

**Strategy PD. Market Jaya In Strengthening Food Security
at DKI Jakarta Province**

**Strategi PD. Market Jaya Dalam Penguatan Ketahanan Pangan
di Propinsi DKI Jakarta**

Arief Nasrudin^{1*}, Rizari², Ahmad Averus Toana³

Institut Pemerintahan Dalam Negeri, Cilandak, Jakarta, Indonesia^{1,2,3}

arief2672@gmail.com¹

ABSTRACT

The issues raised in this study are related to the strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province. So far, it seems that the fulfillment of food needs has not been effective in increasing the production capacity and distribution of food which is increasingly limited. This causes food instability between regional needs and fulfillment. The reality faced is that the supply of food production continues to increase from year to year, in line with the increasing population growth in the capital city of the State of Indonesia. The research method used is descriptive method with a qualitative approach. The use of this method is intended to systematically realize the facts, and the characteristics of objects and subjects from empirical observations that are carried out correctly by taking into account the various problems related to the strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province. The results of the study indicate that the strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province which continues to grow and develop was stated by Jones (1994: 296) that the Pasar Jaya Regional Company has not been effective in strengthening food security with its pillar activities which include; organization, interpretation, and application to provide benefits for regional economic development by increasing the distribution of food and regional original income for the general public.

Keywords: Strategy, Regional Company, Pasar Jaya, Food Security

ABSTRAK

Permasalahan yang diangkat dalam penelitian ini terkait dengan strategi Perusahaan Daerah Pasar Jaya dalam memperkuat ketahanan pangan di Provinsi DKI Jakarta. Pemenuhan kebutuhan pangan selama ini tampaknya belum efektif dalam meningkatkan kapasitas produksi dan distribusi pangan yang semakin terbatas. Hal ini menyebabkan ketidakstabilan pangan antara kebutuhan dan pemenuhan kebutuhan daerah. Realitas yang dihadapi adalah pasokan produksi pangan terus meningkat dari tahun ke tahun, seiring dengan meningkatnya pertumbuhan penduduk di ibu kota Negara Indonesia. Metode penelitian yang digunakan adalah metode deskriptif dengan pendekatan kualitatif. Penggunaan metode ini dimaksudkan untuk merealisasikan fakta, dan karakteristik objek dan subjek secara sistematis dari pengamatan empiris yang dilakukan dengan benar dengan memperhatikan berbagai permasalahan yang terkait dengan strategi Perusahaan Daerah Pasar Jaya dalam memperkuat ketahanan pangan di Provinsi DKI Jakarta. Hasil kajian menunjukkan bahwa strategi Perusahaan Daerah Pasar Jaya dalam memperkuat ketahanan pangan di Provinsi DKI Jakarta yang terus tumbuh dan berkembang dikemukakan oleh Jones (1994:296) bahwa Perusahaan Daerah Pasar Jaya belum efektif dalam memperkuat ketahanan pangan dengan pilar kegiatannya yang meliputi; pengorganisasian, interpretasi, dan penerapan untuk memberikan manfaat bagi pembangunan ekonomi daerah melalui peningkatan distribusi pangan dan pendapatan asli daerah bagi masyarakat luas.

Kata kunci: Strategi, Perusahaan Daerah, Pasar Jaya, Ketahanan Pangan

1. Introduction

The issue of food security is an important issue and the main concern of the Indonesian government, both on a regional and national scale, which is very vulnerable. Most of them are in areas with high levels of malnutrition caused by food shortages during the crisis due to the 2019

Corona Virus Disease (Covid-19) pandemic. The condition of the Covid-19 pandemic has caused limitations on physical and economic access to food which has resulted in food insecurity at the individual, household and national levels. There is food insecurity which has an impact on increasing the low fulfillment of sufficient and balanced food. The existence of unbalanced fulfillment has an impact on decreasing nutritional status and body immunity, thus causing nutritional problems and low health status.

For the Indonesian government, it is trying to maintain the planting season since 2020 to ensure adequate domestic food production and distribution. At the farm level, to do this, farmers have not received land area input, seeds, fertilizers, labor, and pesticides for the level of farm production in food security to strengthen national security. Because the Indonesian nation has positive population growth, if it is not accompanied by an increase in food production, then the problem of meeting the food needs of its population in the future will always increase along with an increase in population. On the fulfillment side, not all food needs are met, depending on the increasingly limited capacity of food production and distribution. This causes food instability between regional and national needs and fulfillment. Provision of food by the State of Indonesia is pursued through domestic food production, in which food production continues to increase from year to year in line with the population growth of the State of Indonesia.

The phenomenon of food security is the most essential for human life to sustain life and the lives of all, covering the household level and the national level, have access, both physically and economically, to obtain food for all family members. The availability of food at the regional (regional and national) level does not guarantee food security at the individual or household level. Therefore, the factor of individual or household access in reaching food needs greatly impacts distribution in the form of even distribution of food between regions, between regions and between people's income groups, including the affordability of food prices in food security at the local and national levels.

As a result of the most basic need for food for humans so that food is very strategic in national economic growth. Food is available in sufficient quantity and quality, distributed at affordable prices and safe for consumption for every citizen to support their daily activities at all times. Therefore, basically every citizen has the right to food for the survival of his life. As the obligation of the State to guarantee the right to food for every citizen who is gathered in the smallest unit of society to obtain food for survival.

Constraints faced by farmers in farming the limited land for farming is faced as a top priority in agricultural development. Fertility of the land if the plants planted on it grow and develop well and produce high throughout the year. Soil fertility indicates whether or not the soil is fertile for agriculture by mixing appropriate technology. Therefore, soil fertility is related to the content of all the nutrients in the soil needed by plants, so that plants grow and develop properly. Soil is said to have a good level of fertility if the soil provides all the nutrients needed by plants, while the soil is said to be infertile if the soil does not provide all the nutrients needed by plants.

Therefore food is the most basic need for humans so that food is very strategic in national economic growth. Availability of food security in sufficient quantity and quality, distributed at affordable prices and safe for consumption for every citizen to support their daily activities at all times. If the population is not available in the distribution of food security to strengthen national security, it means that the country is not sovereign, because it becomes very dependent on other countries.

Food insecurity causes limited or uncertain availability of adequate and safe nutritious food or ability to obtain food in a socially acceptable manner including a lack of availability, access, and

utilization or use of food (for example, food preparation and distribution of food within the household), but also the perception that food is insufficient, inadequate, unacceptable, uncertain, or unsustainable.

DKI Jakarta Province's food supply is said to be successful in food self-sufficiency if its import dependency ratio does not exceed 10 percent of domestic consumption. Based on these criteria, DKI Jakarta Province is considered successful in rice self-sufficiency. Except in 2018, when the rice import dependency ratio for DKI Jakarta Province reached a fairly high figure of 6.2 percent, an average of around 2.3 percent of rice consumption in DKI Jakarta Province during the period 2013 to 2018 came from imports. Due to the large population of DKI Jakarta Province and the high dependence of the people on rice as a staple food, between 2013 and 2018 DKI Jakarta Province imported an average of 0.9 million tons of rice each year from the relatively limited rice market of DKI Jakarta Province. DKI Jakarta Province competes with many other importing regions.

Food is a basic human need to live and carry out daily activities, while food security is a guarantee for humans to live healthily and work productively. Efforts to achieve quality human beings are very closely related to food and nutrition factors, the fulfillment of food and nutrition adequacy is reflected in the level of achievement of the food provided is consumed to the amount of food and nutrition available, the quality and diversity of food resources, institutions and local culture in order to ensure availability of food and nutrition in quantity and quality needed at an affordable price level by taking into account the increase in people's income.

In accordance with the background above, that food security is very important for realizing people's welfare including; availability, affordability, and price stability, it can be seen that food security has a close relationship with the problem of inflation in the aspect of affordability which includes purchasing power and commodity prices themselves. Ultimately, food security conditions have an impact on creating a conducive macroeconomic climate. Some of the problems in realizing food security in the Province of the Special Capital Region of Jakarta (DKI Jakarta) include high population growth rates which have implications for consumption levels, and the area of agricultural land which is decreasing due to land conversion. Meeting the needs of several strategic food commodities still depends on imports. The phenomenon of technology adoption in order to increase productivity is still hampered, due to the low transfer of technology from formal research institutions to farmers. That's why researchers are interested in examining it in depth with a study entitled; *Strategy PD. Pasar Jaya in Strengthening Food Security in DKI Jakarta Province*.

Strategy is an overall approach related to the implementation of ideas, planning and execution of an activity within a certain period of time. In a good strategy there is coordination of work teams, having themes, identifying supporting factors that are in accordance with the principles of rational implementation of ideas, efficient in funding, and having tactics to achieve goals effectively.

Richard Vancil as quoted by Alan Walter Steiss (2003:2) defines the concept of strategy as a conceptualization, expressed or implied by the organization's leader, of (1) the long-term objectives or purposes of the organization, (2) the broad constraints and policies..... that currently restrict the scope of the organization's activities, and (3) the current set of plans near-term goals that have been adopted in the expectation of contributing to the achievement of the organization's objectives.

Bourgeois argues, "..... the strategy concept has its main value, for both profit-seeking and non-profit organizations, in determining how an organization defines its relationship to its environment in the pursuit of its objectives [2]." Dan Thompson and Strickland stated "Objectives are the 'ends' and strategy is the 'means' of achieving them. In effect, strategy is the pattern of actions of managers (Alan Walter Steiss, 2003).

(Bryson, 2004) defines strategic planning as "Strategic planning as a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization (or other entity) is, what it does, and why it does it."

Focus on implementing decisions now to better position the organization for the future. Strategy is actually a military field of understanding, defined in the Oxford English dictionary as "The art of commander in chief, the art of projecting and directing the larger military movements and operations of campaign" and campaign operations) (Sedarmayanti, 2009).

2. Methods

The research design is an activity plan designed by the researchers carried out in this study using qualitative research methods using a descriptive approach that aims to describe certain phenomena in a more concrete and detailed manner. The research design used in this study is a descriptive analysis design with a qualitative approach.

Locke, Spriduso and Silferman (in Creswell, 1994) argue that "qualitative research is interpretive research. As such, the biases, values and judgments of the research become stated explicitly in the research report. Such openness is considering to be useful and positive". The same thing, (Moleong, 2008) states that "qualitative research methods are research procedures that produce descriptive data in the form of written or spoken words from people and observed behavior. Qualitative research prefers to guide the development of substantive theory based on data.

The meaning of qualitative research put forward by the two experts above, it appears that the purpose of a qualitative research approach is adapted to the characteristics of the research object in which the researcher is directly involved (participant observation), to make a comprehensive interpretation of all phenomena and symptoms that arise related to the research object. All research data were analyzed in an in-depth description to understand the meaning (meaning) and factual understanding (*verstehen*) of the actual empirical conditions with various empirical variations of the research object.

The research results obtained through empirical portraits are brought closer to the relevant theory for interpretation in an effort to determine the degree of factual development of the research object, it is known that the limits of the range of theoretical capabilities in explaining the development of existing empirical facts and the limitations of existing facts in fulfilling existing theoretical standards.

For this reason, all research data obtained directly at the research location either through observation or interview results with key informants as well as secondary data collected using a qualitative approach are processed carefully by avoiding errors in recording the overall development and rolling of data that always changes in every situation and empirical condition. In addition, openness in conducting data analysis carried out by researchers in qualitative research is the main prerequisite for producing research reports that have academic value and scientific objectives.

The use of a qualitative approach is expected to explore facts in depth and comprehensively related to the PD strategy. Pasar Jaya in strengthening food security in DKI Jakarta Province by understanding the degree of development of the determinants mentioned above. The research results provide accurate information, so it really helps the process of interpreting the information and data obtained. The qualitative approach emphasizing the epistemological method in this study gave birth to the reformulation and reconceptualization of PD strategy theory. Pasar Jaya in

strengthening food security in DKI Jakarta Province. Thus, the combination of the perspective of the object under study and the perspective of the researcher himself, through the integration of ethical and emic approaches, as well as the modern qualitative paradigm, can produce a dissertation that meets academic requirements.

Through this process new hypothetical propositions emerge through the interpretation of the interaction between attributes and properties which are then used to build categories and provide explanations of the phenomena studied. This research activity is characterized by the activities of collecting, describing and interpreting data about the situation experienced, certain relationships, activities, views, attitudes shown or about trends that appear in the ongoing process, sharp conflicts and ongoing collaborations. Through this design an overview of the phenomena, facts, characteristics and phenomenal relationships about the PD strategy is obtained. Pasar Jaya in strengthening food security in the DKI Jakarta Province as a whole and multidimensional so that a categorization and description of research results are carried out as research findings.

3. Results and Discussion

Strategy PD. Pasar Jaya in Strengthening Food Security

The strategy of the Pasar Jaya Regional Company in strengthening food security has been widely used by private organizations and the government. Until now the strategy as a way of working to achieve certain goals of an integrated activity, program, action, decision, or resource allocation which links the strategic advantages of the Pasar Jaya Regional Company with environmental challenges, designed to ensure that the main objectives of the Pasar Jaya Regional Company achieved through proper implementation, continuously, and carried out based on the perspective of what customers expect in the future.

Pasar Jaya Regional Company Strategy starts from; what happened and not in the start of what happened. The speed of new market innovation and changes in consumer patterns require core competencies. Therefore, the Pasar Jaya Regional Company seeks core competencies in the business that is carried out in social life, there are always social and cultural values that govern its life. Social and cultural values found in society include; It is positive, which is developed as a driving and stimulating factor in the process of national development. Negative, if allowed to become a barrier or inhibiting factor in the development process.

To recognize which social and cultural values that are developed are the driving factors, so that the process of improving the performance of the organizers of the Pasar Jaya Regional Company strategy in strengthening food security runs more effectively and which social and cultural values are negative and therefore replaced with positive values, so that obstacles in the socio-cultural field is minimized. The ability to recognize the condition of socio-cultural values that grow and develop in society is an increase in the performance of organizers of the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province.

Discussion of the research strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province on the results of the research and its implementation, the analytical model used in this study is the Jones Model in a comprehensive manner in three pillars, namely (1) organization, (2) interpretation and (3) application.

Organization

Every organization, whatever its form, always needs a good organizational structure, as well as the Pasar Jaya Regional Company in strengthening food security which is seen as a public

organization, so it requires a structure that is structured to achieve the goals of the DKI Jakarta Provincial Government and fulfill the needs of the community or those who are governed. . According to the opinion of (Ndraha, 2003) that: "Those who are governed are consumers of government products, bearers of negative development impacts, payers of state mismanagement risks." Payers for the costs of implementing the Regional Government of DKI Jakarta Province related to the strategy of the Pasar Jaya Regional Company in strengthening food security regarding government salaries needed to achieve these goals from various rules and procedures needed as guidelines in the process of achieving the intended goals. Tri Prasetyo Main Director of the Company

Pasar Jaya Region DKI Jakarta Province The informant explained that the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province has not been effective. Because the achievement of targets that have been set for accelerated development in strengthening food security and specifically is not comparable to increasing social welfare. Even though the organization has been regulated which directs and prioritizes the delegation of roles and authority to the executor level closest to the community, the results are felt to be inadequate. This is partly because strengthening food security for people who are not enthusiastic (spirit) in the Province of DKI Jakarta is inseparable from the commitment and ability of the local government which is not implemented properly.

The strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province which is transformed to implementers, target groups, and other parties with direct or indirect interests is clearly accepted, so that among others it is known what are the aims, objectives and targets as well as the substance of the strategy of the Pasar Jaya Regional Company in strengthening this food security. If the executors do not accept the Pasar Jaya Regional Company's strategy is not clear, then they do not know what should be prepared and implemented, what is the objective of the strategy to be achieved effectively and efficiently. In accordance with the Regulation of the Governor of the Province of the Special Capital Region of Jakarta Number 2 of 2010 concerning the Organizational Structure of the Pasar Jaya Regional Company.

Organizing activity is an effort to achieve good corporate governance and rearrange resources, units, and methods that lead to efforts to realize the strategy of the Pasar Jaya Regional Company in strengthening food security into results. outcome) in accordance with the goals and objectives of the program. Amanda Gita, Head of Public Relations of the Pasar Jaya Regional Company DKI Jakarta Province The informant said that the implementation of the Pasar Jaya Regional Company strategy in strengthening food security in the DKI Jakarta Province resulted in; the inefficiency of setting targets that have been set, because the individual or group that is responsible for achieving the goals has not been understood. The accuracy of the organization with the executors, and the consistency or uniformity of the basic measures and goals that are organized with various organizational sources. As a result, implementers know what to expect from the basic measures and objectives. Among the organization is a complex and difficult process. In forwarding messages downward within an organization or with other organizations, whether intentionally or unintentionally. Moreover, if different sources of information provide inconsistent insights into the basic measures and objectives or if the same source provides contradictory ones, implementers face greater difficulties in carrying out the activity's intent. Therefore, the prospects for the strategy of the Pasar Jaya Regional Company in strengthening effective food security are determined by the clarity of stated measures and objectives and by the accuracy and consistency in organizing these measures and objectives.

To achieve organizational goals, the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province takes actions in the form of gathering resources

and managing these resources, the results obtained from the first action are called the Pasar Jaya Regional Company's strategy input while the second action is referred to as Pasar Jaya regional company strategy process. In the Pasar Jaya Regional Company strategy process, there are also administrative behavior, organizational behavior and political behavior.

It is understood that the organization is as a forum or as a process of cooperation from human groups who are entrusted with tasks, authority and responsibility to achieve predetermined goals. Therefore, it is structured effectively and efficiently, so that all organized activities are continuously developing and dynamic. As a social system, an organization consists of two or more people who work together to achieve a certain goal. This collaboration gave birth to dynamics that systematically move towards achieving a certain goal in carrying out its functions within the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province. Uus Kuswanto as the Acting Regional Secretary of DKI Jakarta Province The informant said that to provide encouragement from within the organization to work well in this study is a formal organization and its tasks are structured. Therefore, the government organizational structure is a formal structure. However, in this formal structure, there is also an informal structure in the form of work relations and social relations which are formed spontaneously within a formal organization.

Work relations and social relations that are formed in the organization with respect to its structure, resulting in a complex and extensive relationship. Structure shows 'how various things (in this case resources, and in the case of government organizations, resources called power) are connected and relate to one another to form an organizational unit. It was further argued that for government organizations, designing structures is not effective and efficient, but also for the sake of justice (in Indonesia it is called social justice). Even the element of justice that achieves happiness for oneself, but also the happiness of others. An arrangement, for example, is only called fair if the arrangement is achieved and enjoyed by every person who has the right when needed by the person concerned.

In this regard, the organization in the context of the Pasar Jaya Regional Company's organizational strategy in strengthening food security in DKI Jakarta Province is at the level of management and supervision felt by members of the organization. In the context of budgeting, the organizational structure creates sound financial control through credible standards and procedures for financial management and accounting records. The aim is to ensure that the preparation and recording steps that have been carried out create the financial integrity of the organization's activities in fulfilling life. H. Prasetyo Edi Marsudi, SH. Chairman of the Regional People's Legislative Council of DKI Jakarta Province The informant said that from planning to implementing programs related to organizations, it was shown that the organization within the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province had not been fully effective. This is due to the formation of groups in strengthening food security that carry them out, without considering the sustainability of the target group from the sub-district or sub-district level. As a result, functioning as a vessel for gains in strengthening food security to improve social welfare has not been effective. This means to give an illustration that the organization in the strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province, management and supervision have not been managed effectively and efficiently.

Yet according to (Jones, 1994) it is important to understand that: "The organization itself has an impact on the activity process". Therefore, the Pasar Jaya Regional Company's strategy program in strengthening food security in the DKI Jakarta Province is effective and efficient, so that it becomes better and is able to support the implementation of the Pasar Jaya Regional Company's strategic program organization in strengthening food security in the DKI Jakarta Province.

Given the importance of the organizational dimension, organizational goals provide an illustration that the Pasar Jaya Regional Company's strategy in strengthening special food security does not understand organizational goals including the medium category, meaning that all future activities are carried out in order to achieve organizational goals regarding the Pasar Jaya Regional Company's strategy in strengthening food security in the Province DKI Jakarta does not understand organizational goals. This illustrates that in general the strategy officers of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province do not understand organizational goals.

Therefore, the socialization of the organizational goals of the Pasar Jaya Regional Company strategy program in strengthening food security in DKI Jakarta Province was carried out properly. Meanwhile, regular organizational activities show that officers of the Pasar Jaya Regional Company in strengthening food security in carrying out strategic program activities of the Pasar Jaya Regional Company in strengthening food security have not been carried out routinely, have a good and clear understanding of the functions and duties of the organization, and are even actively involved in the role of the community. thereby contributing to the Pasar Jaya Regional Company strategy program in strengthening food security in DKI Jakarta Province.

The organizational goals refer to the goals to be achieved in the Pasar Jaya Regional Company's strategy in strengthening food security in the Province of DKI Jakarta, namely in an effort to achieve overcoming the problem, this is very basic for a Regulation of the Governor of DKI Jakarta Province Number 2 of 2010 concerning Organization and Work Procedures. goals because in the end the goals to be achieved become a measure of the success of the strategy itself. Mahbub Djunaidi Community Figure Chairperson of the DKI Jakarta Province Indonesian Islamic Student Movement The informant said that the distortion between the Pasar Jaya Regional Company's strategy in strengthening food security and practice in the field above indicates that the implementation of the Pasar Jaya Regional Company's strategy program in strengthening food security in DKI Jakarta Province inadequate. For example, individuals, individuals or groups to meet the increase in social welfare.

Based on what has been disclosed by the informants and the author's observations, the result of this inadequate organization is that the officers of the Pasar Jaya Regional Company are weak in their commitment to their duties and responsibilities to fully carry out the strategic activities of the Pasar Jaya Regional Company in strengthening food security. Based on the organizational structure there are still officers who do not carry out tasks based on the organizational structure regularly as a container or process, their functions do not work, therefore every organizational activity regularly requires them to move themselves, when interacting with outsiders of the organization.

Interpretation is a very important thing, because it puts a stimulus together with other stimuli, so that it becomes a meaningful whole for implementers and other parties involved in the strategy of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province. For this reason, the correct interpretation of the substance facilitates the implementation of activities in a good, accurate and consistent manner, so that it is expected to achieve the results as determined. Furthermore, through a common perception, a unified attitude and strategic steps for the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province are formed. Dwi Arya Kusuma Youth Leader Deputy Secretary of Muhammadiyah DKI Jakarta Province Kelurahan DKI Jakarta Province The informant stated that the interpretation of the Pasar Jaya Regional Company's strategy in strengthening food security is to make it more effective and provide a complete, precise and clear understanding.

The main need for the effectiveness of the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province is to implement the decision made, because the Pasar Jaya Regional Company in strengthening food security as a producer/seller/distributor has not effectively fulfilled its promise to those who are governed or in other words the Regional Company Pasar Jaya in strengthening food security is irresponsible. This creates a feeling of disappointment and anxiety in the community about the lack of fulfillment of the promises that govern, so according to the relationship between the government and those who are governed (Ndraha, 2000: 30) it is a transactional relationship, namely a relationship of promises with trust (HJDP), so the party that is governed as a consumer is less believe in the government (producer). The emergence of this attitude of lack of trust is the outcome of the lack of fulfillment of governing promises (Ndraha: 2000) which states that: "Accountability is a process, promises are input and one step away from responsibility is trust as an outcome of accountability".

Referring to Ndraha's opinion, bearing in mind that the Pasar Jaya Regional Company's position in strengthening food security is as a program maker, before the program was made, formulations were held in the form of educational aspects as an effort to instill attitudes from the recipients of the Pasar Jaya Regional Company program in strengthening food security. Regarding the responsibility of the Pasar Jaya Regional Company in strengthening food security in overcoming current problems an assessment is carried out to reduce the number of economic inequality problems, the poverty rate can be reduced, the unemployment rate is reduced, justice is realized through attention to the Pasar Jaya Regional Company in strengthening resilience food security, social and cultural security is maintained, and politically accounted for as a consideration in finding the right form of treatment and accepted by various parties with a high sense of responsibility for the goals that have been set. Alamsyah Mahmud Gayo District Youth Figure DKI Jakarta Province The informant said that understanding how the responsibility played by the Pasar Jaya Regional Company in strengthening food security is very important, so that a mutually beneficial relationship arises (mutualistic symbiosis). Good interpretation helps recipients of the Pasar Jaya Regional Company's strategy program in strengthening food security in DKI Jakarta Province understand, feel, what is implemented, shown, said, or implemented so that recipients of the Pasar Jaya Regional Company strategy program in strengthening food security are personally involved to maintaining, creating and maintaining disharmony that allows each beneficiary of the Pasar Jaya Regional Company strategy program in strengthening food security to develop the capabilities and creativity of the business being run.

The intended interpretation relates to the adequacy of the Pasar Jaya Regional Company officers both in terms of quality and quantity, information needed for decision making, authority and facilities needed. In the implementation of the Pasar Jaya Regional Company strategy program in strengthening food security in DKI Jakarta Province, information was obtained that in reality the socialization results had not been effective in efforts to increase the role of Pasar Jaya Regional Company strategy officers in strengthening food security in the field. Even though the role of the Pasar Jaya Regional Company officers in strengthening food security is continuously developed, quality is obtained in the true sense, that is, the work they carry out produces something desired, but fulfills all the qualitative requirements demanded by the right work being completed according to the target. Muhammad Andi Jufri, Parties eligible to be used as research informants The informant stated that the required strategic requirements for the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province were desired, for example; there are clear officers at the Pasar Jaya Regional Company, funds, information, authority, and facilities. If an employee of the Pasar Jaya Regional Company is assigned a job that has clear

standards/requirements, then according to the informant, it is best to develop a way of proof to state that there is compatibility between the position or job and the role of the apparatus officer who holds the position and carries out the job.

Every program that is formulated in a program needs to be interpreted or interpreted properly and correctly. Interpretation is important because the program to regulate the strategy program of the Pasar Jaya Regional Company in strengthening food security in DKI Jakarta Province is understood by the people involved in its implementation. Wrong interpretation of a program, then the goal is not achieved. Interpret the program into appropriate plans and directions and are accepted and implemented. On the basis of plans and directions, an important step is to control or evaluate what has been carried out by comparing the results of a plan and the directions set. This activity is said to be a feedback to carry out the process of making plans and directions for the next future. Therefore, every activity that is planned in an interpretation of the Pasar Jaya Regional Company strategy program in strengthening food security, is carried out properly and correctly.

Interpretation is important because, in general, the activities of the Pasar Jaya Regional Company's strategy program in strengthening food security governing an activity of the Pasar Jaya Regional Company's strategy program in strengthening food security are understood by the people involved in the Pasar Jaya Regional Company's strategy program activities in strengthening food security in DKI Jakarta Province. Wrong or wrong interpretation of a program activity results in errors in its implementation. As a result, the objectives of the activities carried out were not achieved, and the social problems became even more complicated, which increasingly required what the Pasar Jaya Regional Company should do to strengthen food security regarding real cases and problems.

4. Conclusions

Based on the results of the research and discussion that have been described above, it can be concluded that the Pasar Jaya regional company has not been effective in strengthening food security with its pillar activities which include; organization, interpretation, and application to provide benefits for regional economic development by increasing the distribution of food and regional original income for the general public.

Factors that impede the Pasar Jaya Regional Company in strengthening food security include; lack of facilities and infrastructure, lack of strict enforcement of sanctions, low awareness of business owners to register their business, low commitment and community participation in strengthening food security through the Pasar Jaya Regional Company strategy program in strengthening food security that is independent and competitive in all aspects of life .

Suggestions for Knowledge Development need the Pasar Jaya Regional Company's strategy in strengthening food security should have been operationalized in a program, planned and comprehensive in accordance with the demands and needs of the target group in strengthening food security with the pillars of activities which include; organization, interpretation, and application supported by the participation of business owners in various forms which should be carried out as an effort to realize it through outreach; namely verbal (direct appeals and warnings) and written (circulars and warning boards) relating to the Pasar Jaya Regional Company's strategy in strengthening food security in DKI Jakarta Province. It is necessary to immediately look for patterns of inhibiting factors of the Pasar Jaya Regional Company's strategy in strengthening appropriate food security for Regional Owned Enterprises (BUMD) which are packaged in a contemporary visual style, so as to produce optimal performance

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