: communication flow of local food campaign through internet media

promoted by the Food Resilience Agency of the Ministry of Agriculture, the Ministry of Defense and its related institutions, it can highlight local food in the context of state sovereignty. This will strengthen the idea that the identity of the Indonesian nation can be seen from, among others, how our local food is maximized for the prosperity of the nation. Like a symphony, synergy between state officials on the issue of local food is like a beautiful instrument coloring each other. This collective strategy is implemented by the Korean government in which the agenda of a ministry will be *retweeted* by other ministries/departments irrespective of the suitability of its main tasks and functions²².

The second source is the community. In this digital age, netizens have the power to bring about change. The Internet has changed the communications landscape of society. If conventional media can only make the public a receiver of the message conveyed by the government, people nowadays can also be the senders as well as the receivers. The Internet reinforces the role of individuals in bringing about change.

Communities concerned with local food campaigns can use the internet communication channels creatively and openly. Large information flows are a great opportunity to market local food ideas. Local food issues are sometimes carried by the research community and theorists. While local food practitioners themselves are relatively lacking in promoting their success. Therefore, these two community groups must work together to campaign for local food. The role of the government is to facilitate the community to become a trigger for the success of local food campaigns. The government can also employ buzzers to lead netizens to the messages they wish to convey. The government has indeed issued local food advertisements starring celebrities, but the frequency and continuity need to be maintained. Consequently, the government must allocate adequate budget.

There are a lot of variety in internet media channel that can be utilized for local food campaign. Currently, both ministries/agencies and the public have utilized official websites as well as social

²² Khan GF, Yoon HY, Park HW. 2013. Social media communication strategies of government

agencies: twitter use in Korea and the USA. *Asian Journal of Comm.* 24(1) p. 65

media accounts. The next thing to do is a local food campaign message with segmented target. Although the internet can be accessed by anyone, local food campaign needs to target certain groups of people consistently. This segmentation is important so that sources can accurately describe and identify expected changes.

Conclusion

State Defense is not only related to physical and taking-up arms but also non-physical. The local food campaign is the implementation of state defense in the context of realizing food security within the framework of sovereignty and food self-sufficiency.

Local food campaign through the internet media is an integral part of food diversification efforts. In order to achieve that, it takes the involvement of all parties, government and society, in a movement to return to local food. The government is required to provide socialization, information and education to the community with new internet-based communication patterns, by adjusting to the dynamics and interactions in cyberspace. At the same time, Community

support through local community-based food movements and campaigns on the internet to raise the image of local food not only at the national level but at the global level is also necessary.

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