



Rice Trade and Its Alignment with National Law (Case: Regency of Sidenreng Rappang)

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Abstract—This paper explores Indonesian rice trade issues like asymmetric knowledge, unethical competition, and price fluctuation. Agriculture generally favors asymmetric knowledge. Unethical competitors hurt other producers. Unhusked rice prices fell, harming farmers. Researching Indonesian legal rules and norms and their implementation in human behavior solved these problems using a normative-empirical method. The paper advises setting distribution agents, marketing targets, and regular harvest pricing to improve farmer welfare. The paper strongly suggested the government rice quality support. It emphasizes data accuracy for company performance and competitive advantage. The paper proposes choosing distribution agents and marketing targets to minimize unethical producer competition. Price fluctuation and business owners' refusal to pay are examined in Indonesia's rice trade. A farm-level grain marketing system review would assist farmers. The result of this paper also noted Sidenreng Rappang Regency vendors and rice millers' unfair pricing. Indonesian farmer welfare strategies are studied. It recommends finding reliable distributors and marketing targets and keeping pricing consistent during harvest season. Producer-buyer understanding reduces unethical competition. The paper examines Indonesia's rice collectors. Farmers need stable agricultural prices. Further, emphasizing addressing dealers' and rice millers' harmful price practices. This study concludes that Indonesian rice trading concerns include asymmetric information.

Keywords: Competition, Rice Trade, Fluctuation, Knowledge, Performance

I. INTRODUCTION

There is a significant opportunity for Indonesia, which is blessed with an abundance of natural resources, to cultivate its land and turn itself into an agricultural nation. When it comes to cultivating agriculture as a means of generating income, having access to fertile land is a crucial asset to have. Within the framework of the growth and development of a nation's economy, the agricultural sector plays both an essential and a strategic function. Food crops, horticulture, plantations, and livestock are some of the numerous natural resources that Indonesia possesses in the agricultural sector. Indonesia also possesses a wide variety of other plentiful natural resources. Efforts have been undertaken to actively manage these industries and generate income for the people living in the surrounding area [1]. Agriculture plays a significant part in the formation of Indonesia's gross domestic product (GDP), earnings in foreign currency, job creation, food supply, and the provision of raw materials for industry in Indonesia. This is evidenced by the fact that agriculture also plays a role in the provision of raw materials for Indonesia's manufacturing sector. In addition, the agricultural sector plays an important part in the efforts to preserve a balanced development by raising people's incomes in an equitable manner. In addition, agriculture has developed into an inseparable component of the culture of the country and plays a critical role in maintaining the delicate ecological balance [2].

Problems might occur that have the potential to effect the swings in productivity seen in the agriculture sector when the cost of commodities supplied is determined in an

erroneous manner. The country as a whole, as well as the farmers, will feel the effects of this impact in the end. The nation as a whole stands to benefit from higher income generated by the agricultural sector as a result of increased exports and processing of agricultural goods if productivity levels are raised. On the other side, improved agricultural productivity can have a beneficial effect on the economic well-being of rural farmers. The better the agricultural productivity, the more agricultural products there are that can be sold on the market, which in turn leads to an increase in the income of the farmers [3].

Farmers have no choice but to sell grain at prices that are not in line with their expectations, despite the fact that they frequently complain about low grain prices during large harvests, which cause them to lose money because it is not worth the costs incurred to cultivate their agricultural land. Despite this, farmers have no choice but to sell grain at prices that are not in line with their expectations. This occurs as a result of the financial strains that farmers are under; they are in need of revenue in order to cover the ever-increasing costs of their day-to-day necessities. As a consequence of this, farmers are required to sell grain at the price that is established by the rice mill. This circumstance is diametrically opposed to the goal of eliminating unfair economic competition, which is harmful to farmers. To put it simply, every actor in the business world has a responsibility to foster positive and equitable competition. A favorable environment for business can help to prevent the accumulation of economic power in the hands of a select few corporate operators [4].



Farmers typically sell their rice harvests to collectors in addition to the Logistics Agency (Bulog), which is the government agency that oversees the distribution of rice. Collectors are a type of middlemen who trade in agricultural goods and purchase them directly from farmers or original owners. The amount that collectors are willing to pay is typically lower than the price that was established by Bulog. In spite of this, collectors play a significant part in the marketing of agricultural products and have an important role to play. They start by purchasing grain from local farmers, and then they resell the grain to wholesalers located in a variety of places. Collectors will typically visit a farmer's home in order to purchase harvested grain in both its wet and dry forms. Farmers have been aware of the presence of these collectors for a significant amount of time and have been aware of their existence for a significant amount of time [5].

Farmers are living in abject misery as a direct result of the precipitous drop in the price of unhusked rice and the inability of business owners to keep up with payment obligations. The lack of demand for rice in Bulog and the stockpiling of grain in rice millers' warehouses were the primary factors that contributed to the drop in the price of grain. The wet weather conditions are another component that contributes to the situation and plays a part. The absence of purchases made by Bulog is, however, the most important reason in this situation [6]. The national food supply should be maintained at up to 1 million tons of rice at all times, but as of right now, it has reached 1.3 million tons of rice. The mission of Bulog should be to maintain this stock. As a consequence, the capacity for absorption of Bulog has been extremely low as of late as a result of delays in distribution. Distributions are only made by Bulog when there is consistency in the price of rice. As a result, it is essential to construct additional warehouses in order to accommodate rice at this time [7].

Farmers rely on the harvests from their gardens or rice fields to pay their financial obligations. In most cases, farmers must go via collectors in order to sell their grain. However, in actuality, the acquisition of grain by collectors does not always live up to the expectations of farmers in terms of buying and selling prices that are in accordance with market pricing. This may be the case because collectors are not always aware of market prices. In most cases, the only thing that farmers can do is negotiate pricing, but the prices do not alter based on the first amount that collectors provide [8]. Because of the agreement to keep the same price regardless of fluctuations in the market price, village collectors do not raise the price they pay to farmers whenever the market price goes up; rather, they continue to pay the same amount as they did when the price was first established. Farmers are losing money as a result of this circumstance; hence, it is essential to form a Commission for the Supervision of Business Competition (KPPU). The KPPU is responsible for the enforcement of business competition law and acts in the capacities of police, prosecutors, and judges in order to monitor and

ensure compliance with this body of legislation. KPPU has the authority to investigate any and all cases involving monopolies or unfair commercial competition [8].

Because of this issue, it is necessary to carry out a more in-depth analysis of the grain marketing system at the farm level in order to improve the welfare of the farming community. This can be accomplished in a number of ways, but one of the most important is to ensure that prices remain stable throughout the harvest season. Some groups of traders and rice millers in Sidenreng Rappang Regency engage in price practices with the intention of achieving more profits, however these actions are harmful to farmers.

II. RESEARCH METHODOLOGY

A normative-empirical strategy was taken in the research that was carried out, which is the method that was used. The normative-empirical legal approach entails studying the norms or legal rules that apply in a specific society or legal system, as well as the actual execution of these laws in human conduct. This technique is also known as the normative-empirical legal method. Researchers will use this strategy to perform an examination of pre-existing legal norms, which may take the shape of legislation or any number of other written documents. To have a proper comprehension of these legal standards, it is necessary to recognize and investigate the relevant regulations, such as laws, policies of the government, judicial decisions, or international agreements that are associated with the issue that is being investigated.

In addition to this, academics are going to focus on how these rules actually play out in human behavior. Observed behavior may take the shape of actions, decisions, or social interactions that are in some way connected to the normative legal requirements that are applicable. For instance, researchers can watch how people or groups act in order to conform to preexisting legal norms or break such norms. Researchers are able to acquire evidence that describes the extent to which people or groups behave in conformity with applicable normative legal requirements by observing and analyzing real-world behavior. This can be done by observation and study of real-world conduct. This evidence can be in the form of empirical data, such as notes, interviews, observations, or documents that are relevant to the context in which the research was conducted.

This study tries to achieve its goal of gaining a more comprehensive understanding of the relationship between legal norms and real conduct in the community or legal system that is being investigated by combining normative and empirical approaches to the research. This normative-empirical method has the potential to make a significant contribution toward determining the applicability of legal norms, evaluating their implementation, and gaining an understanding of the influence that legal norms have on both society as a whole and the legal system in particular. Sidenreng Regency is the location of this research, and



farmers will serve as the respondents. Data will be collected through interviews and observations, and the findings will be analyzed and combined using a normative-empirical approach to determine the applicability of research problems, facts, and applicable laws.

III. RESULT AND DISCUSSION

A. Rice Trade Competition

Trading, often known as distribution or marketing, is a type of economic activity that tries to move commodities from their point of origin, the producers, to their final destination, the consumers. In the context of this research, the term "trading system" refers to the distribution of unhulled rice and other types of rice from farmers acting in the capacity as producers within districts to ultimate consumers operating within provinces or even between islands. A trading system or an intermediary institution is required for the execution of this trade system operation [9]. Each individual intermediary is tasked with bringing the product and its ownership closer to the final buyer at the lower channel levels. The role of intermediaries in the trading system is to facilitate the smooth running of trading activities, and this is the primary responsibility of each individual intermediary. Individuals or institutions can play the role of an intermediary. The intricacy of the trading channel, as well as its length, will cause an increase in the costs associated with the trading system. When there is an increase in trading expenses, it signifies that there will be an accompanying increase in the price that customers have to pay as a result of the greater trading costs [10].

The trade system channel is comprised of seven different entities, which are as follows: collectors, millers, wholesalers, small merchants, the Logistics Agency (BULOG), and inter-island traders [11]. The rice trading procedure in issue takes place in the Sidenreng Rappang Regency. It begins with the farmers of Sidenreng Rappang selling their produced grain to either dealers or millers. Rice will be produced from the grain that has been delivered to the mill. The milled goods are sent to independent merchants, larger wholesalers, and BULOG.

The institutional rice trade system in Sidenreng Rappang Regency plays an important part in the circulation of agricultural goods in the region. In spite of this, the institutional potential of this trading system has not been exploited to its fullest extent in practice. This is because collectors, intermediaries, and rice millers, who deal directly with farmers to obtain their crops, are in a state of constant competition with one another [12]. The following are the factors that influence business competition in the grain trading system at the farmer level in Sidenreng Rappang Regency.

1. Territory Competition

Competition has arisen in Sidenreng Rappang Regency as a result of the vast number of rice millers and collectors in the area. As a result, land and locations

for harvesting farmers' harvests have been hard to come by. There is a price disparity in the Sidenreng Rappang Regency between the collectors and middlemen who handle the transactions and the grain millers. In this scenario, the intermediary pays more for the grain that he buys from the farmers than the grain mill does when it is purchased. But the middlemen who buy grain from farmers conduct fraud by tampering with the scales and balances that are used to weigh the grain; this is done to encourage farmers to sell their harvests to collectors. The collectors and middlemen weigh the grain in the wee hours of the night to avoid arousing the suspicion of the farmers that they have tampered with the scales. In the meantime, rice millers that wish to keep their position will unavoidably have to follow the price that has been provided by collectors and middlemen. This results in unhealthy rivalry, specifically a struggle for location between rice millers and collectors.

Aligning with Indonesian Law and regulation, this form of competition isn't accordance with KHUP Book II Chapter XXV Code 385 Point 1 About seizing other peoples rights [13]. According to the findings of empirical research, competition between owners of businesses that are located in the same territory is common. This is because the two owners of the businesses have products or commodities that are comparable to one another. The commodity under investigation in this study is rice [14]. In order to have a perfect practice of rice trade, it is necessary to find the appropriate distribution agent. In addition, it is necessary to find the appropriate marketing target. Finding the appropriate marketplace will have an effect on price and will reduce unhealthy and unethical competition among the producers [15]. From these two empirical comparisons and the main subject's form of unethical competition, it is important to note that, the awareness of both producers and buyers is important because the dishonest action could've come from one of these parties. This is because the main subject is about unethical competition.

2. Price Fluctuation

The cost of producing agricultural goods is highly sensitive to shifts in both demand and supply, and as a result, this cost is continuously in a state of flux. Both rising and falling prices can happen over the course of a short period of time, such as one month or one week, or they can happen over the course of a longer period of time. This may be seen in the various price shifts that occur in the market in the morning, afternoon, and evening respectively. During the season in which there is an abundance of the product, the price is reduced; on the other hand, the price experiences a significant increase when it is not in season. Because of this circumstance, it is difficult for farmers to plan their production, and it is difficult for merchants to anticipate the level of demand. According to the laws and



regulations, this is illegal and does not comply with National Law No. 7 of 2014 About Trade, Point 25, which organizes the administration of primary materials and goods across the entire nation. In light of the fact that this regulation has been violated, the Trade Ministerial Regulation No. 24 of 2020 concerning the Price Determination of Rice and Grain by the Government needs to be put into effect [16].

In line with this, there is empirical evidence to explain that one of the factors contributing to the instability of the rice trade is the fluctuation of price. This price fluctuation is frequently caused by the quality of the rice as well as the number of items that are comparable to rice, specifically grain [17]. The interference of import rice may have caused the variation on in nation rice price, according to other empirical evidence on the topic of pricing. This is due to the fact that some persons prefer imported items rather than the typical rice that the country produces [18]. As a result of this, the necessity of placing restrictions on the quantity of goods that can be imported into the country in order to maintain the nation's product market's level of competitiveness is an essential component. Aside from that, the requirement for government attention to be directed at the agriculture sector is a critical measure in accordance with the output expectations on rice quality.

3. Asymmetric Information

Asymmetric information is a scenario in which one party has more information than another party, leading to a situation in which one party will be able to gain from the other party. Trade system difficulties that frequently emerge in the agriculture sector are generally caused by asymmetric information. Because of the gap in knowledge caused by asymmetric information, one party can have a good advantage while the other might not make a move or plan, which would cause the business to fall behind owing to the absence of information that might be utilized to assess the market [19]. Another effect of this is the imperfect situation in a single transaction; the result may be different from one transaction to the next if the information in those transactions is different; consequently, it is necessary to have accurate information in order to successfully run a business and have significant results that bring an advantage to individuals or companies, specifically rice trade businesses [20].

4. Human Resources Quality

The poor quality of human resources is another significant challenge faced by the marketing industry. Due to the poor quality of human resources and the lack of suitable training facilities, product handling from pre-harvest through post-harvest and marketing is not carried out in an effective manner. In the Sidenreng

Rappang Regency, the majority of people who work in agriculture are still individuals who have not completed SMA (the equivalent of high school). In this scenario, the level of human resources available to farmers is of a very poor quality. This does not comply with the regulations regarding Human Resources included in Government Regulation Number 94 of 2021, which was created to improve HR management oversight [21]. The presence of Government Regulation (PP) Number 94 of 2021 is regarded as significant due to the fact that it is associated with the execution of integrity, ethics, professionalism, and the cultural values that are held by organizations.

The quality of the human resources available in an agricultural sector has a significant role in determining the level of success that may be achieved in agricultural growth. Human resources that are knowledgeable about, skilled in, and able to develop and apply technology and knowledge in the context of the process of sustainably managing agricultural resources for an organization. In addition, farmers are the primary agents of agricultural development; hence, the success of agricultural development is heavily dependent on the quality of farmer human resources. Farmers are the major agents of agricultural growth. In the context of the development of the economy of the nation as a whole, the agricultural sector has an influence not only on the availability of labor in other industries but also on the availability of capital, raw materials, and markets for products that are not produced in the agricultural sector. Therefore, the development of farmer human resources through training and education is very important to increase the motivation and attention of farming businesses. This is necessary to ensure that the results of efforts to empower farmers' institutions will have a greater influence on the farming businesses' ability to increase both their profits and their production levels. As a result, the cultivation of farmer human resources has the potential to contribute to improvements in both the production and quality of agricultural products, as well as to have a beneficial effect on the economy of the nation [22].

According to a different point of view concerning the function of human resources in the agricultural sector, human resources (HR) are of the utmost significance in the agricultural sector due to the fact that human resources that are both qualified and skilled can improve the output and quality of agricultural products. The development of agricultural technology that is both more advanced and more effective can also be helped along by having adequate human resources. In addition, human resources that have been educated and skilled can be of assistance in the management of natural resources, such as the management of land, water, and the environment. This can lead to improved efficiency. In the field of agricultural extension, having quality human resources is extremely vital in order to supply



farmers with education and information that is correct and pertinent. Therefore, trained and skilled human resources are extremely vital in order to support the agricultural sector's continued expansion and development in a manner that is both sustainable and competitive [23].

5. Distribution Process

The grain and rice marketing trade system's distribution flow should, as its ultimate goal, strive to be accepted by all of the actors in the trading system. One of the goals that each actor in the trading system strives to achieve is the price. When it comes to agricultural commodities, particularly rice, a lengthy distribution chain is necessary before items can be sold to end users. The limited expenses, available people, and available machines to turn raw materials into a product with a higher value all contribute to the lengthy nature of the distribution channel. The larger the initial investment in machinery, manpower, and other costs associated with the production of grain or rice, the greater the value of the finished product will be.

Due to the length of the grain sales distribution chain, the farmer will receive a much lower value than the actor in the chain who is closest to the consumer. This is because the farmer is at the bottom of the chain. Rice millers or collecting traders buy grain from farmers at low prices because there are additional costs incurred in the form of labor costs for transporting grain as well as costs associated with transportation. This is the reason for the low acceptance of farmers in selling agricultural products. Because there is no drying process for the grain beforehand, rice millers or collecting traders buy grain from farmers at low prices. On the other hand, the shorter the distribution channel is, the greater the profit that will be received by the farmers.

As for legal protection for consumers, of course it is very much needed so that consumers get a legal certainty that is their right. Consumer protection is actually also part of the protection of human rights. Based on the provisions of the Consumer Protection Act Article 1 paragraph (1) of Law Number 8 of 1999 the definition of Consumer Protection [24]. includes all efforts to ensure legal certainty in order to provide protection to consumers.

Because it is the final stage in a series of marketing activities that aim to convey items from producers to ultimate customers, the distribution process is very essential in the overall marketing activities because it is the final step in the series. A distribution procedure that is both effective and efficient will ensure that products are available at the appropriate time and location, that they are of high quality, and that they are sold at prices that customers can pay. The distribution method also plays a significant role in ensuring that food is always available and that prices remain consistent on the

market. In the context of the provision of food, an efficient distribution system will guarantee that food is accessible in all regions at costs that are within the financial means of the general population. This is very vital to do in order to protect our food supply and avoid a shortage of food. In addition, the process of distribution has the potential to confer additional value on items and boost the income of business players operating at various stages of the distribution chain. Business players have the potential to raise their earnings and boost their products' competitiveness in the market if the distribution procedure they use is efficient. The process of distribution can also make a substantial contribution to the economic growth of a country, which is important to keep in mind in the context of the economy. It is possible to make products available in all locations by utilizing an efficient distribution technique, which will also boost people's accessibility to these things. The purchasing power of consumers can improve as a result, which in turn can boost economic expansion [25].

According to the findings of yet another empirical study that focuses on the importance of the rice distribution process, the rice distribution process is very important due to the fact that it acts as a bridge between farmers in their capacity as producers and consumers in their capacity as end users. The distribution of rice is a multi-step process that begins with the collecting of products from farmers, continues with milling and storage, and concludes with transportation to retail and wholesale buyers. Rice can be delivered to consumers in an equal quantity and of a consistent quality if there is an efficient distribution method in place. In addition, rice distribution networks are an essential component in ensuring that the community always has access to the quantity of rice that it requires. Rice is able to be supplied across the entirety of Indonesia, even in regions that are difficult to access, provided that adequate distribution routes are in place. This is very crucial in order to keep the price of rice stable and satisfy the dietary requirements of the population. The procedure for distributing rice has the potential to enhance the well-being of the farmers. If they have access to reliable distribution channels, farmers are able to sell their commodities at higher prices, resulting in increased profitability. In addition, because of the grain sale delay scheme, farmers are able to sell their grain at a higher price and are not rushed during the primary harvest. This allows them to make more money [26].

6. The Competitiveness of Rice

The existence of a wide variety of agricultural institutions serves a strategic purpose in order to improve the economic well-being of farmers by elevating their position of power in the negotiating process. The negotiating position that farmers occupy in relation to other actors in the trade system will



ultimately decide the results that farmers receive. When compared to other actors in the trade system, the farmers' position as producers in terms of their bargaining power is still relatively weak.

The power to bargain has some effect on the price; rice farmers can use it to increase their earnings, but the competitiveness of rice commodities, particularly those imported from other countries, also has an effect on the market. According to the findings of the empirical research, rice import policies are able to influence the pricing of domestic rice. The price of rice will go up if the amount of rice that consumers want (known as the "demand") is higher than the amount of rice that suppliers are willing to provide (known as the "supply"). On the other hand, the price of rice will go down if the quantity that is sought is lower than the quantity that is delivered. Rice prices may be brought under control in a reasonably short period of time if the government decides to import rice in order to alleviate the scarcity of rice stockpiles in the country. However, if rice imports are constantly carried out, this might cut into the earnings that local farmers make and cause local rice prices to rise. Additionally, rice imports might have an effect on the country's foreign exchange because it is more expensive to carry out operations related to rice imports. This means that the country's foreign exchange can be affected. As a result, the government needs to carefully analyze regulations regarding rice imports in order to protect both local farmers and the stability of rice prices in the domestic market [27].

According to a different point of view about the subject of competitiveness, rice competitiveness is defined as the capacity of rice as an agricultural commodity to compete with rice that is imported. The share of public funding that is allocated to the purchase of grain is a very substantial proportion when compared to the proportion that is allocated to the purchase of other commodities as a food source. This has a significant impact on the competitiveness of rice. As a result, developing a successful marketing plan is quite vital if one wishes to boost the competitiveness of rice. This can be accomplished by putting into practice a marketing mix that incorporates the 4P principle (Place, Price, Place, and Promotion) and effectively integrating the four elements in order to persuade customers to make purchases. [28].

B. Regulation Toward Rice Trade

To ensure healthy competition between rice producers and its distribution process, the trade department of Sidenreng Rappang form a clear rule as follows:

1. Send out a Circular Letter reminding people not to weigh the grain in the evening. The Government did this in order to prevent fraud that could be performed by collectors/middlemen and rice millers by reducing

the weight of unreasonable grain scales, which would be to the prejudice of the farmers.

2. It is only permissible to reduce the weight of grain when weighing farmers' grain when doing so to a maximum of 2 kg per (1) sack of grain, which is equivalent to the weight of the sack 100 kg. If farmers discover grain that is considered to be of poor quality in the course of a grain buying and selling transaction, the grain weight is still deducted 2 kg, but the price of grain is adjusted according to the quality and quality and is agreed upon between the collectors or rice millers and the farmers.
3. Collecting traders and rice millers are obligated to use scales that are in good or new condition (the needle position of the scales is at 0 (zero) and has been calibrated or re-calibrated by the Metrological Sector (Identifier with Rights) marked with an official seal and in accordance with valid for 1 year. This regulation is in place to ensure that accurate measurements are obtained.
4. Purchase and secure the price of grain at the farm level with a minimum purchase price of grain according to the Government Set Price (HPP) stipulated in Permendag Regulation No. 24 of 2020 [16] where the price of harvested grain is 4800/kg or the latest rules that the journal regulates HPP, or based on general market medium rice prices that generally apply where the Perpadai Sidrap DPC always adjusts/equalizes the rise and fall of medium rice prices to farmer-level grain purchases.
5. Establishing a monitoring and monitoring team for the grain purchasing system at the farmer level (local government and related agencies) should be done in order to avoid causing harm to farmers and to ensure that this activity continues to proceed in a smooth manner by checking it once every six months.
6. Middlemen, collectors, and rice millers should be subject to moral punishments such as warnings in the event that they are found guilty of perpetrating fraud in grain purchasing and selling operations.

IV. CONCLUSION

This paper emphasizes the significance of Indonesia's agricultural industry to the country's overall economy. It draws attention on the difficulties that farmers experience while trying to sell their crops at reasonable prices, as well as the competition that exists between collectors, intermediaries, and rice millers. It also examines the significance of legal protection for consumers, as well as the requirement of an effective distribution system, with the goal of ensuring the supply of food at constant costs. Finally, this paper underlines the necessity for fair competition and effective distribution in the rice trading system to promote the welfare of farmers and assure food security in Indonesia.



This paper suggest for possible improvements to future research on the agricultural sector in the rice trading system in Indonesia. In order to make the agricultural community more prosperous, one potential reform would be to carry out a more in-depth investigation of the grain marketing system at the farm level. One further thing that could be done to make things better would be to look into the part that distribution networks play in ensuring that a community always has access to the necessary quantity of rice. In addition, studies in the future can concentrate on the significance of locating the optimal market in order to lessen the amount of unhealthy and unethical rivalry that exists among producers. Finally, similar research could investigate the effect that imported rice has on the fluctuation of rice prices within the nation, as well as the necessity of imposing limits on the quantity of goods that can be imported into the country.

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