

VOLUME 15 NOMOR 02 2021

SOCA

JURNAL SOSIAL EKONOMI PERTANIAN



PROGRAM STUDI AGROBISNIS
FAKULTAS PERTANIAN
UNIVERSITAS UDAYANA





9 772615 662003



1411 7176

SOCA : Jurnal Sosial Ekonomi Pertanian is a medium to disseminate research for academics, researchers, practitioners, as well as the general public in the field of agricultural development in Indonesia. SOCA welcomes field research result, literature/theoretical review, methodological review, critical ideas, contemporary review of agricultural development and seminar result. SOCA targets junior writers with brilliant ideas, concepts, and research in the field of socioeconomic of agriculture and agribusiness. SOCA also welcomes senior writers to participate and guide young researchers through works that may inspire and motivate them in the pursuit of academic research and writing. The journal of SOCA is published three times a year in January, May, and September by the Agribusiness Study Program, Faculty of Agriculture, Udayana University in partnership with Indonesian Agribusiness Association.

SOCA. VOL.15, NO 2, JANUARY 2021

Head:

Agribusiness Study Program Coordinator, Faculty of Agriculture, Udayana University

Editor in Chief

: Dr. Gede Mekse Korri Arisena, SP., M. Agb

Editorial Board

: Dr. Widhianthini, SP., M.Si (Udayana University)

A.A.A. Wulandira S.DJ.SP., MMA (Udayana University)

Ida Ayu Listia Dewi, SP., M. Agb (Udayana University)

Tutik Dalmiyatun, S.Pt., M.Sc (Diponegoro University)

Kadhung Prayoga, SP., M.Sc (Diponegoro University)

Refaul Khairiyakh,SP.,M.Sc (Sebelas Maret University)

Internal Reviewers

1. Prof.Dr.Ir. Wayan Windia, SU (Udayana University)
2. Prof.Dr.Ir. I Gde Pitana, M.Sc (Udayana University)
3. Prof.Dr.Ir. Made Antara, MS (Udayana University)
4. Prof.Ir. IGAA Ambarawati, M.Ec.Ph.D (Udayana University)
5. Prof.Dr.Ir. Ketut Budi Susrusa, MS (Udayana University)
6. Prof.Dr.Ir. Dwi Putra Darmawan, MP (Udayana University)
7. Dr.Ir. I Dewa Putu Oka Suardi, M.Si (Udayana University)
8. Dr.Ir. Nyoman Gede Ustrijana, MM (Udayana University)
9. Dr.Ir. I Ketut Suamba, MP (Udayana University)
10. Dr.Ir. I Made Sudarma, MS (Udayana University)

External Reviewers

1. Prof. Dr. Ir. Yuli Haryati, MS (Jember University)
2. Prof. Dr. Ir. Andy Mulyana, M. Sc (Sriwijaya University)
3. Prof. Dr. Ir. Budi Setiawan, MS (Brawijaya University)
4. Prof. Dr. Ir. Djoko Koestiono, MS (Brawijaya University)
5. Dr. Yudi Ferrianta, SP, MP (Lambung Mangkurat University)
6. Dr. Yuprin A.D., SP., MP. (Palangkaraya University)
7. Dr. Ir. Ridwan Iskandar, MT (Politeknik Negeri Jember)
8. Dr. Suryadi Zulkifli, SP., MP (Malikussaleh University)

9. Dr. Mardiyah Hayati, SP., MP (Trunojoyo University)
10. Drs. Ade Banani, MMS (Jendral Sudirman University)
11. Dr. Dedi Herdiansyah, SE., MSi (Politeknik Negeri Pontianak Kalimantan Barat)
12. Dr. Margaretha Ardhanari, SE., M.Si. (Katolik Widya Mandala University)
13. Dr. Ir. Ketut Arnawa, MP. (Mahasaraswati University Denpasar)
14. Dr. Dwi Retno Andriani, SP., MP (Brawijaya University)
15. Sugiyarto, SP., M.Sc. (Gajah Mada University)
16. Made Viantika Sulianderi, SP., M.Agb (Hasanudin University)
17. Yulistriani, S.P., M.Si (Andalas University)
18. Yudi Sapta Pranoto, S.P., M.Si (Bangka Belitung University)
19. Illia Seldon Magfiroh, S.E., M.P (Jember University)
20. Deru R Indika, S.E., MBA (Padjadjaran University)
21. Cut Aprilia, S.E., M.Interbuss (Syiah Kuala University)
22. Adhe Kania, S.Si., M.Si (Institut Teknologi Bandung)
23. Suluh Elman Swara, ST., MT (Brawijaya University)
24. Supardi Rusdiana, S.P., M.Si (Animal Research Center Indonesia)

Technical Editor:

I Gede Wahyu Pramartha, S.T.
Alfin Christian Massie
Dewa Ayu Made Gandariani
Ns. Ni Luh Putu Nopriani, S.Kep
Dr. Made Sukawijaya, SP., M.Sc
Dina Lare Dunensa

Published by:

Agribusiness Study Program, Faculty of Agriculture, Udayana University in partnership with Indonesian Agribusiness Association.

Editorial Office:

Business Development Laboratory
Agrocomplex Building, Floor II, East Wing
PB. Sudirman Street, Denpasar, Bali, Indonesia
Telephone : +62 361 223544
Email : soca@unud.ac.id
Website : <https://ojs.unud.ac.id/index.php/soca/index>

Soca : Jurnal Sosial Ekonomi Pertanian

Soca. VOL.15, NO 2, MAY 2021

Homepage	i-ii
Table of Contents	iii-iv
THE ROLE OF BRANDING IN INCREASING REVISIT TO AGRITOURISM AT JATILUWIH IN BALI	235-244
<i>I Gusti Ayu Oka Suryawardani, Agung Suryawan Wiranatha, I Ketut Satriawan, Ida Bagus Gde Pujaastawa, Eka Nila Kencana5 and I Wayan Tika</i>	
CORPORATE SOCIAL RESPONSIBILITY PROGRAM IN ECOTOURISM DEVELOPMENT OF MEMPAWAH MANGROVE PARK	245-256
<i>Agum Gumilang, Eva Dolorosa and Dewi Kurniati</i>	
THE CONSUMER PREFERENCE TO THE BEEF PRODUCT AT TRADITIONAL MARKET IN SEMARANG CITY	257-267
<i>Fakhrana Nurdini Cantika, Edy Prasetyo and Agus Setiadi</i>	
THE EFFECTIVENESS OF THE IMPLEMENTATION OF FOOD INDEPENDENT AREA PROGRAM IN OGAN ILIR REGENCY	268-282
<i>Komala Sari and Ahmad Febriyansyah</i>	
COMMUNICATION BEHAVIOR OF FARMERS IN ACCESSING INFORMATION ON BANANA CULTIVATION IN THE INDUSTRIAL REVOLUTION 4.0	283-295
<i>Okta Hermawati Surya, Srioso Satmoko and Agus Subhan Prasetyo</i>	
THE ROLE OF AGRICULTURAL INSTRUCTORS ON THE INCOME OF REJEKI ALAMI WOMEN FARMER GROUP MEMBERS	296-311
<i>Sintia Gina Alfitri, Tutik Dalmiyatun and Bambang Mulyatno Setiawan</i>	
JAJAR LEGOWO RICE FARMING BUSINESS IN SOUTH SUMATERA PROVINCE	312-323
<i>Waluyo and Suparwoto</i>	
THE ROLE OF EXTENSION INSTRUCTORS ON THE ATTITUDES OF FARMERS IN THE APPLICATION OF INPARI 32 RICE SEEDS	324-333
<i>Yolanda Gita Soraya, Siwi Gayatri and Kadhung Prayoga</i>	
THE FOOD SECURITY OF THE HOUSEHOLD RECIPIENT OF FOOD INDEPENDENT VILLAGE PROGRAM IN CENTRAL SUMBA REGENCY	334-344
<i>Yosua Umbu Osa Sabaora, Sony Heru Priyanto and Tinjung Mary Prihtanti</i>	

THE EFFECTIVENESS OF FERTILIZER SUBSIDY: HOW THE IMPACT TO THE PRODUCTION	345–356
<i>Prasaktiyoga Adiraputra and Dika Supyandi</i>	
BUSINESS DEVELOPMENT STRATEGY ON TRADITIONAL COCONUT OIL (LENGIS TANUSAN) PRODUCTION DURING THE COVID-19 OUTBREAK	357–369
<i>Ni Kadek Sri Guntari, I Dewa Putu Oka Suardi and Nyoman Parining</i>	
THE INCOME COMPARISON OF BROILER FARMING THAT USED CLOSED HOUSE SYSTEM AND OPEN HOUSE SYSTEM	370–378
<i>Ida Ayu Putri Lingga Sari, Ketut Budi Susrusa, Ida Ayu Listia Dewi</i>	
HOUSEHOLD INCOME STRUCTURE AND STRATEGY AMONG FARMERS IN SUBAK JATILUWIH	379–389
<i>I Putu Wisnumurti Utama Buda, Ketut Budi Susrusa and Anak Agung Ayu Wulandira Sawitri Djelantik</i>	
RICE IMPORT DEVELOPMENT IN INDONESIA	
<i>Agnes Quartina Pudjiastuti, Gede Mekse Korri Arisena, Anak Agung Keswari Krisnandika</i>	390–405
THE OBSERVATION OF BLAST DISEASE AND ITS EFFECT TO RICE YIELD USING EXISTING ASSESSMENT METHOD TO SUPPORT THE INDONESIAN AGRICULTURE INSURANCE	406–415
<i>I Putu Sudiarta, I Komang Candra Giri Prayoga, I Gede Rai Maya Temaja, Gusti Ngurah Alit Susanta Wirya, Masahiro Shishido, and Chiharu Hongo</i>	
THE CHANGES OF HOUSEHOLD FOOD EXPENSE DURING COVID-19 PANDEMIC: A CASE STUDY IN INDONESIA AND ARMENIA	416–426
<i>Rahayu Relawati, Bambang Yudi Ariadi, Ary Bakhtiar, Sona Minasyan</i>	