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Evaluation Of The Movement Of Cheap Food In The Context Of Controlling Inflation In The City Of Parepare

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Abstract

This study aims to evaluate the effectiveness of the Cheap Food Movement as an inflation control strategy in Parepare City initiated by the Food Security Office as an implementation of food supply and price stabilization policies in accordance with the Food Law of 2012 No. 18. By using descriptive qualitative methods through observation, interviews, and documentation, as well as triangulation techniques for data validity, the results show that GPM is carried out every Tuesday and at certain times can be done more than that is considered effective in reducing the average price of basic necessities by 15% below market prices and increasing access to quality food for people, especially low-income groups. The success of the program is strongly supported by synergy across local government agencies and the private sector, although limited food quantities are still the main obstacle. This program is considered to be able to support price stability and people's purchasing power, so the Parepare City government is encouraged to continue to increase periodic evaluations, expand the scope of distribution, and strengthen socialization so that the benefits of GPM are more optimal as an instrument to control regional inflation.

Keywords: Cheap Food Movement, Inflation Rate, Government Policy, Price Stability

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INTRODUCTION

The stability of the price of basic commodities is one of the important factors in maintaining people's purchasing power and controlling the rate of inflation. Price fluctuations that are too high can disrupt the economic balance and reduce people's welfare, especially for low-income groups (Syafaruddin, 2024). Therefore , the government has a responsibility to take strategic steps in maintaining the stability of the price of basic materials. This is in accordance with the government's policy in the Food Law of 2012 No. 18 article 55 paragraphs 1 and 2 which reads, first: The government is obliged to stabilize the supply and price of staple foods at the producer and consumer levels. Second: Stabilization of the supply and price of Staple Foods as intended in paragraph (1) is carried out to protect the income and purchasing power of Farmers, Fishermen, Fish Farmers, and Micro and Small Food Business Actors, as well as maintain consumer affordability to Staple Foods. The Cheap Food Movement (GPM) is an initiative of the National Food Agency that aims to stabilize food supply and prices, as well as control inflation to provide quality food at affordable prices to the public (Indraswari, 2024). Programs such as GPM have a significant impact on reducing the price of basic commodities, thereby contributing to the stability of food prices in the community.

The phenomenon of inflation has been in the spotlight of economists, because it is one of the most important economic indicators (Safitri 2021). Inflation is a general and constant increase in the price of goods. This shows that the price of goods with the same presence is increasing. In the sharia economy, inflation is not a major problem in an agrative economy. (Hariyanto 2019). Inflation is calculated based on the Consumer Price Index (CPI). CPI is one of the strategic data of the Central Statistics Agency (BPS) which is used as a basis for determining government policies.

Based on initial observations from Consumer Price Authority (CPI) information, the increase in the price of goods in Indonesia has increased significantly, including in the city of Parepare, one of the concrete facts, the increase in goods in the Lakessi market. The impact of massive inflation is the lack of consumer interest due to high prices of goods, while the community's economic system is unstable, resulting in difficulties for people to meet food needs. The existence of GPM is expected to have a contribution in dealing with food price inflation. This is the basis of my interest to study more deeply about the "cheap food movement in the context of inflation control in the city of Pare-pare". The formulation of the problem in this study is what are the supporting and inhibiting factors in the implementation of the cheap food movement in the city of Parepare? And to what extent is the effectiveness of the cheap food movement in suppressing the price of basic necessities in controlling inflation?

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The purpose of this study is to identify supporting and inhibiting factors in the implementation of the cheap food movement in the city of Parepare and to evaluate the effectiveness of the cheap food movement in reducing the price of basic necessities to control inflation in the city of Parepare.

METHODOLOGY

This research was carried out at the Parepare City Food Security Office. This research will be carried out in June-July 2025. The research method used is qualitative descriptive with a descriptive approach. Qualitative research is a research approach that prioritizes the process of understanding and interpreting the meaning of phenomena in the field such as behaviors, perceptions, and actions experienced by research subjects in the form of words and language (Strauss & Corbin, 2015). Field research is research that studies intensively the background of existing circumstances, as well as the interaction of the environment of certain social units that are as they are. One of the main characteristics of field research is that the researcher is directly involved in the situation being studied (Denzin & Lincoln, 2020). Meanwhile, the descriptive approach is a study used to describe a group of people, an object, a condition, or a phenomenon, a phenomenon that is happening (Prastowo, 2020). The data used in this study are primary data and secondary data. Primary data obtained from the field is obtained directly from informants or objects being researched through direct observation in the field *(field research)* and in-depth interview results. As for secondary data as support, namely data obtained from library research in the form of books *(literature),* articles, and reports on research results that have been carried out by previous research.

The sampling technique in this study is the *saturation sampling* technique. Saturated sampling is a sampling technique in which research stops collecting data when no new information emerges from respondents. According to Guest, Namey, and McKenna (2020), saturated samples are achieved when researchers begin to feel that interviews or other data collection no longer yield new information or relevance to research questions. In this study, there were three respondents consisting of the Head of the Food Distribution and Insecurity Division of Parepare City, one member of the Food Distribution and Insecurity Division of Parepare City and the community.

The techniques used in data collection are as follows: Observation. This technique is carried out directly or indirectly. Directly in the field by utilizing the five senses which include sight and hearing to get information. Indirectly by utilizing visual media as a source of information. The interviews in this study used an unstructured type of interview, an unstructured interview is an interview that is conducted freely, that is, the researcher does

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not use systematic guidelines in interviews during data collection. In this study, the determination of informants was selected through a purposive technique, namely by determining who should be considered as an informant and knowing the object being studied (Salmaa, 2021). Documentation of the data search stage regarding things or variables in the form of notes, transcripts, books, and so on (Siyoto & Sodik, 2015). During the research process, the researcher tried to document the data obtained in the form of pictures, records of various observation results, interviews, and various activities carried out by farmers.

Data Analysis Techniques

In this study, the researcher used inductive data analysis. Inductive data analysis is an approach to data analysis that goes from facts to theory. Inductive data analysis aims to avoid manipulation of research data. So researchers need to go directly into the field to get valid data (Pakpahan et al, 2022). The procedure used in this analysis includes three stages: Data Reduction, Data obtained in the field is recorded in detail to proceed to the data reduction stage. The data obtained in the field will later be analyzed, classified or categorized into each problem through a brief description, which is then simplified to reduce data that is considered irrelevant so that it can be used to draw conclusions. At this stage, the researcher reduces the data obtained from the field related to the Cheap Food Movement in the Context of Inflation Control by categorizing the data obtained based on a specific theme, grouping the data by relevant categories and filtering out irrelevant or repetitive information. Ordinary data presentation, also referred to as data display, is the process of collecting information that is presented by grouping or categorizing the data that has been obtained. The form of data presentation in qualitative research can be in the form of charts, brief descriptions, *flowcharts, and others. The results* of interviews and observations will be explained in the form of narratives, to reveal the reasons behind the choice of distribution channels taken by GPM, as well as the challenges or obstacles they face in implementing GPM. This narrative provides a deeper picture of the community's perspective. Thus, a researcher can see what is happening and find out whether the conclusions obtained are correct or need to be reanalyzed. Stage of analysis of drawing conclusions. Conclusions are drawn by interpreting the data that has been presented to explore the deep meaning and evaluate the activities and research results that have been obtained by the community. Researchers can evaluate the effectiveness of the cheap food movement in reducing the price of basic necessities to control inflation in the city of Pare-pare.

The researcher used data triangulation on the validity of the data to ensure the validity of the findings. Data triangulation is a data validity check technique to improve the

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degree (credibility or validity) and constancy of data, and is also useful as a tool for data analysis in the field (Utami, W. D. 2024). Using the triangulation method is done by means of data collected through interviews, observations, and documentation compared and analyzed to identify consistent patterns. Triangulation was carried out by comparing the results of the interviews with field observations to verify the suitability of the data, while the analysis of the documentation was used to enrich and confirm the findings. According to Utami, W. D. (2024) that if there are three or more informants and say the same thing, the level of truth will be more significant and more accountable.

RESULTS AND DISCUSSION

Evaluation of the Cheap Food Movement in the Context of Inflation Control is a systematic process to collect, analyze, and assess information to find out the effectiveness and efficiency of an activity in achieving goals. The Cheap Food Movement is an initiative carried out by the Parepare City food security office aimed at stabilizing food supply and prices, as well as controlling inflation to provide quality food at affordable prices to the community, especially the people in Parepare City. Programs such as the Cheap Food Movement have a significant impact on reducing the price of staples, thereby contributing to food price stability in the community. With various programs and movements such as the Cheap Food Movement, Cheap Market carried out by the Food Security Office in Parepare City, it is hoped that it can increase public access to quality, affordable, and healthy food, as well as maintain food price stability in Parepare City.

The Cheap Food Movement in the Context of Inflation Control is a work program carried out by the Parepare City Food Security Office to provide assistance to the community by providing basic food packages at affordable prices. The goal of this movement is to help citizens in need, especially in situations where the prices of basic necessities tend to increase (Irmayani et al., 2024) . The government is also involved in efforts such as the Cheap Food Movement to stabilize food supply and prices, as well as inflation control to provide low-quality food to the public at below-market prices. The evaluation of the Cheap Food Movement was carried out to find out the effectiveness of the programs carried out by the cheap food movement activities in controlling inflation. According to Abdul Wahid. M and Muhammad Faisal as the Head of the Division and Member of the Distribution and Food Insecurity Division of Parepare City from the results of the interview, the Cheap Food Movement in the Context of Inflation Control carried out by the Parepare City Food Security Office can have achieved a success of 90% in reducing the price of basic necessities. What's more, the Cheap Food Movement is carried out every Tuesday and sometimes is carried out three times a week. In the cheap food movement, the community enthusiastically welcomed this activity, as seen from the

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high interest of residents who came to buy basic necessities at a lower price compared to the market price. The types of food offered such as PHP rice, onion, garlic, chicken meat, chicken eggs, cayenne pepper, sugar, cooking oil, local foods and other MSMEs.

To stabilize food prices and maintain consumer affordability to staple foods. The policy is carried out to determine food prices using observation techniques, especially at the Lakessi Central Market, Parepare City. Observations are focused on retail traders who will be interviewed. After making observations, the food price set by the Parepare City Food Security Office was lowered by an average of 15% compared to the previous market price. Cheap Food Movement in the Context of Inflation Control carried out by the Parepare City Food Security Office. According to the public's view, the Cheap Food Movement in the Context of Inflation Control is very petrified, especially with the low prices of basic necessities compared to the prices sold in the market and people do not bother going to the market with the existence of the Cheap Food Movement that goes directly to the community, this is the response to the community regarding the Cheap Food Movement in the Context of Inflation Control from the results of the interview.

Supporting and inhibiting factors in carrying out Cheap Food Movement activities in the Context of Inflation Control. The supporting factor of the Cheap Food Movement in the Context of Inflation Control is the support from the government such as the Trade Office, the PKP Office, the Economic and Natural Resources Section, TPID Parepare, Sejahtera, AW Factory, Alfamart, Wings Food, KWT, which is adequate to budget policies and adequate resources and infrastructure. The inhibiting factor is the lack of food quantity that is provided in the cheap food movement so that it can cause people not to get the food needs they want.

CONCLUSIONS AND SUGGESTIONS

This study shows that the Cheap Food Movement in the Context of Inflation Control in Parepare City has several supporting, inhibiting and effective factors. The supporting factors for the Cheap Food Movement in the Context of Inflation Control are adequate support from the government for budget policies and adequate resources and infrastructure. The inhibiting factor is the lack of food quantity that is provided in the cheap food movement so that it can cause people not to get the food needs they want. The cheap food movement carried out by the Parepare City Food Security Office It can be concluded that the decision making of the Parepare city government through the cheap food movement program in the context of inflation control is considered effective and responsive to the community. With the Cheap Food Movement in the Context of Inflation Control activities, it helps people to reduce the burden of living costs, especially since the Cheap Food Movement

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goes directly to the community. In this study, it provides suggestions to increase the evaluation and adjustment periodically to the type and quantity that is marketed to suit the needs and purchasing power of the community. Optimizing the socialization and promotion of the low-cost market program to the community so that more people can take advantage of this program.

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