



Improving food resilience through community awareness on cooking oil distribution

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Publication details, including author guidelines

URL: <https://jurnal.konselingindonesia.com/index.php/jkp/about/submissions#authorGuidelines>

Editor: Rima Pratiwi Fadli

Article History

Received: 25 Apr 2025

Revised: 29 Mei 2025

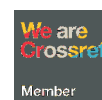
Accepted: 12 Jun 2025

How to cite this article (APA)

Wibisono, Y., Maarif, M. S., Yulianto, B., & Asikin, Z. (2025). Improving food resilience through community awareness on cooking oil distribution. *Jurnal Konseling dan Pendidikan*. 13(2), 131-140. <https://doi.org/10.29210/1153500>

The readers can link to article via <https://doi.org/10.29210/1153500>

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Jurnal Konseling dan Pendidikan

ISSN 2337-6740 (Print) | ISSN 2337-6880 (Electronic)



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ABSTRACT

This study aims to strengthen food security through public awareness in the cooking oil trade system. Food security remains a pressing challenge in many developing countries, where staple commodities like cooking oil are vital to daily nutrition and economic stability. While much attention has been given to improving production and distribution systems, the role of public awareness in strengthening food security is often underestimated. This study uses a descriptive qualitative approach with a literature review method. This paper explores how consumer education and community-based awareness initiatives can enhance the efficiency, transparency, and sustainability of the cooking oil trade system. By empowering individuals with knowledge about market dynamics, responsible consumption, and supply chain challenges, public awareness serves as a strategic tool to reduce panic buying, prevent waste, and promote equitable access. The study highlights the potential for collaborative efforts between government, industry stakeholders, and civil society to integrate educational campaigns into food trade policies. This study gives novelty in raising public awareness is shown to be a critical and cost-effective measure in building more resilient and food-secure communities.

Keywords:

Food security
Public awareness
Cooking oil
Trade system
Community

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Introduction

Food is important because it is a basic and essential human need (Duana et al. 2022). The problem of food security goals supported by environmental sustainability and socio-economic justice is one of the biggest challenges for a country (Lu et al. 2022; Manikas et al. 2022). Not only developing countries have food security challenges, but many developed countries also face significant challenges in achieving food security (Horn et al. 2022). The Covid-19 pandemic (Rhofita 2022), the Russia-Ukraine conflict, and an unstable climate are the causes (Abd-Elmabod et al. 2020; Affoh et al. 2022; Horn et al. 2022). In addition, the increasing population and standard of living in a country also make food security a central issue that is widely discussed (Manikas et al. 2022). Especially in Indonesia, food security is still a challenge in realizing community welfare (Taufiqurrohman and Jayanti 2019; Quaralia 2022; Ristanto et al. 2022).

Based on these problems, it can be said that food problems in Indonesia must be a serious concern and are very necessary to be addressed (Indonesia 2020), especially to support the 2022-2024 National Development Plan, namely regarding the availability, access, and quality of Indonesian food. In addition, the vision of the United Nations (UN) in 2030 is to achieve global sustainable development, more precisely SDG 2 focuses on hunger, food security, nutrition and sustainable

agriculture, with the concept of food security. In a country, the most expected thing from the implementation of a food security policy is that the policy is successful. The successful and successful policy is a policy that can maintain food availability, ensure food affordability, and pay attention to food quality and nutrition. In other words, people can consume enough food to live healthily (Arif et al. 2020; Pasaribu and Karo 2021): In addition, the World Health Organization added that a successful food security policy will be realized when food availability, food access, and food utilization run smoothly (Agang and Rosyidah 2022).

Previous research related to food security has been conducted by several researchers, especially related to factors that can affect Indonesia's food security and their relationship models. There is a positive and real influence of food availability, food access, food absorption, on the level of resilience (Jumariati et al. 2019). Furthermore, there are four factors that are formed in influencing food security, namely food availability, socio-economic, health impacts, and physical nature (Hapsari and Rudiarto 2017). The factors that influence Indonesia's food security are life expectancy, percentage of poor people, access to clean water, without access to electricity, average length of schooling, percentage of stunted toddlers, and normative consumption ratio (Yulianti and Ratnasari 2021).

There are four theories used in this study, namely stakeholder theory which shows that companies have an obligation not only to act in their own interests, but also to provide benefits to their stakeholders. Furthermore, resource dependency theory to determine the relative importance of key stakeholder groups of an organization, considering that management will pay attention to the needs of key actors and pay little attention to stakeholder groups that do not have control over critical resources. The next theory is contract theory or agreement theory, the actual behavior of the organization does not always consider stakeholder advantages and that the variability of falsifiable claims must be considered. Another theory is institutional theory, namely that in order to survive, an organization must be able to convince the public or society that the organization is a legitimate entity and worthy of support. Finally, there is network theory which shows the organization's response to external factors.

Considering that food is a basic right of every individual to obtain it in sufficient, safe and affordable quantities, then from the explanation above it can be concluded that food security can be achieved by improving the factors of food availability, access, and food absorption by considering several indicators in the three factors. The increase in the price of cooking oil is felt to be very burdensome for the community, if conditions like this continue, it is possible that high inflation will occur (Bukit et al. 2022). From the formulation of the problem, the research questions are developed as follows how strengthening food security through public awareness in the cooking oil trade system.

Most existing studies using these theories tend to focus on organizational decision-making, governance, or institutional legitimacy within corporate or governmental frameworks. However, very limited research explores how these theories intersect with the role of public awareness in shaping market dynamics and promoting equitable access to essential food items. For instance, while stakeholder theory highlights the importance of considering the interests of all parties, there is little examination of how consumers arguably one of the most affected stakeholder groups can be empowered through awareness and education to influence supply chain behavior and policy direction.

Furthermore, although food security is broadly discussed in terms of availability, access, and utilization, the public's role as an active agent in these processes is often underemphasized in theoretical and empirical literature. In the case of Indonesia, where sharp fluctuations in cooking oil prices have led to socio economic strain, there is a lack of integrated studies that combine theoretical insights with a practical investigation into how public awareness initiatives could mitigate these challenges.

This gap points to the need for research that bridges macro-level theoretical constructs with micro level behavioral and informational strategies, specifically examining how enhancing public understanding of the cooking oil trade system can contribute to stronger national food resilience. By focusing on this intersection, the study seeks to fill a critical void in current literature connecting

organizational theory, consumer engagement, and food security outcomes in a comprehensive and actionable way.

Methods

This study uses a descriptive qualitative approach with a literature review method. The data collection techniques used are the archival method and the historical method by collecting data from various online publications related to how strengthening food security through public awareness in the cooking oil trade system in Indonesia. Then the data analysis technique used is the content analysis technique to describe the meaning of a message and the method used to express the contents of the message to be conveyed. The literature selection process limiting sources to peer-reviewed journals from the past five years related to cooking oil distribution and food security. The article also indicates the source of secondary data, whether from databases such as Scopus, Web of Science, or Google Scholar, which undermines transparency and credibility, as the validity and relevance of the sources remain unknown. Although content analysis is claimed as the analytical technique, the steps such as data categorization, coding, or synthesis are not explained, resulting in an unstructured, merely narrative description rather than a systematic scientific analysis.

The data collection techniques used include the archival method which involves retrieving and examining existing records, documents, and publications and the historical method, focusing on analyzing past trends and developments in food distribution and public awareness campaigns. These techniques aim to trace how education and information dissemination have historically impacted consumer behavior and supply chain transparency. The literature used in this study was primarily drawn from online sources and digital databases, with a selection criterion that limited materials to peer-reviewed journals from the past five years. These sources were chosen to ensure relevance and contemporary insight into the ongoing challenges and strategies surrounding food security and cooking oil distribution. However, the study does not clearly disclose whether databases such as Scopus, Web of Science, or Google Scholar were systematically used. This lack of transparency undermines the credibility of the data collection process, as the validity, reliability, and scholarly rigor of the sources remain uncertain.

For data analysis, the study adopts a content analysis technique, intended to interpret and describe the meaning embedded in written communication. This method is appropriate for identifying themes and patterns across textual data; however, the explanation provided in the study lacks clarity regarding the specific analytical procedures undertaken. Important steps typically associated with content analysis such as data coding, categorization, thematic synthesis, and interpretation of findings are not elaborated upon. As a result, the analysis appears to be more narrative and descriptive, rather than systematic and analytical, limiting the depth and reproducibility of the findings.

Results and Discussion

The cooking oil trade system plays a critical role in national food security, particularly in countries where cooking oil is a staple in daily consumption. However, challenges such as price volatility, distribution inefficiencies, supply shortages, and limited consumer knowledge continue to undermine stability and accessibility. One often overlooked yet highly impactful strategy in addressing these issues is the promotion of public awareness and education. Educated consumers can influence the cooking oil market in several keyways. First, public understanding of market dynamics such as the causes of price fluctuations and the importance of supply chain efficiency can reduce panic buying during shortages, which often exacerbates supply issues. Awareness also empowers consumers to demand transparency and accountability from suppliers, retailers, and policymakers, creating a more balanced and fair trade environment. Moreover, public education campaigns can help shift consumer behavior toward more sustainable consumption. For instance, teaching proper storage techniques and portion control can reduce household waste, while promoting alternative or locally

produced oils can lessen dependence on a few large producers, thereby reducing systemic vulnerability.

From a policy perspective, integrating public awareness into food trade strategies enhances resilience. Government and non-governmental organizations can partner to design targeted counseling and outreach programs especially in rural and low-income areas where the impact of supply disruptions is most severe. These programs can include workshops, community discussions, school-based learning, and multimedia campaigns to disseminate information on cooking oil trade and food security.

Furthermore, involving community leaders and local stakeholders in awareness efforts ensures cultural relevance and greater trust in the information shared. When communities are not just informed but actively involved in shaping local food systems, they become more adaptable and resilient to external shocks such as economic downturns or global supply disruptions. Strengthening public awareness is not merely a supportive element but a strategic component of a sustainable and secure food system. By making consumers active participants in the cooking oil trade system through knowledge, transparency, and community engagement, nations can build a more equitable and food-secure future.

Cooking Oil Supply Chain Awareness

Based on the supply chain concept, there are three stages in the flow of materials. Raw materials are distributed to producers to form a physical supply system, producers process raw materials, and finished products are distributed to end consumers to form a physical distribution (Marimin and Maghfiroh 2010). Raw materials are distributed to suppliers and manufacturers who process them, so that they become finished goods that are ready to be distributed to customers through distributors. Customer requests are translated by distributors and distributors convey them to manufacturers, then manufacturers convey the information to suppliers. The supply chain includes all interactions between suppliers, manufacturing companies, distributors, and consumers (Yolanda 2005). Furthermore, the mechanism of the agricultural product supply chain is naturally formed by the supply chain actors themselves. In developing countries such as Indonesia, the mechanism of the agricultural product supply chain is characterized by weak agricultural products and market composition. Both of these things will determine the sustainability of the supply chain mechanism. The mechanism of the agricultural product supply chain can be traditional or modern. The traditional mechanism is that farmers sell their products directly to the market or through middlemen, and middlemen who will sell them to traditional markets and supermarkets. The modern supply chain mechanism is formed by several things, including overcoming the characteristic weaknesses of agricultural products, increasing customer demand for quality products, and expanding existing market share (Marimin and Maghfiroh 2010).

Key issues related to supply chain management consist of distribution network configuration, inventory control, supply contracts, distribution strategies, supply chain integration and strategic partnerships, procurement and outsourcing strategies, product design, information technology and decision support systems and customer assessment. Supply chain management is not only carried out so that all parts of the system provide effective overall performance, but also efficient (Shimchi et al. 2000). Agro-industrial commodities are agricultural sub-sectors that can play an important role in economic growth, export revenues, employment, poverty reduction, and equitable regional development. The contribution of the development of the agricultural sector to date has been very rapid in Indonesia, especially in the plantation sub-sector. The Riau Province area, especially in Bengkalis Regency, has various abundant plantation commodities with high economic value in the form of palm oil commodities (Syahza 2011).

The general palm oil production process starts from Fresh Fruit Bunches (FFB) to palm cooking oil. The harvested FFB will enter the processing plant to become crude palm oil or CPO and then be further processed through the refinery and fractionation process to produce the final product, namely stearin and olein or commonly known as palm cooking oil. There are five forms of plantation ownership on the upstream side, palm oil and cooking oil factories, and distributors/retailers who send the final product to end consumers. There are three main commodities from palm oil, namely Fresh Fruit

Bunches (FFB), crude palm oil, and cooking oil. In large national and private plantation ownership, they have the same supply chain, FFB from the plantation is sold directly to the palm oil factory. While in the ownership of independent community plantations before entering the palm oil factory, FFB is sold first to collectors or employee cooperatives. In plasma community plantations, both the core pattern of transmigrant people (PIR Trans) and the Primary Member Cooperative Credit Plasma (KKPA), TBS is first sold to farmer groups, village unit cooperatives and then sold to palm oil factories. Thus, the supply chain in community plantations is longer compared to the supply chain of large plantations, both state and private (Hidayat 2012).

Food Distribution Awareness

There are three food security problems that often occur, namely food availability, distribution and consumption. Based on research results, the problem of food availability affects the decline in production capacity. Furthermore, distribution problems are usually related to infrastructure, institutions, distribution networks, and production capacity between regions and between seasons. The most crucial consumption problem is the consumption of staple foods. Thus, one of the strategic variables in national development is food security (Syaifullah 2013). The development of national food security is directed at resolving and improving various food problems, such as food availability, handling food insecurity, and food access; improving the distribution system, and stabilizing food prices; and food reserves; and improving the fulfillment of consumption needs and food security (Herdiana et al. 2014).

The availability of sufficient food for each individual to be able to consume food in sufficient quantity and nutritional quality is a mandatory requirement for food security. However, sufficient food production and availability in a region, province, or even nationally does not automatically guarantee household and individual food security. This is because families can achieve household food security only when they have the ability to obtain sufficient, nutritious, and safe food to support a healthy and productive life (Herdiana et al. 2014). This means that food may be available and accessible, but if the household cannot easily receive adequate food distribution in terms of quantity and type, or if the body's condition does not allow it to be utilized/absorbed because it is insufficient.

The distribution aspect is one of the most important things to realize food security, considering that Indonesia is an archipelagic country where each region has diverse characteristics. This diversity makes it so that food needs in an area cannot be met by production in that area, so that transportation factors, especially sea transportation, are a very vital need (Purwaningsih 2008). Other geographical factors in Indonesia, such as regional socio-culture, influence food production, especially for the production of nine national staple foods, the Indonesian people are still dominated by the islands of Java and Sumatra, so that access to these staple foods is still uneven. National food distribution must be integrated with the national logistics system to be effective and efficient (Vickery et al. 2003). One element of the national logistics system is the problem of transportation. Indonesia's geographical conditions consisting of islands and climate uncertainty have an impact on the high transportation costs that must be borne to distribute commodities to become superior domestic products (Cottrell et al. 2019). The high cost of distribution results in a wide price disparity between regions so that they are unable to compete with similar products from abroad (Barnett and Coble 2012). Considering the recent case in Indonesia, namely the problem of beef imports, as a large country with fertile soil, it is certainly not difficult to cultivate superior cattle to achieve national meat independence. However, what happened was that the domestic commodities were less competitive with imported products because the transportation costs for imported commodities were much smaller when compared to the cost of ships to transport commodities from regions in Indonesia. For example, the Minister of Agriculture stated some time ago that the cost of shipping cattle from Kupang was much more expensive when compared to the cost of transporting cattle from Darwin. Food distribution is carried out through the development of a food distribution system that can reach all areas of the Unitary State of the Republic of Indonesia effectively and efficiently. Management of the food distribution system must be able to maintain safety, quality, nutrition, and not conflict with religion, beliefs, and culture of the community. Referring to Law No. 18 of 2012, the success of food distribution can be seen from two important aspects, namely the development of the distribution system and the management of the distribution system.

Government regulations have a significant positive effect on national food distribution. The regulations in question are related to socio-economic infrastructure. Distribution is not only about channeling products from producers to consumers, but also about regulating a good distribution system so that prices are stable and affordable (Adnan and Sutikno 2014; Hermawan 2014). The results of Tantawi's (2021) study in West Sumatra showed that infrastructure development policies are policies that are considered pro-people. On the other hand, government regulations that have an influence on food security are related to price regulations (Bashir and Schilizzi 2012). This means that the funds spent by the government so far to finance food procurement through food price policies have an impact on the availability of energy sourced from rice, corn, soybeans, sugar, cassava, sweet potatoes, eggs and meat as well as broiler and native chickens (Ilham et al. 2016).

Previous research on community purchasing power towards food security has been conducted in the United States. This study aims to determine the importance of purchasing power and education in family food security in rural areas using Chambo canton, Ecuador as a case study. Furthermore, this study considers the deductive method, this study is descriptive correlational, with qualitative and quantitative approaches. For data collection, a questionnaire was used which was applied to 230 households from a total of 3585 households. The results show that the variables of income and total family income (community purchasing power) have a high relationship with food security. Furthermore, it is concluded that education does not represent a food security factor in rural areas, although its incorporation as an important variable to improve quality of life (Ayaviri-Nina et al. 2022).

Distribution is defined as an activity of distributing production results in the form of goods and services from producers to consumers. Therefore, food distribution is defined as a process of distributing food products from producers to consumers. Food distribution and food purchase locations have a significant influence on food security, especially on food access (Maxwell and Slater 2003). To achieve national food security, policies related to food distribution need to be considered, especially efforts are needed to establish strategic partnerships between the government and the private sector in order to increase food production capacity and facilitate food distribution across time, place, and income groups. There are several factors that determine food distribution, including transportation facilities, road infrastructure, and the distance between producer and consumer locations (Suryana 2014).

Food Access Awareness

Food access is the ability of households to obtain sufficient food through household production, purchase, barter, gifts, loans, food aid, or a combination of the five. Food availability in an area may be sufficient, but not all households have adequate access, there are still many people who are in urban areas but still cannot access food properly (Purwaningsih 2008; Nurdiani and Widjojoko 2016; Ramaditya et al., 2024) Food access represents the equality of the degree of freedom of access and control that each household has in fulfilling their right to food. This principle is one of the dimensions of food justice that is important to note. Household and individual access consists of economic, physical and social access. Economic access depends on income, employment opportunities and prices. Physical access concerns the level of regional isolation (distribution facilities and infrastructure), while social access concerns food preferences (Ramaditya et al., 2025).

Food access is related to food security. There are three indicators of food access, including average income, average expenditure, and average access to transportation or market access. Of the three indicators, average access to transportation or market access has the greatest influence on food security. This is because the easier it is for consumers to access the market, the less expenditure they will incur, and the further or more difficult it is to access food, the greater the consumer expenditure that must be incurred (Sari and Andrias 2013). The results of research related to the impact of environmental factors on food security show that the failure to meet food security in a region or household level is caused by the distribution aspect. This means that the study shows that food access is related to food security. Food access in this study was measured using access to transportation links, meaning that the better the access to transportation links, the better the household food security in a region will be (Mahendra et al. 2019). The results of other studies also show the same

results, the food access factor is related to food security (Mun'im 2012). Food utilization refers to the use of food by households, and the ability of individuals to absorb and metabolize nutrients (efficient conversion of nutrients by the body). Food utilization also includes how food is stored, processed, and prepared. Utilization also includes the use of water and fuel during the processing process as well as hygiene conditions, culture or feeding habits, especially for individuals who require special types of food, distribution of food in households according to the needs of each individual (growth, pregnancy or breastfeeding), and the health status of each household member (Manning and Baines 2021). From the several definitions above, it can be concluded that basically food security is generally measured using three pillars or dimensions, although there are some differences in terms, namely availability, affordability, and quality and safety or often called utility. The results of previous studies show that there are three indicators to measure food absorption, including the average level of education, average health knowledge, and average availability of clean water. Of the three indicators, the average health knowledge indicator has the most important role compared to other indicators. The results of the study revealed that food absorption is related to food security (Sari and Andrias 2013). The results of other studies also show the same results, that food absorption factors are related to food security (Mun'im 2012).

Conclusion

Strengthening food security in Indonesia or any nation requires more than just improving agricultural productivity or refining distribution channels. It also demands a well-informed public that understands the dynamics of food systems, particularly essential commodities like cooking oil. Public awareness plays a critical role in shaping consumer behavior, promoting transparency in trade practices, and encouraging accountability across the supply chain. By integrating education and awareness campaigns into the cooking oil trade system, communities can make more informed purchasing decisions, reduce waste, and support fair pricing mechanisms. Moreover, informed consumers are better equipped to respond to price volatility and supply disruptions, which directly contributes to national food resilience. In conclusion, empowering the public through targeted education and counseling not only enhances their understanding of the cooking oil trade but also strengthens the collective capacity to ensure equitable and sustainable food systems. This approach should be viewed as a strategic pillar in any comprehensive policy framework aimed at achieving long-term food security.

While this study underscores the critical role of public awareness in strengthening food security through improved understanding of the cooking oil trade system, several limitations must be acknowledged. First, the analysis primarily focuses on the conceptual and policy-level benefits of public education, without incorporating empirical data or case studies that measure the actual impact of awareness campaigns on consumer behavior and market dynamics. This limits the generalizability of the conclusions and underscores the need for further evidence-based research.

Second, the study does not account for regional disparities within Indonesia or across similar nations, where access to information, levels of education, and socio-economic conditions may vary significantly. These variations can influence how effectively awareness campaigns are received and acted upon, suggesting that a one-size-fits-all approach may not be appropriate. Additionally, the current work does not fully explore the role of digital platforms, social media, or community-based organizations in disseminating information and influencing trade behaviors, which are increasingly relevant in modern food systems. Future studies should focus on evaluating the effectiveness of specific public awareness strategies through field research, including surveys, pilot programs, and behavioral studies. Research could also explore how demographic factors such as age, income, education level, and geographic location affect the public's engagement with food trade education. Furthermore, interdisciplinary approaches combining economics, communication, and behavioral science may yield more robust models for public engagement and policy design.

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