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VARIETY OF STAPLE FOODS: Perceptions of Indonesian Society on Other Staple Foods of Rice

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ABSTRACT

The thing that needs to be understood is that staple food is considered a principle in meeting the needs of life. So that there is an urge within or lust that cannot be ruled out. It's different with complementary foods which are perceived as an option, so people can ignore them, because there are no consequences for the body's needs. Similar to Indonesians, rice is a staple food that cannot be replaced with other staple foods, while Indonesia itself produces many other staple foods such as corn, wheat, sago and tubers. This becomes interesting to study, and find out about the various factors that cause differences in perceptions of staple foods. The scientific method used to explain this phenomenon is quantitative with linear regression analysis. This research was conducted in Jakarta with a total of 150 respondents who were taken randomly. Disclosure of research objectives focuses on three statistical tests, namely partial, simultaneous and contribution hypothesis testing. The results of the study show that self-motivation or lust for rice is a strong factor, why Indonesians prefer to eat rice over other staple foods. This also explains that the public's perception of non-rice staple foods is a desire, for example encouragement or motivation for health.

Keywords: **Staple Foods, Perceptions, Habits, Desires, Environment**

INTRODUCTION

Food is a matter of survival and death of a nation, if the people's food needs are not met then it will be a disaster, therefore massive, radical and revolutionary efforts are needed (Konyep, 2021). In the context of the most basic human needs, food always gets top priority, moreover this food problem is related to the livelihood of many people and has even become one of the standards for the level of welfare of a country's people. Naturally, if in the end this food does not only become a basic need but has entered the realm of geopolitics and global economic competition. In a crisis and critical situation, actually everything can still be bargained for or postponed, except for food. That is why, food can be said to be the mother of all needs, meaning that is where all life and livelihood originates (Mulieng, et al., 2018).

At present not all countries are able to meet all their needs for food so that international trade practices develop, but this condition also develops into a country's dependence on other countries. A country with a narrow area, especially coupled with geographical conditions that are not ideal, can make a country very dependent on food supplies from other countries. In this regard, food sovereignty is a very important issue (Anggraini, 2018).

Food sovereignty is regulated in Law number 18 of 2012, as the right of the state and nation to 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. Furthermore, what is referred to as food in this law is everything originating from biological sources of agricultural, plantation, forestry, fishery, animal husbandry, water and water products, both processed and unprocessed, which are designated as food or drink for human consumption. including food additives, food raw materials, and other materials used in the process of preparing, processing, and or making food or drinks (Fauzin, 2021).

Broadly speaking, food sovereignty according to Law No. 18 of 2012 can be said to have not been implemented, reflected in the fact that there are still many people whose rights to food are not guaranteed, and also that there are still many people who cannot access food needs based on local resources. Independence in determining the supply of food at this time also still depends on other nations in fulfilling it, with the fact that the condition of the land that is spread out for agriculture is supported by ideal geography (Satria, et al., 2018). These conditions are exacerbated by the dependence of almost all Indonesian people on one staple food, namely rice.

The problem that arises now is that almost all Indonesian people use rice as their staple food (Rahayu & Febriaty, 2019). Meanwhile, the rate of rice production with the level of consumer demand is increasingly unbalanced. In fact, when viewed from the aspect of fulfillment there are still many sources of fulfillment of basic needs other than rice that can be developed.

Unlike the case with non-rice commodities whose level of production is higher than the level of consumption. It is so deeply ingrained in the emotions of every Indonesian that rice is a staple food so that it is almost impossible to find substitutes for it (Dewanti, 2018). The scarcity of rice on the market, even in small quantities, easily triggers public

anxiety. In this way, trauma has developed in society and political circles that rice is very strategic in maintaining social stability (Sadali, 2018).

The findings of the Indonesian research institute explain that if per capita consumption remains at 139 kg/capita/year, by 2030 we will need 59 million tons of rice. Meanwhile in 2008 when Indonesia achieved self-sufficiency in rice, Indonesia had only produced around 40 million tons of rice or around 60.28 million tons of dry milled grain. Dependence on rice should not be a problem if fulfillment is carried out independently and not depending on other countries, but the opposite is true. In fact, according to Siswanto & Sinaga (2018), the problem of the rice trading system in Indonesia is multidimensional because rice is a strategic commodity, a staple food for most people.

Rice trading policies are not only economically loaded, but also socially and politically (Dewi, 2019). In line with the dynamics of national and global economic, social and political developments in the country, the rice trading system is also developing more dynamically. As a result, the problems that have developed have become increasingly complex, especially those concerning rice price disparities, both between time periods and between regions (regional). Rice price disparities do not only occur vertically between actors, but also horizontally between various levels of the existing market.

In the strategic plan of the Indonesian Ministry of Agriculture it is explained that the government seeks to standardize people's food consumption and does not always rely on rice. Uniformity of public food is expected to increase the value of nutritional consumption in the community and also overcome the increasing consumption of rice, while some of its fulfillment still relies on imports. This policy is known as the food diversification program which is one of the strategies to achieve food security. One of the efforts to increase food diversification is to accelerate the diversification of food consumption, namely the achievement of food consumption patterns that are diverse, nutritionally balanced and safe, which is reflected in the achievement of the Expected Dietary Pattern score. Consumption of tubers, vegetables, fruits, animal foods is increased by prioritizing local production, so that rice consumption is expected to decrease by around 1.5 percent per year.

THEORY

Habit

More than 90% of Indonesian people are used to eating rice as a staple food (Handani, et al., 2021). So it is very difficult to find some people who eat other staples such as corn, wheat, tubers in the midst of Indonesian society. In fact, this condition is not a problem, but if you look at the diverse potential of staple food in Indonesia, it would be a shame if most people did not consume it as a staple food. In addition, other types of food staples are very abundant and easy to obtain in the territory of Indonesia, most of them even have a more complete nutritional content compared to rice/rice.

Social Structure

One of the factors that make Indonesian people prefer rice as a staple food is social structure. This means that there is a huge influence among the community on the habits of many people, including the habit of eating something, this system is known as custom or tradition (Munidestari & Bakce, 2022). The habit or custom of the Indonesian people in terms of food is to eat rice, so that social power is built which also influences the habit of consuming something.

Characteristics of the Self

It should be recognized that the personality or characteristics of the Indonesian people are very unique, so that this is one of the factors why Indonesians prefer rice as a staple food, compared to others (Abidin & Musadar, 2018). This personality becomes a trait or principle in the life of the Indonesian people, that it is not considered to have eaten if they have not eaten rice, this is the slogan for the Indonesian people. That is, it is the nature of the Indonesian people, if they eat it with rice, not with other food staples.

Motivation

The motivation referred to in this study is the desire or self-desire to eat something, in this case staple food. So for the people of Indonesia, the desire to eat rice has become innate, so that whatever food is served, the staple food is still rice (Salamanang, et al., 2022). This happens because of ingrained habits, starting from birth, he has eaten rice, then the environment around him also eats rice. So instinctively, Indonesian people's motivation for rice is very high, compared to other staple foods.

Perception

Indonesian people's perception of staple food is already embedded in rice. It is also undeniable that a small part of society consumes corn/tubers/sago/wheat as staples. This explains that it has become the self-confidence of Indonesians, if you eat it you have to eat it with rice, if you don't eat it, it is not considered eating (Remoan, 2019).

METHOD

This research was conducted in one time (cross-sectional) with a positivism/quantitative philosophy, covering the following scientific provisions:

1. The basis for research disclosure is the respondents' answers which are processed into statistical data
2. The research was conducted in Jakarta with 150 respondents. Respondents were randomly selected from various backgrounds.
3. Data was collected by distributing questionnaires and distributed through social media channels such as Whatsapp and Instagram.
4. The research instrument was made in 5 categorization of answers, based on the Likert scale.
5. The research data were analyzed using linear regression statistics, including partial, simultaneous, and determinant hypothesis testing.

RESULTS

Respondent background

The number of respondents who participated in this study were 150 people consisting of various backgrounds, all of whom are residents of Jakarta.

1. By gender, there were more male respondents than female respondents.
2. Based on age characteristics, the average age of respondents is between 30 years and 45 years.
3. By profession, more respondents work in the private sector than in other fields.
4. Based on the level of education, almost all of the respondents were undergraduate graduates.

Data Due Diligence

The research data is the respondent's answer, so it is necessary to test the appropriateness of the information through testing the validity and reliability.

1. Based on the bivariate correlation test, the Pearson Correlation value for each question was greater than 0.30, so it can be concluded that the research data is valid.
2. Based on the reliability test, the Cronbach Alpha value for each question instrument was greater than 0.60, so it can be said that the research data is reliable.

Research Findings

Partial test results obtained information as follows:

1. Habit is a factor that influences the perception of non-rice staple foods with a significance value of 0.003 and a regression value of 0.138.
2. Social structure or environmental influences have proven to have a significant effect on perceptions of non-rice staple foods with a significance value of 0.011 and an estimated regression value of 0.243.
3. Personal characteristics also significantly influence the perception of non-rice staple foods with a significance value of 0.018 and a regression value of 0.264.
4. Desire or self-desire also has a significant effect on people's perceptions of consuming staple foods other than rice with a regression value of 0.287.

Simultaneous test results show that all factors have a positive influence with a significance value of 0.000, less than 0.05. This explains that, it is very possible for Indonesians to consume staple foods other than rice, if these four factors have been fulfilled, especially the self-desire factor.

Then the results of the determinant test show that the contribution value is 0.307, meaning that even though consumption habits have been built, there is motivation to consume, then the environment is supportive, and it has been imprinted in oneself to consume staple foods other than rice, the chance is still below 50%, which is only 30.7% of Indonesians will consume staple foods other than rice. This explains, in terms of meeting basic needs, Indonesian people will be oriented towards rice, whatever the conditions.

Discussion

Based on the results of the analysis, it shows that habitual factors influence people's perceptions of non-rice staple foods. This means that if the cultural factors around the

community get better, it will result in an increase in the perception of non-rice staple food consumption. These results can be said that cultural factors in society can change the consumption of staple foods other than rice, such as corn, tubers, sago, wheat, and so on.

Based on the results of the analysis, it shows that social structure factors influence people's perceptions of non-rice staple foods. This means that if most people consume non-rice food, there will be an increase in perceptions of food other than rice. In other words, people will easily adapt to a tradition prevailing in society, including in terms of food.

Based on the results of the analysis, it shows that personality factors influence the perception of consuming non-rice staple foods. This confirms that personal factors such as one's lifestyle and life cycle as well as economic conditions affect the replacement of staple foods with non-rice staple foods. The influence of significant personal factors is also seen in the attitude of openness of respondents to non-rice staple foods.

Based on the results of the analysis, it shows that the desire/self-desire factor influences the perception of consuming non-rice staple foods. This means that if the motivation is better towards the perception of non-rice staple foods, it will result in a higher pattern of consumption of staple foods other than rice. This condition is in line with the theory put forward by McClelland individuals who have high achievement motivation like activities for their success so that they always try to increase all possibilities for achievement because of the ability to experience more success so that even though they experience failure it is still implied to succeed (Rois, 2019).

CONCLUSION

In fact, the perception of the Indonesian people towards staple foods other than rice is not too big. However, if several factors are met, then it is possible that there will be a change in consumption patterns from rice to other foodstuffs such as corn, potatoes, cassava, wheat, and so on. The results showed that the self-desire factor became the dominant variable in increasing the perception of consuming staple foods other than rice. This explains, more specifically, that consumption is a personal matter, so that various personal backgrounds become the determining factor, for example for reasons of health, lifestyle, and a broad understanding of staple food.

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