

AGRARIS

Journal of Agribusiness and Rural Development Research

e-ISSN: 2527-9238

ISSN: 2407-814X

Vol.11 No. 2

Consumer Behavior and Purchasing Decisions toward Native Chicken in Sakon Nakhon Province, Thailand

LADDAWAN LERTJUNTHUK, CHANOKNAN SRILAPAT, YAOWARAT SRIWARANUN, NARAWUT RAPANKUM, THANADA KONKAN, RUEANGRIT HANMONTREE

Beef Price Volatility in Indonesia: Before, During, and After the COVID-19 Pandemic

ATIKAH FAJRIYAH MUBAROK, KOMALAWATI, AGUS SETIADI

Strengthening Agricultural Regeneration: Determinants of Young Farmers' Performance in Sub-Urban Villages

JAJAT SUDRAJAT, WANTI FITRIANTI, ADI SUYATNO

Enhancing Climate Change Resilience: Ethnicity and Gender-Sensitive in Climate-Smart Agriculture Options Implemented in Vietnam

NGUYEN HUNG ANH, BUI LE VINH

Understanding Poverty and Social Assistance Distribution: A Multidimensional Approach to Rural Poverty in Indonesia

LUKMAN HAKIM, LALA M. KOLOPAKING, SOFYAN SJAF, RILUS A. KINSENG

Advancing Local Livestock: A Strategic Community-Based Development For Pasundan Cattle Breeding In West Java

ASHRUL TSANI, LIES SULISTYOWATI, IWAN SETIAWAN, RADEN SITI DARODJAH

Adoption of Sandy Coastal Farming Technology in Indonesia: A Household Economics Analysis

MUHAMMAD FAUZAN, YUSMAN SYAUKAT, NUNUNG KUSNADI, LUKMAN MOHAMMAD BAGA

Social Innovation Approach in Integrated Farming: Advancing Rural Well-Being in Karawang Regency, West Java, Indonesia

SHEILA HAUNA ARIFA, FIKRI ZUL FAHMI

Determinants of Income and Profitability in Smallholder Seaweed Farming and Their Implications for Rural Livelihoods in Indonesia

RAMADHONA SAVILLE, ENZA NAFYSA, KATSUMORI HATANAKA, NINA N. SHIMOGUCHI, CHAIRANI P. PRATIWI

Vol.11.2 July - December 2025



9 772407 814009



AGRARIS

Journal of Agribusiness and Rural Development Research

ISSN

9772407814009



Vol. 11 No.2 July - December 2025

AGRARIS is a periodical scientific journal on Agribusiness and Rural Development. AGRARIS is published biannually (July - December and July – December) by Universitas Muhammadiyah Yogyakarta (UMY) and managed by the Department of Agribusiness, Faculty of Agriculture UMY in collaboration with the Agribusiness Association of Indonesia (AAI). AGRARIS was indexed in Scopus (Q2) and got Science and Technology Index (SINTA) 1.

Editorial Team

EDITOR IN CHIEF

Dr. Ir. Widodo, M.P.

Department of Agribusiness, Universitas Muhammadiyah Yogyakarta, Indonesia (Scopus ID: 57215538283)

ADVISORY INTERNATIONAL EDITORIAL BOARD

Dr. Ammar Abdul Aziz

School of Agriculture and Food Sciences, The University of Queensland, Australia (Scopus ID: 57191076222)

Assoc. Prof. Dr. Juwaidah Sharifuddin

Department of Agribusiness and Bioresource Economics, Universiti Putra Malaysia, Malaysia (Scopus ID: 55915859300)

Prof. Masateru Senge

United Graduate School of Agricultural Science, Gifu University, Japan (Scopus ID: 57201942114)

Dr. Anidah Robani

Institute of Technology Management & Entrepreneurship, Universiti Teknikal Malaysia Melaka, Malaysia (Scopus ID: 55655498600)

Dr. Pakapon Saiyut

Department of Agricultural Economics, Khon Kaen University, Thailand (Scopus ID: 57197711505)

EDITORIAL BOARD

Prof. Dr. Muhammad Firdaus, S.P., M.Si.

Department of Economic, IPB University, Indonesia (Scopus ID: 57204838013)

Dr. Triyono, S.P., M.P.

Department of Agribusiness, Universitas Muhammadiyah Yogyakarta, Indonesia (Scopus ID: 57193756455)

Suprehatin, SP, MAB, Ph.D.

Department of Agribusiness, IPB University, Indonesia (Scopus ID: 57220105545)

Dr. Susanawati, S.P., M.P.

Department of Agribusiness, Universitas Muhammadiyah Yogyakarta, Indonesia (Scopus ID: 57194276960)

Prof. Subejo, S.P., M.Sc., Ph.D.

Department of Extension and Communication, Universitas Gadjah Mada, Indonesia (Scopus ID: 57191036623)

Dr. Abdul Mutolib, S.P.

Department of Agribusiness, Siliwangi University, Indonesia (Scopus ID: 57191584252)

Zuhud Rozaki, S.P., M.App.Sc., Ph.D.

Department of Agribusiness, Universitas Muhammadiyah Yogyakarta, Indonesia (Scopus ID: 57192575625)

Heri Akhmadi, Ph.D

Department of Agribusiness, Universitas Muhammadiyah Yogyakarta, Indonesia (Scopus ID: 57221847740)

Address

Secretariat of AGRARIS: Journal Agribusiness and Rural Development Research
Ground Floor of F3 Building (Siti Walidah Building)
Jl. Brawijaya, Tamantirto, Kasihan, Bantul,
D.I. Yogyakarta, Indonesia 55183
Telp.0274-387656 (ext.201)
Fax. 0274-387646
e-mail: agraris@umy.ac.id
WA: +62 853-2873-7828

Table of Contents

AGRARIS: Journal of Agribusiness and Rural Development Research Vol. 11 No. 2 July – December 2025

Editorial Team	I
Table of Contents	III
Preface	III
Manuscript Guidelines	IV
Article	
Consumer Behavior and Purchasing Decisions toward Native Chicken in Sakon Nakhon Province, Thailand Laddawan Lertjunthuk, Chanoknan Srilapat, Yaowarat Sriwaranun, Narawut Rapankum, Thanada Konkan, Rueangrit Hanmontree.....	181-199
https://doi.org/10.18196/ agraris.v11i2.522	
Beef Price Volatility in Indonesia: Before, During, and After the COVID-19 Pandemic Atikah Fajriyah Mubarak, Komalawati, Agus Setiadi.....	200-214
https://doi.org/10.18196/ agraris.v11i2.499	
Strengthening Agricultural Regeneration: Determinants of Young Farmers' Performance in Sub-Urban Villages Jajat Sudrajat, Wanti Fitrianti, Adi Suyatno.....	215-233
https://doi.org/10.18196/ agraris.v11i2.503	
Enhancing Climate Change Resilience: Ethnicity and Gender-Sensitive in Climate-Smart Agriculture Options Implemented in Vietnam Nguyen Hung Anh, Bui Le Vinh.....	234-254
https://doi.org/10.18196/ agraris.v11i2.745	
Understanding Poverty and Social Assistance Distribution: A Multidimensional Approach to Rural Poverty in Indonesia Lukman Hakim, Lala M. Kolopaking, Sofyan Sjaf, Rilus A. Kinseng.....	255-275
https://doi.org/10.18196/ agraris.v11i2.725	
Advancing Local Livestock: A Strategic Community-Based Development For Pasundan Cattle Breeding In West Java Ashrul Tsani, Lies Sulistyowati, Iwan Setiawan, Raden Siti Darodjah.....	276-294
https://doi.org/10.18196/ agraris.v11i2.687	
Adoption of Sandy Coastal Farming Technology in Indonesia: A Household Economics Analysis Muhammad Fauzan, Yusman Syaukat, Nunung Kusnadi, Lukman Mohammad Baga.....	255-275
https://doi.org/10.18196/ agraris.v11i2.814	
Social Innovation Approach in Integrated Farming: Advancing Rural Well-Being in Karawang Regency, West Java, Indonesia Sheila Hauna Arifa, Fikri Zul Fahmi.....	317-342
https://doi.org/10.18196/ agraris.v11i2.461	
Determinants of Income and Profitability in Smallholder Seaweed Farming and Their Implications for Rural Livelihoods in Indonesia Ramadhona Saville, Enza Nafysa, Katsumori Hatanaka, Nina N. Shimoguchi, Chairani P. Pratiwi.....	343-363
https://doi.org/10.18196/ agraris.v11i2.815	

Preface

Bismillahirrahmaanirrahiim. AGRARIS: *Journal of Agribusiness and Rural Development Research* Vol. 11 No. 2 (July–December 2025) has been successfully published. This edition consists of nine research articles which represent several focuses and scopes of the journal, including: agricultural marketing; agricultural economics; agricultural development and policy; sustainable agriculture; rural development; and food security.

The scope of agricultural marketing was represented by the article entitled *Consumer Behavior and Purchasing Decisions toward Native Chicken in Sakon Nakhon Province, Thailand* by Lertjunthuk et al., which analyzes consumer preferences and purchasing behavior toward local poultry products as an important reference for developing market-oriented livestock strategies. In the area of agricultural economics, this edition presents two important studies. The first was *Beef Price Volatility in Indonesia: Before, During, and After the COVID-19 Pandemic* by Mubarok et al., which investigates price dynamics and market uncertainty in the Indonesian beef sector. The second was *Determinants of Income and Profitability in Smallholder Seaweed Farming and Their Implications for Rural Livelihoods in Indonesia* by Saville et al., focusing on economic performance and livelihood implications in coastal aquaculture.

The theme of agricultural development and policy was discussed in *Strengthening Agricultural Regeneration: Determinants of Young Farmers' Performance in Sub-Urban Villages* by Sudrajat et al., highlighting the crucial role of youth in sustaining the future of agriculture through performance improvement and regeneration strategies. The scope of sustainable agriculture is enriched by two articles. The first, *Enhancing Climate Change Resilience: Ethnicity and Gender-Sensitive in Climate-Smart Agriculture Options Implemented in Vietnam* by Anh and Vinh, emphasizes inclusive approaches in climate-smart agriculture. The second, *Adoption of Sandy Coastal Farming Technology in Indonesia: A Household Economics Analysis* by Fauzan et al., evaluates technological adoption in marginal coastal land to support sustainable production systems.

In the field of rural development, two articles provide significant contributions. *Advancing Local Livestock: A Strategic Community-Based Development for Pasundan Cattle Breeding in West Java* by Tsani et al. explores community empowerment in local cattle development, while *Social Innovation Approach in Integrated Farming: Advancing Rural Well-Being in Karawang Regency, West Java, Indonesia* by Arifa and Fahmi discusses social innovation as a driver for rural prosperity. The issue of food security and poverty alleviation was addressed in *Understanding Poverty and Social Assistance Distribution: A Multidimensional Approach to Rural Poverty in Indonesia* by Hakim et al., offering a comprehensive analysis of rural poverty and the effectiveness of social assistance distribution.

The articles in this edition reflect diverse geographical authors, including Thailand, Vietnam, Japan, and Indonesia, demonstrating the journal's commitment to presenting international perspectives on agribusiness and rural development. The various research findings were expected to serve as valuable references for academics, practitioners, stakeholders, and policymakers in formulating evidence-based strategies for sustainable agricultural and rural transformation. Finally, we would like to express our sincere gratitude to all authors, reviewers, and editorial board members for their dedication and valuable contributions to the publication of this issue. May this edition provide meaningful insights and inspire further research in the field of agribusiness and rural development.

Yogyakarta, Indonesia December 2025
Editor in Chief

Dr. Ir. Widodo, M.P.

Manuscript Guidelines

Manuscript Submission Criteria:

1. The manuscript is a result of agribusiness and rural development research. The manuscript should have a novelty/authenticity contribution or uniqueness for academic (science) development.
2. The manuscript contains original research work, free from plagiarism and other unethical attitudes.
3. The author must ensure that the manuscript has not been published in the other periodical journals at the time of manuscript submission.

Manuscript Systematics:

1. Title. The title should be brief, describe the uniqueness of the research, not exceeding 20 words, and should begin with a capitalized letter for each word.
2. Author's name and affiliation. The author's name should be included by affiliation (write completely) and email address, without the academic title.
3. Abstract. The abstract is written in English, one paragraph with single spacing (maximum 250 words) without references or formulas. Keywords consist of 3-5 words or phrases (alphabetically). The abstract contains a brief description of the research background (maximum two sentences), aims, methods, main results, and conclusion.
4. Introduction. The introduction is written without numbers and/or pointers. This section consists of (i) nature and scope of the problem in a broader (national, regional, international) context, (ii) review of relevant literature, (iii) significance/novelty/contribution of this research on knowledge, (iv) aims of this research. If there is a hypothesis, declare it explicitly and not in an interrogative sentence. It should be written efficiently and supported by references. Extensive discussion of relevant literature should be included in the discussion, not in the introduction.
5. Research Method. This section should explain how the research was conducted. It should be written clearly and completely containing a clear description of (i) population and sampling, (ii) data measuring and collecting, (iii) variable and data analysis. This research method should be sufficiently detailed. For qualitative research, please adjust this method to scientific writing habits while considering the repeatability of the research. It was unnecessary to write analysis methods commonly (e.g., F-test formula, t-test) but just referred to your source. References for original methods/procedures must be stated, and all modifications of procedures (if any) should be explained. Symbol description of the model was suggested to be written on narration.
6. Result and Discussion. The beginning of the results and discussion presents the data and found facts, calculated, and discovered. Data should be presented in Tables or Figures when feasible. The table should be clear and stand-alone, giving complete information without text. The title of Table and Figure should briefly and clearly describe the facts described. Symbols written in Table and Figure should be given complete information and allow the reader to interpret the results. Each Figure and Table must be referred to in the narration. In the rest of the section, the author must discuss the research findings.
7. Conclusion. This section summarizes the principal findings and is written briefly. Conclusion related to the introduction and aims or hypothesis but did not repeat the discussion. Conclusion written critically, logically, and honestly based on the existing fact, and full of cautions if there was a generalization. A recommendation showed the significance of the results/findings or practical application. This section, written in paragraph form, does not use numbering or bullets.

8. Acknowledgments (if necessary). This section provided the authors with gratitude to the research funder, facility, or suggestion and for the statement if the article is part of the thesis/dissertation.
9. Author contributions: for the article with several authors, please write each author's contribution in a brief paragraph. The authorship must be limited to those who have contributed, besides reading and agreeing on the final manuscript.
10. Conflict of interest: the author should declare the conflict of interest or state "the authors declare no conflict of interest." The author must identify and state the circumstances that may influence the interpretation of the research results.
11. References. The reference contains the list of journals, books, or other publications referred to in this manuscript. Each reference cited in the text must be listed in references, and vice versa. References of the manuscript must be traceable, no less than 40 pieces (Min. 30 titles from reputable international journal), should be a primary source (80%), and not exceed 10 years (80%).

Manuscript Format:

1. The manuscript is written in quarto paper size, one column, and 1.5 spacing format. The new paragraph begins with six characters from the left side and uses Time New Roman font 12.
2. The manuscript is written in English.
3. The number of pages between 15-20, the margin on the left and upper sides is 3 cm, the right and bottom sides are 2.5 cm.
4. The title is written uppercase (except preposition) using font size 14 with center alignment. The subtitle is written uppercase and uses font size 12 if there is a sub-subtitle, written capital each word except conjunction. Write capital for each word and italic model if there is a sub of sub-subtitle. Subtitle, sub-subtitle, and sub of the sub-subtitle are written on the left side.
5. The citation is written by the American Psychological Association 6th Edition. Below are samples of citation: (Wong, Sharifuddin, Teng, Li, & Song, 2020); (Triyono, Kamardiani, & Prasetyo, 2021); (Debertin, 2004); (Statistics Indonesia, 2020).
6. The figure or table is made as close as possible to the explanation and put the number sequentially based on the site in the explanation. The source of data is better to be included.

Note: figure should be clear and fixed (good resolution)

A sample of the figure can be seen in Figure 1.

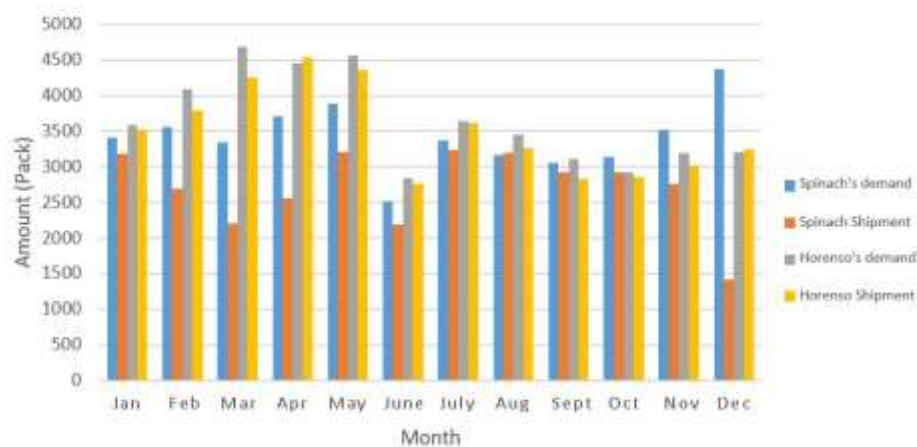


Figure 1. Amount of Order and Shipping of Leaf Vegetables of PT. SFO in 2017

7. Tables consist of titles and content. The line of the table is just on the top and the bottom to separate between the title and the content of the table.

A sample of the table can be seen in Table 1.

Table 1. Food Waste Generated in Malaysia, 2011

Sources	Food waste	
	Ton/day	Ton/year
Household	8,745	3,192,404
Wet and night market	5,592	2,040,929
Food court/restaurant	5,319	1,941,608
Hotels	1,568	572,284
Food and beverage industries	854	311,564
Shopping malls	298	108,678
Hypermarket	291	106,288
Institutions	55	26,962
Total	22,723	8,308,973

Source: Ministry of Housing and Local Government (MHLG), 2011

8. References are arranged alphabetically, beginning with the first author, and followed by the co-author. If there are two or more references with the same author and year of publication, put sign a, b, c..... etc. after the year of publication. In the reference that site from a journal, scientific magazine, and proceeding should be including the name of author, year, title, place of the seminar, publisher, page, and editor.

The reference of AGRARIS is written following American Psychological Association (APA) 6th Edition. When referring it is suggested to use the Mendeley application. (The tutorial of Mendeley can be accessed on <http://bit.ly/2vYEQGZ>). Below is the sample of APA 6th Edition:

Article of Journal

Wong, K. K. S., Sharifuddin, J. B., Teng, P. K., Li, W. W., & Song, L. K. (2020). Impact of Urban Consumers Food Consumption Behavior towards Food Waste. *AGRARIS: Journal of Agribusiness and Rural Development Research*, 6(2), 198–207. <https://doi.org/https://doi.org/10.18196/agr.62100>

Article of Proceeding

Triyono, Kamardiani, D. R., & Prasetyo, M. A. (2021). Alocative Efficiency of Honey Pineapple Farm in Pemalang Regency, Central Java, Indonesia. In *International Conference on Agribusiness and Rural Development (IConARD 2020)* (Vol. 232, p. 01016). E3S Web of Conferences. <https://doi.org/10.1051/e3sconf/202123201016>

Book

Debertin, D. L. (2004). *Agricultural Production Economics* (Second Ed.). New Jersey: Pearson Education.

Report on Institution or Corporation

Statistics Indonesia. (2020). *The Statistics of Farm Wages in Rural Area*. Jakarta: BPS-Statistics Indonesia.

ADDITIONAL INFORMATION

Template of the manuscripts can be downloaded at the website of AGRARIS: (<http://journal.umy.ac.id/index.php/ag/index>)