

The Impact Of Increasing Prices Of Basic Materials On The Economy Of Food Traders In Candiareng Village

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ABSTRAK: Kenaikan harga mempengaruhi pengelolaan modal, persediaan, harga, produksi, dan perubahan pendapatan yang dialami pedagang. Tujuan penelitian ini adalah menganalisis kenaikan bahan makanan pokok seperti nasi, telur, dan gula pasir. Mengenai kenaikan harga barang kebutuhan pokok bagi pedagang barang kebutuhan pokok, dampak kenaikan harga barang kebutuhan pokok bagi pedagang, faktor penyebab kenaikan harga dan mencari solusi mengatasi kenaikan harga tersebut. Penelitian ini akan dilakukan dengan menggunakan metode kualitatif yang disajikan secara kualitatif dan deskriptif, yaitu metode yang menjelaskan masalah penelitian secara deskriptif dan analitis. Sasaran penelitian ini adalah beberapa pemasok bahan pokok di desa Candiareng. Subjek survei ini adalah kenaikan harga bahan pokok di setiap toko sembako di desa Candiareng. Metode pengumpulan data dalam penelitian ini menggunakan observasi dan wawancara. Analisis terhadap hasil survei kenaikan harga bahan pokok di kalangan pedagang di Desa Candiareng menunjukkan bahwa sebagian besar pedagang bahan pokok merupakan pedagang bahan pokok dan setiap toko menetapkan harga yang sama, sehingga masih ada masyarakat yang membeli produknya. Dampak kenaikan harga ini menimbulkan tantangan dan implikasi yang signifikan bagi sekelompok pengecer kecil. Permasalahan ini sengaja menyulitkan para pedagang untuk mencari dan menemukan beras, telur, dan gula pasir di berbagai warung terdekat. Faktor-faktor berikut mungkin menjadi penyebab kenaikan harga kebutuhan sehari-hari: kurangnya kebutuhan sehari-hari, faktor sebaran, faktor cuaca, berkurangnya luas lahan pertanian. Berbagai upaya akan dilakukan untuk mengatasi kenaikan harga barang-barang kebutuhan pokok, antara lain menyeimbangkan produksi dan kebutuhan, mengembangkan sektor pertanian, aktivitas pasar, dan menurunkan harga bahan baku.

Kata kunci: kenaikan harga, bahan pokok sembako, tantangan ekonomi

ABSTRACT: Price increases affect the management of capital, inventory, price, production, and income changes experienced by traders. The purpose of this research is to analyze the increase in the price of raw foodstuffs such as rice, eggs, and sand sugar. This research will be carried out using qualitative methods presented qualitatively and descriptively, i.e. methods that explain research problems in a descriptive and analytical way. The target of this research is some of the raw material suppliers in the village of Candiareng. The subject of this survey is the increase in the price of raw materials in every single store in the village of Candiareng. The data collection method in this study uses observations and interviews. Analysis of the results of the survey of rising commodity prices among traders in the village of Candiareng showed that the majority of commodities traders are merchants, and each store sets the same price, so there is still a community that buys the product. The impact of this price hike poses significant challenges and implications for a small group of retailers. This problem deliberately makes it difficult for merchants to find rice, eggs, and sand sugar in nearby stores. The following factors may be the cause of the rise in the price of daily needs: lack of daily requirements, distribution factors, weather factors, and decreased area of agricultural land. Efforts will be made to address the rising prices of basic necessities, including balancing production and needs, developing the agricultural sector, market activity, and lowering the prices of raw materials.

Keywords: Rise in prices, raw materials, economic challenges.

1. INTRODUCTION

In terms of our daily needs, we as a society cannot be separated from basic necessities, they are even popular among the public. Basic necessities have become a daily necessity that many people buy for needs such as cooking ingredients, food ingredients, and so on (Pratiwi et al., 1998). Price is the sum of money (potentially plus products) required to purchase a particular set of goods. (Swastha, 1989). Currently, the price of rice in Indonesian wholesalers has increased from time to time (Natasya et al., 2021). Not only rice has increased, but granulated sugar and eggs have also increased. Currently, chicken eggs are a popular food source of animal protein and are in great demand among the people of Candiareng village (Nasrullah et al., 2019).

Basic needs are important things that humans need to fulfill their life needs. an endeavor that seeks to meet necessities in life by utilizing the advantages of a good or service. Another term for rice that is frequently used is "staple food," which is an acronym for nine basic components that are well-known in Indonesia (Rochmaniah & Oktafia, 2019). People are finding it more difficult to meet their daily demands as a result of the recent spike in the cost of basics. Rice is one of the staple foods whose cost has significantly increased (Habriyanto et al., 2023).

People need basic commodities. If the increase in basic commodities continues, it will also affect other goods. Unstable prices certainly have a big impact on people in their daily lives (Muslimin & Lusiana, 2023). According to Fathoni, "Usually, an increase in the price of rice will be followed by an increase in the price of other basic commodities, which will increase the inflation rate." The problem of increasing basic food prices always occurs nowadays, the main reason is that the frequently changing weather conditions can affect agricultural conditions and also crop yields. This situation could be the main factor triggering the rise and fall in prices of basic food commodities (Harahap, 2018). or before the holidays. The increase occurred in several basic necessities such as rice, eggs and granulated sugar.

Within a certain period of time, basic commodities will experience an increase or decrease in price. One factor affecting the local economy is the rise in the cost of necessities. (Harahap, 2018). People's purchasing power may decline as the cost of necessities rises, particularly for lower-class households. When fundamental requirements like food, housing, and education are not met, communities may see a drop in welfare. The cost of a number of essential commodities has gone up. Because prices are set in accordance with people's requirements and demand for basic essentials, including rice commodities, changes in the pricing of these commodities typically result in price increases. (Mawardati et al., 2023).

According to Lailaila (2015) In facing the current situation, the government must not stand idly by. Here the central and regional governments must step in to control and control the prices of basic commodities so that they remain affordable for the masses (Lestari & Winarto, 2023). There needs to be supervision from both the government and non-governmental organizations to control the price and availability of rice and other basic commodities on the market to avoid the risk of hoarding and price monopoly. The policies issued by the government must be able to maintain stable prices of basic commodities such as rice, eggs and sugar (Pratiwi et al., 1998).

An increase in the price of basic commodities can increase public participation in understanding economic issues that affect people's daily lives. The social and economic fabric of society may be greatly impacted by a rise in the cost of necessities. Research can help understand how these price changes affect daily life, consumption patterns and levels of well-being. We can know that an increase in goods will have a big impact on the community's economy. People must be smart in managing their finances to be able to continue buying basic necessities, especially rice, on that day with the current increase in basic food prices in order to meet their consumption needs (Habriyanto et al., 2023).

For example, where the price of rice increases, traders who use rice as an additional staple will also increase their merchandise prices because they adjust to the price of rice. And with this research, we can also find out what goods have increased in price (Ikfilana et al., 2022).

Examining the rise in staple items including rice, eggs, and granulated sugar is the goal of this study. pertaining to the rise in basic food traders' costs of basic commodities, the effect of rising basic prices on the trading system, the reasons for rising prices, and ways to combat rising basic prices.

This study examines how rising costs for staples like rice and other components like eggs and granulated sugar are putting people's welfare at risk financially. The results of this study should be able to analyze how basic food traders are affected by price increases for basic commodities, identify the factors driving price increases, identify the effects of price increases on traders, and identify the steps taken to address the issue of rising basic prices.

2. METHOD

This research uses qualitative methods. Qualitative research is research that objectively describes the research results obtained based on data (Amirudin, 2016). Qualitative research is research that emphasizes the quality of a phenomenon, event or social phenomenon that is considered urgent in social life and then finding a solution as a reference in formulating a theoretical concept. (Fatimah & Afrizal, 2023). This research is presented in a qualitative descriptive manner, namely research with a method of explaining research problems descriptively and analytically. Research that aims to characterize a symptom, event, or current occurrence is known as descriptive research (Ali, 2014). The study involved multiple basic food vendors in Candiareng Hamlet as subjects. Especially traders who buy and sell ingredients and basic necessities for daily needs. The object of this research is the price of basic materials for each grocery store in Candiareng village. Samples in qualitative research are called informants. Informants are people who provide information regarding the data needed in research. (Fatimah & Afrizal, 2023).

Data collection methods in this research used observation and interviews. Observation is a process of looking, observing, observing and recording systematic behavior for a specific purpose. Observation is an activity to search for data that can be used to provide a conclusion or diagnosis. In this case, the author went directly to the place under study, namely several basic food shops in Candiareng village. To make observations and obtain data and draw conclusions (Hendriansyah, 2013). Analysis of the data was carried out after the data collection process was complete. Starting with a reduction process (data selection) to gather data that is more specifically targeted at the formulation of the question that this study seeks to address. This is then followed by the description process, that is, gathering the information into a narrative text. After data analysis and conclusion drawing, the data are assembled into a narrative text.

3. RESULT AND DISCUSSION

After observing basic food traders in Candiareng Village, the following results were found:

3.1 Theoretical Tracks and Previous Research

Researchers write a theoretical basis and previous research is useful for strengthening research, the following explanation:

3.1.1 Theoretical Tracks Impact

The meaning and definition of impact, according to the Big Indonesian Dictionary (KBBI), impact is a strong influence that brings consequences (both negative and positive). Meanwhile, according to expert Hiro Tugiman, impact is something that is objective. Impact is a very important internal control concept, which can easily be turned into something that management understands and takes seriously. According to C. Jotin khisty & b. Kent lall. Impact is the influence that public transport services have on the surrounding environment and the entire area it serves. Meanwhile Schemel. Impact is the level of damage to other agricultural uses caused by a particular environmental use. From the definition above, it can be concluded that impact is an effect or influence caused by a cause (Rozaini & Harahap, 2023).

Price increases

Price is an important part of marketing, price is also the exchange value of products and services (Swastha, 1989). According to Kotler in (Yanuar, 2014) One component of the marketing mix that drives revenue is price; the other components result in expenses. Pricing too high will result in fewer sales, but pricing too low will limit the amount of profit that can be made. Price increases are a complicated problem that often occurs in the economic world. The lack of basic necessities in Indonesia means that the prices of basic goods are getting higher (Sondakh et al., 2016).

Price increases are irregular, which causes traders to experience difficulties in calculating the cost of production of goods produced, resulting in an inaccurate calculation process for the cost of production, which can be too low or perhaps too high. The result of inaccuracy or inaccuracy.

Price increases have an impact on traders in handling capital, stock, prices, output, and changes in income experienced by traders. Facing rising prices, traders make different strategies and decisions aimed at maintaining the business they are running (Sondakh et al., 2016).

Basic Food Ingredients

The need for basic materials plays an important role for humans in everyday life. Meeting people's requirements is necessary to ensure that their bodies receive enough nutrients, as well as their spiritual and emotional needs.(Sarmila, 2020). The rising costs of necessities, however, provide a number of financial challenges for Indonesians trying to meet their fundamental demands. (Dewi, 2022). Some of the basic commodities currently experiencing an increase in Candiareng village include; rice, granulated sugar and eggs.

For certain Indonesians, rice is a staple diet. Rice is consumed by almost 90% of Indonesians (Wijaya & Ngatini, 2020). Since rice is a major source of nutrients in the food chain, it is also one of the staple foods that Indonesians eat the most of. Because Indonesia has a relatively big population that is dispersed across several islands, the issue of producing and distributing rice is crucial.(Natasya et al., 2021).

In Indonesia, sugar is the most important staple food after rice. Sugar is an important ingredient for society, namely as a source of calories (Pratiwi et al., 1998). The absence of alternative sweeteners that could replace granulated sugar has made sugar's position more and more significant. Indonesia has the potential to become the world's greatest sugar producer due to its favorable geographic location for the production of sugar cane plants (Meireni, 2006).

In Indonesia, the growth of the livestock subsector has the potential to boost gross output, the added value of commodities, and farmers' household income (Kusnadi, 2008). Currently, chicken eggs are a popular food source of animal protein and are in great demand among the public. Eggs are a food source of animal protein that is cheap and easy for Indonesian people to obtain.

Economic Challenges

The merchant economy is an important part of the national economy, which is the heart of the people's economy. The economic challenge with rising prices of basic

commodities is that inflation often increases and worsens people's purchasing power, as well as causing a potential decline in production and employment in the small and medium business sector. An increase in the price of basic commodities can also result in socio-economic disparities, which can result in people's concerns about basic needs (Atsaniyah, 2023).

Trader

Because of their role in serving as a conduit between producers and consumers, traders are among the most significant economic actors in the trade sector. (Zamzam, 2020). Traders as economic actors should of course get a stable income in order to reduce inequality in society. (Ridwan, 2021) said that "A person's income can also be defined as the amount of income valued in currency units that a person or a nation can produce in a certain period".

3.1.2 Previous Research

There are references to several previous studies that have been reviewed in journals Lestari & Winarto (2023) named *The Impact of Rising Basic Material Prices on Kedungwuni Community Welfare*. According to the report, it is getting harder for people to meet their daily necessities as the price of essential items rises. This instance is caused by numerous variables. The purpose of this study is to ascertain how the welfare of the people in Kedungwuni is affected by rising costs for necessities. The method used in this kind of research is qualitative descriptive.

Journal Zahra et al. (2023) captioned "Analysis of the Increase in Basic Needs Prices at the Kajen Main Market Before the Month of Ramadan" According to the magazine, it is not unusual for basic commodities to increase in price in Indonesia before to Ramadan and Eid al-Fitr. The local economy is impacted by the rise in food prices. The purpose of this study is to outline the fundamental commodities whose prices have increased, the reasons behind those price rises, and the tactics used to keep those costs stable before Ramadan. A qualitative methodology is applied in this study.

Journal Ikfilana et al. (2022) named *The Community's Economy's Effect from Growing Goods Prices*. The purpose of this study is to ascertain how rising commodity prices affect local economies and how the government is trying to improve citizens' purchasing power. The author's method of research in this study is qualitative descriptive. The study's findings demonstrate that the community has been significantly impacted by the effect of growing commodity prices on the local economy. The community has responded favorably to the government's socially-based initiatives aimed at boosting people's purchasing power through programs that empower farmers and businesses.

Journal Rozaini & Harahap (2023) Titled "The Effect of Rising Fuel Oil (BBM) Costs on Nine Essential Materials (Sembako) in Medan City" Rising production costs are the result of rising production post costs, which raises overall expenses and drives up the cost of production. This is the reason behind the rise in gasoline prices. The purpose of this study is to ascertain how fuel price rises affect nine essential items. To ascertain the makeup of the respondents, a descriptive analysis utilizing percentage computations was employed. Data from surveys given to Medan City residents are used in this study. The impact of rising fuel prices is demonstrated by the study's findings.

Journal Juliana et al. (2023) named "Semester II 2021 - Semester I 2022: Analysis of the Increase in Basic Ingredients in the Income of Traditional Snack Traders in Tanah Enam Ratus District, Medan" The purpose of this study is to determine the traditional snack vendors' earnings for the second semester of the year in the Tanah Enam Ratus District of Medan. The first semester of 2022 and 2021 will be impacted by price hikes for essential goods. qualitative descriptive research design using observation and interviewing as data collection techniques. The study's findings demonstrate how the

economy, people's purchasing power, and traders' profits are all impacted by rising prices for essential goods.

Journal Sondakh et al. (2016) named "Manado City Rice Traders' Income: Influential Factors in the Face of Price Fluctuations." The purpose of this study is to investigate how price hikes impact the income of rice vendors in Manado City's Pinasungkulan Karombasan Market and Bersehati Calaca Market. Multiple linear regression analysis was employed to address the research objectives. The time frame for this investigation was December 2015–January 2016. The study's findings demonstrate how output, capital, pricing, and stocks all have a big impact on income. The revenue of rice dealers is somewhat positively impacted by capital and output, but negatively by price and stock.

It is hoped that the relationship between earlier research and this study will allow for the analysis of how basic commodity prices have increased among traders, as well as the investigation of the effects of this increase on the trading system, potential causes of price increases, and strategies employed to address the issue. the price of products sold.

3.2 Analysis of the rise in commodity prices of the merchants.

At the beginning of the new year 2024, the prices of basic necessities for the community in several basic food shops in Candiareng village soared. This condition makes it difficult for grocery traders and the community in Candiareng village to meet their basic needs. Winaryi, one of the basic food traders in Candiareng village, said that the price of rice had continued to increase since this week. Despite protests, people's purchasing power remains high because rice is a basic necessity. The increase in rice prices reached four thousand to five rupiah per kilo. The increase in rice prices is due to the start of the rainy season after experiencing a long dry season.

Not only rice has increased, but granulated sugar and eggs have also increased (Nasrullah et al., 2019). Currently, chicken eggs are a popular food source of animal protein and are in great demand among the people of Candiareng village. After rice, eggs are in second place with price increases soaring rapidly. The price increase for eggs reached five thousand to six thousand per kilo. Granulated sugar has experienced an increase in price but not too high compared to the prices of charcoal and eggs.

Tabel 1.1
The difference in prices of basic commodities before and after the increase

Types of Basic Food	Before experiencing an increase	After experiencing an increase
Rice	Rp. 11.000/kg	Rp. 16.000/kg
Egg	Rp. 24.000/kg	Rp. 23.000/kg
Sugar	Rp.16.000/kg	Rp.18.000/kg

The following is based on the results of interviews with several basic food traders in Candiareng Village. The majority of grocery traders set the same prices in each shop, so that there are still people buying their goods. The data table above leads to the conclusion that, prior to the increase, the price of rice was Rp. 11,000/kg, an increase of Rp. 5,000 per kilo, so the price of rice after experiencing an increase of Rp. 16,000/kg. The price of eggs before the increase was Rp. 24,000/kg, an increase of Rp. 6,000 per kilo, so the price of eggs after experiencing an increase of Rp. 30,000/kg. The price of granulated sugar before experiencing an increase of Rp. 16,000/kg experienced an

increase of Rp. 2,000 per kilo, so the price of granulated sugar after experiencing an increase of Rp. 18,000/kg.

3.3 The effect on merchants of growing prices for basic commodities

There is now a lot of discussion on the economic issue surrounding the rise in the price of staple foods in Indonesia. It is indisputable that a number of small dealers are negatively impacted and face substantial hurdles as a result of this price hike. This issue may be intentionally designed to make it challenging for vendors to look for and locate granulated sugar, eggs, and rice among other adjacent booths.

The following are the effects of growing basic commodity prices:

1. The impact felt by most basic food traders today is the risk they have to bear in addition to the income they receive. Because, setting up a business is not easy to implement. As I know from the opinion of a basic food trader, he only depends on regular customers, except for uncertain daily conditions where buyers often visit, in contrast to holidays where it is increasingly busy with regular customers and buyers coming in droves. Apart from that, the presence of this issue can show how strong the struggle of the traders around Candiareng Village is, and even though there are several obstacles, they can maintain their business.
2. In addition, one of the findings from the conversation I had with Mrs. Winaryi, a basic food vendor in Candiareng village, said, "Suddenly being surprised by an increase in the price of rice is a situation that previously could not have been predicted. This is because rice is one of the basic needs, so this problem causes anxiety for the community and can lead to an unwanted crisis. If this situation continues without immediate action, the economy could become unstable" (interview, 2024).

The aforementioned viewpoint suggests that the issue of rising basic food prices in Candiareng hamlet has affected small shop owners who have seen the rise. This price hike will promote inflation in general, which will affect households, the food industry, and any production that employs rice as a raw material, among other sectors. Therefore, the impact will also be more pronounced on inflation. For food traders, especially street food traders, the impact that is felt most strongly by them is the lack of profit they get. This is because they continue to try to stabilize the prices of their merchandise without reducing the form and size of the products they sell. However, for some traders, there are those who take the policy of increasing the price of their merchandise, some by double the price. This is done because they do not want to bear the losses. However, this remains a burden for them because they are worried that it will reduce buyers' interest because the price of their merchandise is rising. Therefore, it is essential to understand how to survive in situations such as these in order to address the issue of price increases that have a variety of effects. (Damayanti, 2022).

3.4 Factors causing the price of basic commodities to increase

There are several factors that cause increases in prices of basic commodities, including:

1. The lack of raw materials for people's basic needs makes the prices of basic materials in Indonesia expensive, making it difficult for people in Indonesia to produce them. The impact is also felt by consumers (Kusmiyati, 2018).
2. Distribution Factor: When agents miss delivery deadlines, dealers run out of inventory. In addition, there are occasionally shortages in the agent's stock (Komsinah, 2017).

3. Weather factors Production of basic commodities experiences crop failures due to weather, pests and price developments in basic commodities which will disrupt distribution.
4. Reduced agricultural land Limited agricultural land means that Indonesia cannot meet its own food needs, so it depends on other food producing countries such as Thailand and the Philippines (Darma et al., 2018).

Most people are undoubtedly unhappy about the recent spike in the cost of these necessities since it will put more strain on their daily household budget. This requirement will cut into the money allotted for other purposes. (Salmiati, 2019).

Price increases also affect consumer purchasing levels. When prices increase, buyers reduce the amount they purchase. This is in line with the factors causing price increases by basic food traders in Candiareng village, namely production and supply sources. Where the trader said that when production fails, the harvest will decrease so that the source of supply that should meet the trader's needs will be reduced and a shortage will occur, causing traders to have to increase their selling prices (Azizah, 2023).

3.5 Solution to overcome rising prices of basic commodities

The government's participation is crucial in addressing price hikes, particularly for necessities. The government needs to think quickly and put in a lot of effort to solve this issue. This is for the welfare of society and the country itself. The government must find the root of the problem of the price increase and immediately find a solution and create a policy to overcome it where the policy does not harm any of the economic actors such as consumers and producers. These policies can be in the form of tariff policies, taxes, subsidies, supply, demand, or price policies (Salmiati, 2019).

There are various steps that can be done to combat the rise in the cost of necessities, such as:

1. Juggling requirements and output

Increasing food production is a priority that both the federal government and local governments need to prioritize. In addition to increasing local production and paying closer attention to market conditions and judicious food use, efforts must be made to lessen reliance on imported raw materials and strike a balance between production and community requirements.

2. The growth of the agriculture industry

Additionally, an agribusiness strategy should be used to complete this process, ensuring that agricultural output has a high added value and selling value (Rochmaniah & Oktafia, 2019).

3. Market operations

Price control means that price formation is not entirely directed at market mechanisms, but the government's role is very important in providing alternative solutions in conditions of fluctuating, uncertain, continuous and recurring prices (Engkus, 2017). Market operations themselves are carried out to help traders stabilize market prices, especially in large markets. Meanwhile, cheap markets are aimed at the community directly with the aim of making it easier for people to get cheap food. According to him, this cheap market has also been implemented at the village level.

4. Decrease in commodity prices

Domestic prices which are higher than import parity prices are thought to be due to less efficient production and distribution processes. Stock control by the government is important in efforts to stabilize and reduce prices (Resnia, 2012). The government and other parties must monitor food prices and issue appropriate policies to control food prices so that they do not increase too high.

4. CONCLUSION

This research concluded that the increase in rice prices since this week has continued to increase. Despite protests, people's purchasing power remains high because rice is a basic necessity. The increase in rice prices reached four thousand to five rupiah per kilo. The increase in rice prices is due to the start of the rainy season after experiencing a long dry season. Not only rice has increased, but granulated sugar and eggs have also increased. The impact felt by most basic food traders today is the risk they have to bear in addition to the income they receive. The food business, homes, and any production that requires rice as a raw material will all be impacted by this price hike, which will also stimulate inflation in general.

Factors that cause increases in prices of basic commodities include: Lack of basic materials, Distribution factors, Weather factors, Reduced agricultural land. When prices increase, buyers reduce the amount they purchase. This is in line with the factors causing price increases by basic food traders in Candiareng village, namely production and supply sources. Where the trader said that when production fails, the harvest will decrease so that the source of supply that should meet the trader's needs will be reduced and a shortage will occur, causing traders to have to increase their selling prices. The government must find the root of the problem of the price increase and immediately find a solution and create a policy to overcome it where the policy does not harm any of the economic actors such as consumers and producers. A number of measures, such as balancing output with demands, developing the agricultural sector, operating in the market, and lowering commodity prices, can be implemented to combat the rising prices of essential commodities.

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