

Socialization of Food Sovereignty Through a Communication Approach Based on Local Wisdom

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Abstract

Purpose: The objectives of this community service activity are: (1) socialization of the concept of food sovereignty to the community in building sustainable welfare. (2) increasing public understanding of the relationship between food independence and quality of life. (3) encouraging community participation in the practice of food sovereignty based on intercultural communication through deliberation.

Method: The author uses a qualitative research method with a case study approach. The participants who attended included 30 individuals, and the study employed participatory observation, interviews, and documentation.

Practical Applications: The results of the interviews were then analyzed thematically by the author and then grouped based on similarities in views expressed by 5 informants.

Conclusion: A communication strategy rooted in local knowledge can enhance awareness; however, sustained efforts and institutional backing are essential for achieving genuine transformation through collaboration with government entities, non-governmental organizations, and the community, particularly the youth.



Introduction

Food sovereignty remains a critical yet understudied issue in Jakarta Province, the economic and political heart of Indonesia. Despite Jakarta's high regional minimum wage, significant disparities exist when compared to other Indonesian regions, creating unique challenges for urban food security. According to data from Kompas (2025), Jakarta faces a high risk of price spikes and food crises due to its near-total dependence on external food supplies, with approximately 98% of Jakarta's food sourced from outside the region. This vulnerability is exacerbated by climate change impacts and the projected global food crisis anticipated by the United Nations around 2050.

Indonesia's food sovereignty framework continues to deteriorate across both production and consumption stages. Production challenges include insufficient farmer regeneration, while consumption issues involve increasing reliance on imported food products that undermine local food diversity (As'adillah Sudrajat et al., 2024). Data from the International Trade Center (ITC) indicates Indonesia's food import trend is rising, reaching US\$11.57 billion in 2019, up from US\$8.38 billion in 2015, encompassing essential commodities such as rice, sugar, fruits, and vegetables that could potentially be cultivated domestically (BBC Indonesia, 2025). The People's Coalition for Food Sovereignty (KRKP) reports that key food sovereignty metrics have not improved, including increasing land ownership disparity and rising dependence on imported seeds for staple crops (BBC Indonesia, 2025).

Urban populations in Jakarta, particularly in Central Jakarta, demonstrate limited understanding of food sovereignty concepts. Field observations reveal that nearly 100% of community food requirements are fulfilled by external supplies, with urbanization and reduced land availability contributing to declining local food production. Interviews indicate that 80% of residents do not comprehend the term "food sovereignty," and participation in local food programs remains below 10% (Sulaiman et al., 2019; Apriyanto et al., 2021). This knowledge gap represents a significant obstacle to achieving food sovereignty, as urban residents often perceive food security as solely a government responsibility rather than a community-based initiative.

The vulnerability of Jakarta's food system is further illustrated in Table 1, showing the city's complete dependence on external rice supplies for its population of 11,135,191 people, requiring 904,800 tons annually. Despite government efforts through the Food Availability Information System (SIKP), Jakarta faces critical challenges including continuous demand growth, minimal local rice reserves, and lack of regulations regarding food reserves and emergency mitigation (Sinta et al., 2024).

Existing research, such as As'adillah Sudrajat et al. (2024) study on indigenous community communication strategies for food security, provides valuable insights but primarily focuses on rural contexts. The urban food sovereignty challenge in Menteng Subdistrict stems from reliance on modern markets and insufficient incorporation of local cultural values into communication strategies. Current community service initiatives often lack effectiveness due to the absence of a communicative and participatory framework grounded in local cultural practices (Affandi & Marpaung, 2023).

This research addresses a critical gap by examining food sovereignty through a communication approach based on local wisdom in an urban context. The originality of this study lies in its deliberative communication approach within Jakarta's highly urbanized environment, which has not been extensively explored. The research combines legal aspects related to food sovereignty with Law No. 18 of 2012 while emphasizing participatory communication theory with an intercultural communication approach.

The aims of this community service research are threefold: (1) to disseminate the concept of food sovereignty to the community in fostering sustainable welfare; (2) to stimulate community engagement in comprehending the notion of food independence and quality of life; and (3) to promote community involvement in the practice of food sovereignty based on local resources. By addressing the communication gap through culturally relevant approaches, this

initiative seeks to transform urban residents from passive consumers to active participants in building a more sovereign and resilient food system for Jakarta.

Method

This community service initiative employed qualitative research methodology with a case study approach to explore local experiences and knowledge related to food sovereignty in Menteng Subdistrict, Central Jakarta. The research design was specifically developed to examine how communication strategies based on local wisdom could enhance community understanding of food sovereignty concepts.

For data collection, purposive sampling technique was implemented to select participants who met specific criteria aligned with the research objectives. A total of 30 participants attended the community service activities, while five key informants were deliberately selected for in-depth interviews. The informant selection included: community leaders knowledgeable about food sovereignty (2 persons), representatives from farmer groups (1 person), stakeholders engaged in policy-making (1 person), and youth representatives who contribute to food sovereignty preservation (1 person). This strategic selection ensured diverse perspectives while maintaining focus on the research objectives.

Data collection was conducted through three primary methods: (1) participatory observation during community service activities, (2) semi-structured interviews with the five key informants, and (3) documentation of relevant materials including activity reports, photographs, and community feedback forms. The interview protocol was developed based on literature review and preliminary field observations, containing open-ended questions about community perceptions of food sovereignty, existing local wisdom practices related to food systems, and potential communication strategies for enhancing food sovereignty awareness.

The collected data underwent thematic analysis following established qualitative research procedures (Creswell & Creswell, 2018). The analytical process began with verbatim transcription of all interview recordings and detailed field notes from observation activities. Researchers then engaged in multiple readings of the transcripts to understand contextual meanings and identify emerging patterns. An initial coding process was conducted to highlight keywords, significant statements, and relevant concepts related to food sovereignty and local wisdom-based communication. The identified codes were subsequently categorized into primary themes: food sovereignty grounded in local traditions, the role of culture-based communication, and the local culture of deliberation as a communication approach.

To ensure data validity and reliability, member checking was systematically implemented. Researchers prepared a summary of interview findings and preliminary analysis, which was presented to all informants during follow-up focus group discussions. Participants were given opportunities to provide corrections, clarifications, or additional insights. The revised findings from this validation process formed the basis for the final data interpretation.

The interpretation of results focused on identifying practical implications for community service implementation, particularly how local wisdom could be leveraged to develop effective communication strategies for food sovereignty socialization. The analysis specifically examined the relationship between traditional communication practices and community engagement levels, as well as the barriers and facilitators to implementing local wisdom-based approaches in urban settings. This methodological approach ensured that the findings were both theoretically grounded and practically applicable to the community service context.

Result

The community service activity on food sovereignty socialization was conducted on Monday, February 3, 2024, at the Skyline Building located at Jl. M.H. Thamrin No. 92, RT.2/RW.1, Kb. Sirih, Kec. Menteng, Kota Jakarta Pusat. A total of 30 community members

from Menteng Subdistrict participated in this initiative, representing diverse demographic backgrounds including community leaders, youth representatives, and local residents.

The implementation began with an opening speech by Dr. Ir. Endah Murtiana Sari, ST., MM., Rector of the University of Science Indonesia, followed by structured socialization sessions utilizing deliberative communication approaches rooted in local wisdom. The activity incorporated three key components: (1) participatory observation during the socialization process, (2) structured question-and-answer sessions to gauge understanding, and (3) documentation of participant engagement through feedback forms and photographic evidence.

Quantitative outputs from the activity included 30 community members directly engaged, 5 thematic discussion sessions conducted, and comprehensive materials distributed to all participants. The socialization specifically focused on differentiating between food security and food sovereignty concepts, with emphasis on local wisdom applications in urban contexts. As shown in Figure 1, participants actively engaged in the presentation and discussion sessions, demonstrating high levels of interest and interaction.

Figure 1. Presentation of Material



Source: Private Documentation, 2025.

The most significant impact observed was the increased understanding of food sovereignty concepts among participants. Pre-activity assessments revealed that 80% of participants were unfamiliar with the term "food sovereignty," while post-activity evaluations indicated a 65% improvement in conceptual understanding. Participants demonstrated enhanced ability to distinguish between food security (access to sufficient food) and food sovereignty (community control over food systems).

Notable behavioral changes included increased interest in urban farming practices, with 40% of participants expressing willingness to initiate small-scale food production in their homes. Additionally, 70% of participants indicated they would prioritize local food products in their consumption patterns following the socialization. Community members reported greater awareness of the importance of deliberative processes in food system decision-making, with many expressing interest in establishing community-based food discussion forums.

The activity successfully identified and trained 5 potential local change agents who demonstrated strong understanding of food sovereignty concepts and communication skills. These individuals have committed to continuing the dissemination of knowledge within their respective community networks. As documented in Figure 2, participants actively engaged in sharing their experiences and local food practices, creating a rich exchange of knowledge that reinforced the cultural relevance of the socialization approach.

Figure 2. Presentation in Community Service Activities



Source: Private Documentation, 2025.

Evidence of the program's impact includes photographic documentation of active participation, signed feedback forms from 100% of attendees, and recorded testimonials highlighting increased awareness of food sovereignty issues. One participant noted: "I never realized that my daily food choices connect to larger issues of community control and cultural preservation. This socialization helped me see how small actions can contribute to food sovereignty."

The activity evaluation revealed that the deliberative communication approach based on local wisdom significantly enhanced message receptivity compared to conventional top-down socialization methods. Participants responded more positively to horizontal communication that encouraged open dialogue and respected local cultural contexts. However, the evaluation also identified challenges, including limited time for in-depth discussion and the need for follow-up sessions to reinforce learning and track behavioral changes.

The results demonstrate that a culturally grounded communication approach can effectively bridge the knowledge gap regarding food sovereignty in urban communities, transforming participants from passive recipients of information to active agents in food system transformation. These findings provide concrete evidence supporting the effectiveness of local wisdom-based communication strategies in enhancing community understanding and engagement with food sovereignty concepts.

Discussion

This community service initiative demonstrates how a communication approach rooted in local wisdom can effectively address the critical gap in food sovereignty understanding within Jakarta's urban communities. The findings reveal significant progress toward achieving the three primary objectives of the program: socializing food sovereignty concepts, enhancing community understanding of food independence and quality of life relationships, and promoting community participation in food sovereignty practices.

The most substantial impact observed was the transformation in community members' understanding of food sovereignty, moving from a purely consumption-based perspective to recognizing it as a matter of rights, culture, and autonomy. This cognitive shift represents a fundamental change in how urban residents perceive their relationship with food systems. Unlike conventional top-down socialization methods that often fail in urban contexts, the deliberative communication approach based on local wisdom created a space where community members felt their voices were valued, leading to greater receptivity to the food sovereignty concept. This finding aligns with Servaes' (1996) theory that participatory communication positions communities as primary agents of social change rather than mere recipients of external messages.

The social and cultural implications of this initiative are particularly noteworthy. By revitalizing traditional deliberation practices within an urban context, the program successfully bridged the gap between modern urban lifestyles and traditional communication methods. This approach proved especially effective in Menteng Subdistrict, where the urban elite's consumptive lifestyle and reliance on modern food products had previously undermined local food wisdom. The program demonstrated that even in highly urbanized areas with limited agricultural space, food sovereignty concepts can be effectively communicated and embraced when framed within culturally relevant contexts.

Economically, the initiative revealed promising pathways for reducing Jakarta's near-total dependence on external food supplies. The 40% of participants expressing willingness to initiate small-scale food production in their homes represents a tangible step toward urban food self-sufficiency. This finding is significant given Jakarta's alarming statistic of 98% food supply coming from outside the region (Kompas, 2025). The observed shift toward preferring local food products (70% of participants) indicates potential for creating local food economies that could reduce financial outflows for imported products and strengthen community economic resilience.

The sustainability of this initiative appears promising due to several factors. First, the identification and training of five local change agents creates a foundation for ongoing socialization efforts beyond the initial program. These individuals serve as social mobilizers who can disseminate knowledge within their networks, ensuring continuity of the food sovereignty message. Second, the integration of food sovereignty concepts with existing community structures like neighborhood associations (RT/RW) provides institutional support for sustained engagement. This approach aligns with Sulaiman et al.'s (2019) findings that community empowerment is most effective when embedded within existing social structures.

However, several limitations must be acknowledged. The primary constraint was the limited time available for outreach and training, which restricted the depth of engagement possible with participants. Additionally, as noted in the results section, the knowledge gap regarding food sovereignty remains significant, with many residents still confusing food security with food sovereignty. The challenge of engaging younger generations, who exhibit greater inclination toward instant lifestyles and processed foods, represents an ongoing hurdle that requires innovative approaches.

Comparative analysis with As'adillah Sudrajat et al.'s (2024) research on indigenous communities reveals both similarities and important distinctions. While both studies emphasize the value of local wisdom in food sovereignty efforts, this urban initiative faced unique challenges related to land scarcity, cultural diversity, and the dominance of modern market systems. The success of deliberative communication in this context suggests that traditional communication methods can be effectively adapted to diverse urban environments, challenging the assumption that such approaches are only relevant in rural settings.

The program's most significant contribution lies in demonstrating that food sovereignty is not merely a rural concern but an inclusive urban agenda. By connecting food sovereignty with quality of life issues such as health, environmental sustainability, and economic independence at the household level, the initiative made the concept personally relevant to urban residents. This approach addresses the critical knowledge gap identified in previous research (Affandi & Marpaung, 2023; Apriyanto et al., 2021) regarding urban residents' limited understanding of food sovereignty.

For future implementation, several recommendations emerge from this discussion. First, establishing regular deliberative forums specifically for food sovereignty discussions could institutionalize community engagement on this issue. Second, developing partnerships with local government agencies such as the Food Security Agency and Agriculture Agency would strengthen program sustainability through policy support and resource allocation. Third, integrating food literacy into both formal and non-formal educational activities would help address the intergenerational knowledge gap, particularly among youth.

The findings from this initiative suggest that urban food sovereignty efforts must move beyond technical solutions to address the cultural and communicative dimensions of food systems. By recognizing and leveraging local wisdom as both cultural heritage and practical strategy, communities can develop context-specific approaches to food sovereignty that resonate with residents' lived experiences. This represents a significant shift from conventional food security approaches that often prioritize quantity over cultural relevance and community agency.

Conclusion

This community service initiative successfully achieved its three primary objectives: (1) disseminating the concept of food sovereignty to the community in fostering sustainable welfare; (2) stimulating community engagement in comprehending the notion of food independence and quality of life; and (3) promoting community involvement in the practice of food sovereignty based on local resources. The implementation of food sovereignty awareness initiatives demonstrated that the concept has been effectively communicated to the community through a localized communication strategy rooted in deliberation, which significantly enhanced collective awareness regarding food self-sufficiency as a pathway to sustainable prosperity.

The main findings revealed a substantial improvement in community understanding of the connection between food sovereignty and quality of life, particularly concerning health, environmental sustainability, and economic independence at the household level. Notably, pre-activity assessments showed that 80% of participants were unfamiliar with the term "food sovereignty," while post-activity evaluations indicated a 65% improvement in conceptual understanding. Community engagement was significantly bolstered through deliberative communication practices that honored local traditions and acknowledged intercultural communication variances, resulting in the establishment of shared consensus on food resource management. The research identified that deliberative communication serves not only as an information exchange medium but also as a powerful tool for collective empowerment, capable of cultivating local change agents within the community context.

The practical implications of this research are substantial for urban food security planning. The integration of local wisdom with communication strategies has proven effective in transforming urban residents from passive consumers to active participants in building a more sovereign and resilient food system. This approach offers a viable solution to Jakarta's critical vulnerability of 98% dependence on external food supplies. The establishment of five trained local change agents provides a sustainable mechanism for ongoing socialization efforts, while the documented 40% of participants expressing willingness to initiate small-scale food production represents a tangible step toward urban food self-sufficiency.

The unique contribution of this study lies in its application of deliberative communication within Jakarta's highly urbanized environment—a context where such approaches have not been extensively explored. Unlike previous research that primarily focused on rural contexts, this initiative successfully adapted traditional communication methods to address the specific challenges of urban food sovereignty, including land scarcity, cultural diversity, and the dominance of modern market systems. The research effectively bridged the gap between legal frameworks (Law No. 18 of 2012) and practical community implementation through culturally relevant communication strategies.

However, certain limitations must be acknowledged. The primary constraint was the limited time available for outreach and training, which restricted the depth of engagement with participants. Additionally, as an urban community service initiative in Menteng Subdistrict, the study focused on a specific demographic within Jakarta, potentially limiting the generalizability of findings to other urban contexts with different socioeconomic characteristics. The challenge of engaging younger generations, who exhibit greater inclination toward instant lifestyles and processed foods, represents an ongoing hurdle requiring innovative approaches.

For future implementation, several recommendations emerge. First, deliberative forums should be institutionalized as consistent venues for discussing food sovereignty matters, engaging traditional leaders, relevant stakeholders, and youth representatives. Second, the establishment of local change agents trained in communication and food management is crucial to serve as catalysts for ongoing socialization and actionable initiatives. Third, local wisdom values should be incorporated into sub-district policies through food barn initiatives, urban farming programs, and the revitalization of traditional foods. Fourth, multi-stakeholder partnerships involving government entities, academic institutions, the private sector, and local communities must be strengthened to develop inclusive food policies that prioritize community participation.

This research underscores the critical importance of culturally grounded communication approaches in addressing urban food sovereignty challenges. By demonstrating that food sovereignty is not merely a rural concern but an inclusive urban agenda, this initiative provides a valuable framework for transforming urban food systems through community engagement and local wisdom. The findings contribute significantly to the field of community service by validating that local wisdom serves not only as cultural heritage but also as a practical strategy for addressing food-related challenges in urban contexts, offering a replicable model for other metropolitan areas facing similar food system vulnerabilities.

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