

Implementation of Community Empowerment Communication in the Need of Environmental Food Security through the Program “Bandung Agri Market”

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Abstract--- *Bandung Agri Market (BAM) is a communication tool for urban farming activists in marketing the results of gardening groups in the city of Bandung. BAM was inaugurated and held for the first time by the Mayor of Bandung, Ridwan Kamil, in 2014. BAM is managed by the Bandung City Food and Agriculture Service and has been held regularly since 2014, with the aim of empowering urban farming activists to market their crops independently without being dependent on the market traditional and modern markets. Community empowerment efforts are tailored to the potential, problems and needs of the local community. This study aims to see how the Bandung Agri Market program can be a forum for community independence in supporting food and environmental security, measuring community empowerment and learning the obstacles faced in implementing BAM. The study used a constructivist paradigm with a qualitative descriptive method, data was collected through interview techniques, field observations, and library studies. The research sources are Food and Agriculture Service Officers, BAM activity and visitors. The results showed that BAM could be used as a forum for the independence of urban farming groups, communities, farmer groups, regional technical implementation units (UPTD) for nurseries and small and medium enterprises (UKM). In the long run, the implementation of BAM contributes to increasing green open space. In its implementation, there are still communication barriers and technical obstacles.*

Keywords--- *Bandung, Agri Market, BAM, Urban Farming, Community Empowerment, Food Security.*

I. INTRODUCTION

In 2014, the Mayor of Bandung, Ridwan Kamil, made an innovative gardening program for residents of Bandung, known as the urban farming "Bandung Berkebun", an activity of planting productive crops on unproductive land in the city and carried out by community members which led to benefits for these residents (Widianto, Nugraha and Amila 2014).

The word "Bandung Berkebun" comes from the name of the community of residents who have carried out urban farming activities since February 11, 2011 in the city of Bandung, by cultivating unproductive or abandoned land in this city (Vidyana and Murad 2016).

The aim of this innovative program is to invite residents of Bandung City to use unproductive land around their homes, to be planted with economically valuable productive crops. According to Mulyani (Mulyani, Suryana and

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Sugiana, Difusi Inovasi dalam Program Urban Farming "Kampung Berkebun" di Kota Bandung-Jawa Barat 2016) this program is considered as an activity that supports food production on a household scale and contributes to the addition of green open space in the city of Bandung.

Urban farming activities "Bandung Berkebun" is an innovation program that was socialized since 2014 under the coordination of the Food and Agriculture Office of the City of Bandung, which aims to enable residents of Bandung City to take advantage of using home gardens or less productive land to plant vegetables and other productive crops (FAO's role in urban agriculture 2019).

The concept of urban farming "Bandung Berkebun" is in line with the United Nations Food Organization (FAO) in terms of the concept of agriculture in urban areas, utilization of green open space, and urban waste (Widianto, Nugraha and Amila 2014).

Urban farming activities contribute to household scale food security in terms of providing food sources, creating employment opportunities, and alternative family income. This activity has great prospects and opportunities in the development of environmentally sound agribusiness-based agriculture in the city of Bandung.



Figure 1: Urban Farming Activities in Urban Areas have the Potential to provide Fresh Food Supplies, New Employment Opportunities, Recycle Community Waste, Create Green Open Spaces, and Strengthen the City's Resilience to Change (FAO's Role in Urban Agriculture 2019)

The thing that must be mastered in conducting urban farming is knowing the most appropriate method to use in urban areas. The method used must be in accordance with the ability of citizens. Residents of Bandung city who have succeeded in producing harvests from the urban farming program "Bandung berkebun" can market their crops through the BAM program, which is carried out several times a year (Festival Bandung Agri Market (BAM) 2014).

The implementation of BAM was motivated by the concern of urban farming activists when the unproductive

land they manage began to become productive land and produce crops which led to marketing problems. The abundance of crops at the same time, causing businesses to market their crops to traditional markets or modern markets is not easy.

In response to these problems, the Bandung City Government made a breakthrough to accommodate and facilitate the needs of citizens in promoting and marketing the products of the "Bandung Berkebun" urban farming program.

The technique for implementing the BAM program was designed by the Bandung Food and Agriculture Office, where the initial stage of the BAM program was to introduce various local fruit and vegetable crops to reduce public consumption of imported fruits and vegetables, and introduce a system of marketing and promotion of urban farming commodities. "Bandung Berkebun".

The innovation of BAM activities is expected to be able to realize the independence of citizens in supporting food security, education and contributing to the environment. Priono states, the inclusion of new ideas to society is a process of convergent communication so that people can understand at various levels of life (Priono and Widrati 2014).

II. LITERATURE REVIEW

Viljoen's research, Bohn, and Howe (2005) and Mougeot (2006), as quoted by Hui (Mulyani, Suryana and Sugiana, Difusi Inovasi dalam Program Urban Farming "Kampung Berkebun" di Kota Bandung-Jawa Barat 2016) is a study of urban farming activities with planting locations at the top of buildings (rooftop). Hui stated, agricultural activities in urban areas are activities that can increase the value and quality of life of the economic aspects.

Mincyte and Dobernig research (Diana and Dobernig 2016) concludes that the experience of conducting urban farming activities can shape new social values, as an impact arising from activities related to the surrounding environment.

Agriculture in urban areas has an important value in reducing food insecurity for the poor in urban areas (Crush, Hovorka and Tavera 2011). Vidyana and Murad mention that urban farming is an important strategy in terms of food security, preventing urban poverty, and preventing loss of biodiversity.

III. METHODOLOGY

This study uses the constructivism paradigm. The research method uses qualitative descriptive. The research subjects were Bandung Food and Agriculture Service officials, BAM participants and visitors. Primary data were obtained from the results of observations and interviews with the research subjects. Secondary data in the form of documents collected during the study.

The object of this research is community empowerment in marketing the urban farming products "Bandung Berkebun" in the BAM program. The technique of collecting data is done through observation, interviews and literature studies. The research was conducted in the city of Bandung, in 2017.

IV. RESULT & DISCUSSION

The BAM program is packaged in festivals by setting up stalls or stands by displaying local fruits and vegetables harvested from urban farming activities "Bandung Berkebun" residents of the city of Bandung. The hope of holding BAM is for the public to be more familiar with and enjoy local fruits and vegetables rather than imports. The first Bandung Agri Market Festival was located in Cikapayang Park, May 25, 2014.

The opening was marked by the beating of "kentongan" by the Mayor of Bandung accompanied by the Chairman of the Bandung PKK, as well as the Head of the Agriculture and Food Security Office of Bandung City (Festival Bandung Agri Market (BAM) 2014).

The organization of BAM is always supported by the Food and Agriculture Office of the City of Bandung by distributing various plant seeds for free, such as moon orchid flower seeds, anthurium seeds, cavendish banana seeds, and various fruit plant seeds.

In addition to being an alternative entertainment media for the citizens of Bandung, BAM also aims to educate the people of Bandung to care for local agricultural products, and stimulate people to use unproductive land that has been abandoned into productive land by planting plant seeds such as those distributed free of charge to organizing BAM (Fitrah 2017).

For urban farming activists "Bandung Berkebun", the Bandung Agri Market program means an event for the promotion and marketing of various fresh vegetables, local fruits and ornamental plants that they produce.

For visitors it means the opportunity to get free education in the form of an explanation of the procedures for planting plants with hydroponic media, soil media or other media, and the most important is how to market crops from urban gardening activities proclaimed by the city government of Bandung City (Saputra 2015).

For the Bandung Food and Agriculture Office, the BAM program is a means of sharing knowledge for residents and channels to encourage citizens to grow and love the greening movement, at least greening in their homes or neighborhoods, so that the environment can be green, and the air quality gets better. What's more, it can support family food security.

The communication implementation in the BAM program was seen in the enthusiasm of thousands of visitors at the free distribution of 1,000 plant seeds and 1,000 boxes of organic fertilizer. In addition, visitors were given knowledge about the various products of the Kampung Berkebun program which were also displayed and marketed at the event.

The enthusiasm of BAM visitors can be used as a measure to show the success of people's food security. Referring to the general food security policy of 2006-2009 (Kebijakan Umum Ketahanan Pangan 2006-2009 2006), at the household level, the problem that stands out in strengthening food security is the still large proportion of low purchasing power groups, or do not have access to food for various reasons, so they experience chronic and transient food insecurity. If conditions continue, this nation will lose the best potential from some of its human resources.

Table 1: Implementation of Bandung Agri Market Activities

<i>No.</i>	<i>Execution Time</i>	<i>Participants</i>	<i>Activities</i>
1	Mei 25, 2014	Community, farmer groups, UPTD nurseries	Marketing of local fruits and vegetables and food and accompanied by music.
2	Aug 31, 2014	Urban farming group, UPTD nursery, community	Providing various types of fresh vegetables and fruits produced by farmers in urban farming as a place to promote local fruits and vegetables in the city of Bandung.
3	October 26, 2014	Urban farming group, Bandung Berkebun Community, etc.	Harvest marketing of urban farming groups, distribution of 1000 free plant seeds and 1000 packs of organic fertilizer to visitors.
4	March 29, 2015	26 urban farming groups	Marketing of vegetable crops, education and the launch of the one day no rice program.
5	September 20, 2015	26 agro communities originating from 151 RW	These communities promote and market various commodities, such as vegetables, fruits, hydroponic plants and a number of other natural commodities. Distribution of perennials for free.
6	December 13, 2015	26 participants consisting of farmer groups, communities, nursery UPTD	Coincided with the implementation of the Car Free Night and Car Free Day programs as a unity of activities that encouraged the Bandung Agri Market to be grounded with the people of Bandung.
7	July 31, 2016	26 communities came from 151 RW urban farming groups	Showing off the results of gardening of the assisted people of the Food and Agriculture Office of the City of Bandung,
8	October 16, 2016	Urban farming group, community and nursery UPTD	Distribution of free seeds.
9	April 2, 2017	Urban farming group, community and nursery UPTD	Educate how to plant crops for mini farms or hydroponics. Distribution of as many as free plant seeds. Objective: to educate and encourage the community to be able to use small land to become a mini farm and use hydroponic media to plant crops.
10	August 6, 2017	30 selected urban farming groups	Selling a variety of ornamental plants, vegetables and fruits produced by local farmers.
11	October 8, 2017	30 selected urban farming groups	Selling vegetables, education. The free distribution of various types of plant seeds, 207 strawberry seeds, 207 cavendish banana seeds, 207 celery seeds, besides that, 207 fish seeds were distributed, 207 quail egg cups, 207 seaweed drink cups and 207 bottles of vegetable pesticides. In every minimum purchase of Rp. 25,000 will also get one produtif plant for free as many as 207 trees.
12	December 10, 2017	The urban farming class, 30 farmer groups and communities	Marketing of gardening plant seeds, education. Free seeds.
13	August 5, 2018	30 stands: urban pharyngeal groups, nursery UPTD, Bandung Regency Agriculture Service, Bandung City Chamber of Commerce, etc.	Selling seedlings and gardening results from several urban farming groups, education, free seed distribution.

Source: (Mulyani dan Basith, Urban Farming Sebagai Budaya Baru Masyarakat di Kota Bandung 2018).

The implementation of BAM generally markets crop yields and various productive plant seeds in urban farming groups, assisted farmer groups, environmentalists, agro communities, and the Chamber of Commerce and Industry, both on-site direct transactions and online transactions (see table 1.1).

In each BAM implementation, there is an effort to educate the visitors of the event, by introducing various types of vegetable plants, medicinal plants, and family medicinal plants. Visitors communicate a lot through questions and discussions with stand guard officers, about the plants that are marketed, the benefits, to the way of cultivation, and how to market mini-garden crops according to the target of urban farming. In the end, residents were interested in buying plant seeds that were sold at the Bandung Agri Market arena.

Plant seeds, fish seedlings, and organic fertilizers that are distributed free are sourced from Food Crops, Horticulture and Animal Husbandry Technical Service Unit, UPT Fish Seed Hall, and UPT for Food and Horticulture Crops which are directly through the head of Bandung Food and Agriculture Office. The concept of distributing free plant seeds for visitors is a real step from the Food and Agriculture Service in supporting the increase of green land for the City of Bandung, starting from planting free plant seeds in the people's home yards. Every visitor to Bandung Agri Market who deals with a minimum of Rp. 25,000 will get a coupon that can be exchanged for a productive plant, such as citrus, starfruit, mango, rambutan, etc., so that many visitors shop and use the event.

In terms of the rupiah, the value of sales of urban farming crops in BAM activities is of little value. Pride in being an exhibitor, as well as the opportunity to be a resource person in sharing urban farming knowledge, is more attractive than the money from the sale. In addition, there is an opportunity to form a communication network for urban farming groups in the long term, as well as the creation of opportunities for the establishment of marketplaces to market urban farming products online.

According to Tuten (Nasrullah 2017) this is in line with the presence of the internet which provides a new virtual environment for marketing practices in the digital era that can be seen from two sides, namely advertisers who can offer diverse content and user side as an alternative selection.

The 2017 BAM implementation coincided with the 207th anniversary of Bandung City. This year's BAM implementation is marked with number 207, as a symbol of BAM's third activity, as well as a series of 207th anniversary of Bandung City. To educate citizens to love their environment green, the Bandung City Food and Agriculture Service distributes free various types of plant seeds to citizens: 207 cavendish banana seeds, 207 celery seeds, 207 strawberry seeds, 207 vegetable pesticide bottles, 207 fish seeds, 207 fish seeds, 207 cups quail eggs, 207 cups of seaweed drink, and socialization of the "Milk and Egg Drinking Movement" to 12,800 elementary school students in the city of Bandung. (Kurniawan 2017).

The "Flamboyan" farmer group from Cisaranten Kidul Village, Bandung, became one of the youngest groups "Bandung Berkebun", only 6 months old in 2017, but had dared to participate in marketing activities of urban farming as well as innovation in processing vegetables at BAM. Local residents and nearby markets, the Flamboyan group also processes Pakcoy into processed foods such as: ice cream, pudding and pakcoy cendol. The step of processing Pakcoy vegetables is one of the innovations of citizens concerned about food (Mulyani and Basith, Urban Farming Sebagai Budaya Baru Masyarakat di Kota Bandung 2018).

The benefits of implementing BAM can be directly felt by residents of the city of Bandung. In addition to marketing the harvest directly, there are also many transactions in buying and selling online. The growing demand

of several community groups for gardening groups who had succeeded before to fill various events, resulting in a transfer of knowledge that occurred between visitors and participants at BAM.

The "Bandung Berkebun" community received guidance from the Bandung Food and Agriculture Service and Pertamina TBBM Bandung ICDC Group Indonesia. In fact, in the community, there has been a growing system of traditional knowledge based on local knowledge, like without being manipulated by outside power, it can still run by itself. But forms of direction are needed. When the routine has been implemented, empowering does not need to form a new institution. Empowerment is concentrated enough to activate capital in society, both social capital, human capital and physical capital. Empowerment is to activate these capital so as not to experience a deficit that eventually breaks (Susilo 2012).

The holding of Bandung Agri Market has several technical barriers, such as it is not the time to harvest, uneven harvests or yields that are not optimal, so that when BAM is held, participants cannot participate optimally. These obstacles are often caused by natural factors, such as floods in the rainy season. However, this does not reduce the enthusiasm of the managers to continue to act.

Even so, the implementation of BAM has been carried out since 2014, generally attended by 26-30 participants, involving the participation of a number of urban farming groups assisted by the Food and Agriculture Service and spread in 151 urban villages in Bandung. Therefore, it is necessary to monitor and evaluate all existing target groups, so that they remain active in BAM activities to market their crops and build partnerships with other target groups. Partnerships can be taken as part of empowerment (Susilo, 2012: 240).

V. CONCLUSION

Bandung Agri Market is an activity planned and carried out by the Food and Agriculture Office of the City of Bandung, packaged on a festival basis and has been held since 2014. The goal: 1) introducing and marketing various types of local vegetables and fruits harvested by urban farming groups in the city of Bandung, 2) media of education and information sharing on gardening activities in the form of unproductive and limited land use, using polybags, used goods, hydroponics, vertical gardens, 3) communication media that can support environmentally sound food security and have an impact on enhancing beneficial green open spaces, 4) tourist events. There are technical obstacles to being able to participate in the BAM program.

The researcher suggested the need to increase the coaching of various parties in Bandung Berkebun groups, so that a wider and more sustainable partnership could be established among fellow gardening program activists.

VI. LIMITATIONS AND STUDY FORWARD

This paper only discusses how the implementation of the "Bandung Agri Market" community empowerment communication program and the communication barriers that exist in this program. The results of the study cannot be used as a technical reference related to the urban farming program to support food security nationally. The author recommends that the researchers then examine the discussion of the obstacles that exist in the implementation of BAM, so that the goal of food security in urban areas will be realized.

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