

Communication Strategy in Food Security Sector in Indonesia

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Abstract—The success of development in the agricultural sector of a country is reflected in the countries' ability on self-sufficiency in food or at least food security. In Indonesia, food security is an important topic, not only seen from economic and social values, but it is also consisting an enormous political consequence. Even in many countries, food security is often used as a political tool for an aspiring presidential candidate to gain the support of the people news coverage of food security is needed by the public and the media have an enormous role in disseminating information on community food security are widely and quickly. Media is one of the references of the public to obtain information formally in accordance with its function as social control. This research aims to analyze the communication strategy of sustainable food security sector in Indonesia of the framing theory. Methods used is framing Robert M. Entman, the object of his research several Tirto.id news that spread the food security. The result showed on going communication strategies in the sector of food security in Indonesia is unclear.

Keywords—news on food security; online media; framing; communication strategy

I. INTRODUCTION

Food problems are indeed an issue that always rolls in every ruling government. The issue of imports, self-sufficiency, until the narrative of food security seems to be close together. In the 2019 presidential election, the issue of food security became “selling stuff” for both candidates of Presidents and Vice Presidents. Both Jokowi and Prabowo camps raised the issue of food security as their campaign material, start the problem about rice and corn are still imported from other countries, food stuff prices that are volatile many times, inadequate food supporting infrastructure for food self-sufficiency, not yet achieved rice self-sufficiency [1].

Researcher is interested in studying food security because this is one of the focuses of countries in the world not only Indonesia. Because food problems concern the lives of many people and can affect the domestic economy. In addition, food problems are related to the level of inflation and people's purchasing power. In other words, the productivity of a country is related to the food needs of its citizens who are fulfilled.

The concept of food security adopted by Indonesia comes from The Constitution (Law) No.7 of 1996 concerning about food; Article 1 Paragraph 17 states that “Food security is a

condition of fulfilling household food, which is reflected in the availability of sufficient food, both in quantity and quality, safe, evenly distributed, and affordable”. This law is in line with the definition of food security according to the United Nations Food and Agriculture Organization (FAO) and the World Health Organization (WHO) in 1992, the access of every household or individual to be able to obtain food at all times for the purposes of a healthy life. At the World Food Summit in 1996, food security was referred to as access for every RT or individual to be able to obtain food at all times for the needs of a healthy life with the requirements for receiving food in accordance with local values or culture [2].

The Food Security Agency (BKP) the Ministry of Agriculture defines food security as a condition for fulfilling food supplies for countries to individuals to be able to live healthy, active and productive lives in a sustainable manner. This is reflected in the availability of sufficient food, both in quantity and quality, safe, diverse, nutritious, equitable, and affordable and does not conflict with the religion, beliefs and culture of the community. The government through the Food Security Agency (BKP), Ministry of Agriculture, has compiled a Food Security Index (IKP). There are nine indicators which are derivatives of three aspects of food security, namely the availability, affordability and utilization of food. Furthermore, the IKP is grouped into six groups, the sixth most have food security and the number one as the most food-vulnerable region [1].

Based on the Food Security Index score, the majority of districts and cities in Indonesia have good levels of food security. The Ministry of Agriculture says there are 81 districts (19.47%) and 7 cities (7.14%) that still depend on food supplies from other regions to meet the food needs of their population and still lack basic water infrastructure [1].

According to the Global Food Security Index (GFSI), Indonesia's food security index ranks 65th in the world and fifth in ASEAN from 113 countries (October 2018). Indonesia's food security scores in all aspects amounted to 46.8 (in 2012) which rose to 54.8 in 2018 (highest score of 100) [1].

News about food security is needed by the community, while online media has a huge role in disseminating this information widely and quickly. Because media is one of the references for the community to obtain official information in accordance with the functions attached to it, that is the function

of giving information, educating, entertainment to the function of social control.

Media is a place where audiences get information about the political and social realities that occur around them [3]. Therefore, individual interpretation of an event is influenced by how the media frame the event. Individual understanding of political and social reality is formed from what is presented by the media.

According to McComb and Shaw quoted from McQuail, audiences not only learn news and other things through mass media, but also learn how much importance is given to an issue or topic from the way mass media emphasize on certain topics [4].

Framing is a strategy of how reality / world is formed and simplified in such a way as to be displayed to the public. Events are displayed in the news to appear prominent and attract the attention of the audience. It is done by selection, repetition, emphasis, and presentation of certain aspects of reality [3]. This research aims to analyze the communication strategy of sustainable food security sector in Indonesia of the framing theory. In a constructionist view the news is looked like to a drama where there is a battle between various parties relating to an event. Like a drama, of course there are parties who are defined as heroes, but there are also parties who are defined as enemies and losers [3].

II. METHOD

This study uses a framing analysis method with the model offered by Robert M. Entman. Framing analysis is one method of text analysis that is in the constructionist research category. This paradigm views the reality of social life as not a natural reality, but a result of construction [3]. Framing Entman sees framing into two (2) wide dimensions; they are issued selection and the aspect of projection. Framing Entman refers to define problems, diagnose causes, make moral judgment, treatment recommendation in a discourse to emphasize a particular frame of mind for events that are discourse.

This research specializes in the Tirto.id news site. There are three reasons: 1) Tirto.id is classified as producing food security news every month from year to year; 2) Tirto.id is a new site that carries the genre of new journalism with graphics; and 3) Tirto.id presents an event / issue through depth reporting.

III. RESULTS AND DISCUSSION

Framing Robert M. Entman sees framing into two (2) wide dimensions; they are issued selection and the aspect of projection.

A. Issue Selection

First, raised issue was about the rice stock from BULOG that was threatened with damage. The stock of rice is piled up in the warehouse and not all is well distributed. Even though the BULOG must be able to absorb the rice / grain of farmers at high prices. This is related to the government's plan to

implement a new food subsidy program, namely Non-Cash Food Aid Program (BPNT).

Second, the issue of the plan to open imports of rice and corn by the government under the pretext of meeting domestic food needs and stabilizing prices. Imports of rice and corn are considered not to contradict food self-sufficiency programs or food independence, but import policies are called for pursuing food security.

B. Aspect of Projection

First, the jurisdiction used in the news title tends to be framed in negative connotation meaning, such as: "The Specter Behind the Government's Plan to Remove Prosperous Rice Aid"; "Rastra Will Become Non-Cash Assistance, BULOG's Rice Threatens to Ruin Workers"; and "30 Thousand Tons of Corn Imports as The Evidence for Government That Not Being Serious About Food"

Second, news about food security presented by Tirto.id tends to be strengthened by data in the form of numbers. There are even some news items equipped with graphics and diagrams. The issue of food security tends to be associated with economic aspects by mentioning the numbers. Even though the issue of food security can be related to social and political aspects (government policy).

Framing Entman refers to define problems, diagnose causes, make moral judgment, treatment recommendation.

1) *Define problems*: Tirto.id defines the issue of food security from purely economic aspects, by mentioning the amount of rice and corn production, the amount of BULOG rice stock, the amount of corn imports, fluctuations in domestic food prices to the percentage level of food security.

Tirto.id strengthens this frame by quoting statements from sources of the Ministry of Economy, Ministry of Agriculture, Ministry of Trade, Bureau of Logistics, Food Security Council, lecturers to researchers.

2) *Diagnose causes*: Tirto.id considers the problems that arise related to food security caused by the Indonesian Government itself:

- Changing the scheme of distributing food subsidies to the community in the form of money.
- Opening the tap for imports of rice and corn.
- Tirto.id strengthened this frame by mentioning the Non-Cash Food Assistance Program (BPNT) which caused BULOG to lose considerable market share. In addition, the rice import policy and corn imports are considered as policies that hurt farmers.

3) *Make moral judgment*: Tirto.id through its news text contains moral claims,

- such as returning the food subsidy distribution scheme in the form of providing direct rice,
- stopping imports,
- controlling prices of basic needs of the community, and
- achieving food self-sufficiency.

Tirto.id strengthens this frame by repeatedly mentioning food self-sufficiency in the news text. Because it was the promise of the Jokowi's government to continue the success of self-sufficiency in food in the era of Suharto's leadership.

4) *Treatment recommendation:* Tirto.id emphasized solving the problem on the part of the Indonesian government to be more serious in managing food security in order to achieve the vision of self-sufficiency of food in this country. Tirto.id strengthens this frame by saying that the food security index in Indonesia is getting better even though there are still many problems.

IV. CONCLUSION

- Tirto.id considers the problems that arise related to food security caused by the Indonesian Government itself: 1) changing the scheme of distributing food subsidies to the community in the form of money and 2) opening the tap for imports of rice and corn.

- The jurisdiction used in the news title tends to be framed in negative connotation meaning.
- Tirto.id leads the audience that communication strategies in the sector of food security in Indonesia is unclear.

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