

The Virus That Brings Change Exploration of the Potential of Local Food as the Foundation of a New Economy

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Abstract: The many discussions about “What if Bali without Tourism” make researchers interested in conducting research that focuses on strengthening this internal economic foundation. Indeed, currently many individuals who used to be involved in tourism are currently turning to the food and agriculture sector only temporarily to meet their daily needs. CSR is an ongoing commitment by business people to behave ethically and contribute to economic development while improving the quality of life of workers and their families, as well as for the local community and society in general. This pandemic can be momentum to see what we have but have been ignoring. The agricultural sector has also been affected by Covid-19. There has been an increase in demand for wheat, vegetables, and other crops during the pandemic. Agriculture became the mainstay sector because the Balinese people were strong farmers. Not only make agriculture for life but also their way of life. An agrarian culture which is now the main selling point of tourism and tourism is now hit by trials that are very deadly to its movement. Based on this reality, tourism should ideally be behind agriculture.

Keywords: agriculture, Bali tourism, new economics, corporate social responsibility, covid-19 pandemic, local food.

I. Introduction:

Shifting people's focus to challenge, reorganize and take advantage of what's available

This coronavirus outbreak pandemic, when viewed from the layman's perspective of a study, can be said to be an independent variable that greatly affects many things, especially in the economic sector. The economic development of the Province of Bali, which is dominated by the tourism sector, cannot be separated from its status as a world tourist destination that although small, is only a point in the middle of the Indonesian archipelago, Bali has a big name because of its various uniqueness or characteristics (Ying et al., 2011). The island of Bali, as the center of Indonesia's tourism industry, is constantly being battered by problems ranging from the Bali Bombings I and II, the eruption of Mount Agung, to the latest Covid-19 which has caused a decline in tourism. The number of workers in the tourism sector, especially hotel and restaurant employees, has been laid off. A tragedy that shocked many parties indeed, a normal and fine daily life suddenly changed (Rubio-Mozos et al., 2020). Balinese people are now trying to find new opportunities to earn additional income to meet their daily needs (Sutawa, 2012).

The tourism sector can be considered as foreign exchange income, including in Indonesia, especially Bali. The purpose of tourists visiting Bali is very varied. They come for vacation, business, and MICE (Meeting, Incentive, Conference, Exhibition). The declining economic conditions in Bali can be seen from the number of layoffs of private employees, causing a decrease in the purchasing power of the Balinese people (Aryawibawa et al., 2018). This also affects the regional income of the province of Bali and Bali's local tax revenue which has decreased drastically. This condition is inseparable from the dependence of the Balinese economy on the performance of the tourism sector (Fu, 2020; Yudiantini & Jones, 2015). The share of tourism supporting sectors such as accommodation and food and drink services, trade, and transportation are the main contributors to Bali's economic structure. Likewise with labor conditions (N. B. Atmadja, 2014; Saputra et al., 2021).

According to Spillane (1994), the development of tourism on economic development has positive impacts such as job creation, source of foreign exchange, and distribution of development. While the negative impacts of tourism on economic development include the seasonal nature of work and economic vulnerability, the economic foundation is very vulnerable because it has a dependence on external factors, namely tourists. If there is a disaster or problem that causes tourists to be reluctant to visit, of course, it will be a difficult problem.

This indicates that security guarantees are very necessary if you depend on the economic foundation of the tourism industry (Bukirwa & Kising'U, 2017; Pereira et al., 2021).

If we look at it from the positive side, maybe this pandemic can be an opportunity to transform people's intentions and change the Balinese economy which has always been very dependent on the tourism sector (Mair, 2020). It would be better if we can respond to this pandemic and rebuild a strong economic foundation without relying on external factors (McKinsey, 2020). The many discussions about "What if Bali without Tourism" make researchers interested in conducting research that focuses on strengthening this internal economic foundation. Indeed, currently many individuals who used to be involved in tourism are currently turning to the food and agriculture sector only temporarily to meet their daily needs. Every time an event occurs that hits tourism, there is always a discourse about looking for other alternatives as an economic driver (Cvelbar & Dwyer, 2013; Sorin & Carmen, 2012). But along with the revival of tourism after the slump, the discourse of looking for other alternatives has also sunk (Hidayatullah et al., 2019).

The Central Bureau of Statistics survey on community behavior during the COVID-19 Pandemic uses the Non-Probability Sampling design which is distributed in chains (Snowball Sampling) to obtain as many participation responses as possible within 1 week of survey implementation (13-20 July 2021). Based on these data, there are 31.59% of respondents experience difficulties in meeting basic daily needs, 19.3% of respondents experience difficulties in fulfilling medicines and vitamins, including health supplements, masks, and hand sanitizers, 34.39% of the problems in the fulfillment of supporting medical devices such as oximeters, oxygen cylinders, nebulizers, etc. and 14.7% of problems in health services if someone is sick (whether it leads to symptoms of COVID or not). The limitation of this survey is that the information produced is a description of individuals who voluntarily participate in the survey and does not represent the condition of the entire Balinese community (Dimitrios et al., 2020; Sara et al., 2020).

The difficulty of respondents in Bali in meeting their daily needs and services is mostly in meeting basic needs and fulfilling medical equipment. Judging from the survey results, it would be nice if we could take advantage of Bali's nature as a new economic foundation for us (A. T. Atmadja et al., 2021). What is meant here is to return to the agricultural sector that we have. Basically, everyone needs to eat, but there are also those who argue that if many individuals or groups shift their interests away from the tourism sector and switch to the food sector, it will not destroy market share, even though they are doing it all to earn income to survive this epidemic (Larasdiputra & Suwitari, 2020; 22). Let's try to re-analyze this case and try to revive our agricultural land to make food exports a strong new internal economic foundation for the island of Bali.

II. Corporate Social Responsibility

In the last ten years, we often hear of demands from the public directed at companies regarding cases of environmental destruction and pollution as a result of their business activities. This is the main focus and problem in the concept of implementing corporate social responsibility (Saputra, et al, 2019). CSR is an ongoing commitment by business people to behave ethically and contribute to economic development while improving the quality of life of workers and their families, as well as for the local community and society in general. The concept of CSR is indeed very closely related to the concept of sustainability development or prioritizing sustainable development (Carnahan et al., 2010).

From various experiences that have developed so far, CSR practices in the tourism industry in Bali are still not optimal (Sara, et al, 2021). The government had tried to help maintain this balance by issuing regulations that oblige the tourism industry, especially hotels and restaurants to absorb local food products in order to establish a mutually dependent relationship between the local food industry and tourism which in turn has an impact on the supply chain. In the social and environmental accounting book by Saputra, et al in 2019, the opinion of Dave Packard, co-founder of Hewlett Packard Company regarding the purpose of establishing a company, "I think many people assume, wrongly, that a company exists simply to make money. While this is an important result of a company's existence, we have to go deeper and find the real reasons for our being. As we investigate this, we definitely came to the conclusion that a group of people get together and exist as an institution that we called a company so that they are able to accomplish something collectively that they could not achieve separately, they make a contribution to society, a phrase which sounds trite but is fundamental".

III. Exploring on what we have

COVID-19 is an economic community crisis rooted in a growth paradigm (Ötsch, 2020). The local tourism business sector (local textiles, souvenirs, culinary, tourist attraction and others) consisting of micro, small, and medium enterprises, and people skills predicts layoffs due to lack of funds, resources, and declining demand and logistical problems ongoing due to the lockdown (Business Standard, 2020). COVID-19 is also the result of the intersection of processes of urbanization, globalization, environmental change, agribusiness, and contemporary capitalism more broadly (Allen et al., 2017).

Based on the results of the Central Statistics Agency Survey, the realization of rice harvests during January to December 2020 was 90,981 hectares or decreased by about 4,339 hectares (4.55 percent) compared to 2019 which reached 95,319 hectares. The peak of the rice harvest in 2020 has shifted compared to 2019. In 2020, the peak of harvest occurred in April, which reached 12,928 hectares, while the peak of harvest in 2019 occurred in May, which was 15,039 hectares. Meanwhile, the rice harvested area in January 2021 will reach 7,171 hectares, and the potential harvest from February to April 2021 is estimated at 35,848 hectares. Thus, the total potential rice harvest area in the January-April 2021 sub round reaches 43,019 hectares or an increase of around 19,777 hectares (85.09 percent) compared to the January-April 2020 sub round which amounted to 23,243 hectares. The three regencies/cities with the highest potential for rice production (GKG) from January to April 2021 are Tabanan, Gianyar, and Badung Regencies. Meanwhile, the three regencies/cities with the lowest potential for rice production in the same period are Bangli Regency, Denpasar City, and Klungkung Regency (Sara et al., 2021; Sara & Saputra, 2021).

This pandemic can be momentum to see what we have but have been ignoring (Hall et al., 2020). COVID-19 tourism research must also advance our knowledge to inform, foster, shape, or even lead the transformations that make such crises possible. Otherwise, we will only experience one crisis after another (Lew, 2020). Unfortunately, economists underestimate pandemics as natural events that originate and operate outside the economic system (Nowlin, 2017). Generating neglected resources such as agricultural lands in villages where most residents have left to migrate to southern Bali because they are tempted by money from the tourism sector. It may seem very difficult, but if we try, we can realize the internal economic foundation of our potential food exports (Mahmud & Riley, 2021).

The agricultural sector has also been affected by Covid-19. There has been an increase in demand for wheat, vegetables, and other crops during the pandemic. However, agricultural products cannot reach consumers due to supply chain problems. As a result, farmers are forced to lower prices due to overproduction (Debata, 2020). It can be seen today that many people are trading food on the side of the road around the city of Denpasar. The Balinese people do it all to find alternative livelihoods due to the slowdown in the tourism industry caused by the corona pandemic (Uğur & Akbıyık, 2020; Yu et al., 2021). This can prove the potential we have, it just needs marketing and quality management as well as support from the government (Duric & Topler, 2021).

As one of the sectors that were once the leading sector in the regional economy of Bali, the agricultural sector is claimed to be one of the sectors that can still survive during the Covid-19 pandemic outbreak. Based on data from the Central Statistics Agency in 2020 nationally, the agricultural sector recorded positive economic growth while other sectors experienced contraction. Meanwhile, in the province of Bali, the agricultural sector is back in demand after the tourism sector is experiencing a slump. During the last two years (2019-2020), the workforce in the agricultural sector experienced a sharp spike. From 462.87 thousand people in 2019 to 545.53 thousand people in 2020. This is inseparable from the fall in employment conditions in other sectors, the need to survive during a pandemic, and the ease of working in the agricultural sector because it does not require special abilities. In terms of contribution to the economy, the role of the agricultural sector also increased by 1.24 points to 15.09 percent in 2020. However, in terms of real growth, it turned out that the agricultural sector recorded negative growth of -1.06 percent year on year. Nevertheless, the agricultural sector indicates that it still has the potential to bounce back.

The researcher conducted interviews with the Junior Chamber of International Bali and the Ambassador of Young Balinese Farmers regarding Local Government Regulations regarding the use of food products and local Balinese industries. In the interview, they said that they had discussed the regulations with *Jamkrida* (Bali Regional Credit Guarantee), Bank BPD Bali, and *Perusda* (Regional Company of Bali Province). He revealed that *Perusda* was appointed as the Lead Sector by the Governor of Bali to collect data on food products needed by the Bali market but *Perusda* did not have complete data. BPD Bali wants to help with supplier payments, but the mechanism has to go through *Perusda* which eventually becomes convoluted and doesn't work. *Jamkrida* is ready to help the relationship between farmers and hotels, but because the Bank Indonesia regulations applied by BPD Bali are too strict and cannot be changed, the cash flow of farmers who supply food to the tourism sector is hampered. The number of farmers who are in debt, and not paid in cash (Saputra, 2012; Wijaya et al., 2021).

The results of the interview also found that there was a gap that occurred here. The need for communication and information bridges between tourism and agriculture, many farmers are old and do not understand what the tourism market really needs (Sorin & Carmen, 2012). This is where the real role of *Perusda* is needed, to manage the food data, and educate farmers about what food ingredients are actually needed, not finance management.

Another problem faced in connecting the local food industry and tourism is the lack of suppliers who are open about the problem of food needs, so there is a need for agricultural product extension workers because suppliers are "stingy" with the required data. Another problem experienced is the monotony of food production

(medium) between fellow farmers which results in an oversupply of certain foodstuffs (wasted plants). The need for government assistance in the procurement of the "Control Atmosphere Room" a container room that can maintain the stability of food conditions for 6 months to overcome the oversupply of the wasted plants so that they do not rot. They also said that there is a lack of understanding and education of farmers regarding food management which is actually needed by the tourism market (Patiar & Mia, 2008; Tsai et al., 2009). There must be an import of superior seeds, in order to be able to carry out quality local planting. Licensing in Jakarta is too complicated because of the role of the big cartels (Sudiarta & Suardana, 2016).

Many people only want to be distributors or collectors aka "middlemen" rather than being agricultural food producers. Even though there is still a lot of vacant lands that has the potential to be planted and used as food production fields in Bali. Because of this, many cases of rising and falling food prices in Bali are caused by the role of "middlemen" or food traders (Dewi, 2014). Lack of understanding of local farmers about what food is actually needed by the tourism sector compared to wet markets. Only farmers from the Bedugul area play a role in the supply of food to the tourism sector, and even then, there is still a shortage to meet market needs. Bedugul is the equivalent of expensive vegetables. People are more interested in working in the tourism sector (downstream) which is more promising for jobs and careers compared to the agricultural sector (upstream).

2020 is a tough year for Bali tourism. How not, the Covid-19 pandemic has forced all people in the world to limit their activities. Not only domestic tourists who cannot travel to Bali, but all countries in the world also carry out travel restrictions in an effort to prevent the spread of the Coronavirus that causes Covid. Every time an event occurs that hits tourism, there is always a discourse about looking for other alternatives as an economic driver (Law et al., 2016; Triani & Satyawan, 2016). But along with the revival of tourism after the slump, the discourse of looking for other alternatives has also sunk. It would be nice if we were able to take advantage of what we have in the nature of Bali as a new economic foundation for us. Good management of local industries in agriculture and food with the support of government regulations will certainly bring new internal economic foundations. Of course, changing people's habits that rely on tourism is a bit difficult, but when viewed from the long-term effect, a proposal from this research can create a symbiotic relationship of mutualism between the two mainstay industries in Bali which will generate good and real corporate social responsibility and environmental social accounting relationships (Werastuti et al., 2018). Tourism relies on external factors and the agricultural industry utilizes its internal factors. Maybe it won't just end there, good management can certainly help local farmers and food entrepreneurs to export their products and find new markets (Aldira et al., 2016; Suherlan, 2016; Sutawa, 2012).

IV. Conclusion

All components of the government, actors in the world of tourism, universities, and academics are working on their new land called ecotourism. Bali strives to be offered in the market as a tourism product. consequently, Balinese culture must be characterized by tourism. (Picard, 2006: 268). Almost all districts are busy looking for the regional potential that can be directed to tourist villages. Success stories of tourist village development are constantly being encouraged. This is a new pretext for Bali tourism targeting remote areas and communities. Its motto is community-based tourism, namely tourism based on local community empowerment. Ecotourism and conservation policies that are considered pro-environment are never neutral. Ecotourism designs or tourist villages are vulnerable to being trapped by green grabbing, namely the practice of land grabbing or exploitation of natural resources using conservation and environmental issues and legitimacy. The end is the failure to save nature and also a crisis for humans who make nature their living space. The pandemic outbreak that seems to have killed tourism has made people confused about finding a way out from the financial side (Sigala & Dolnicar, 2017). A very lucrative but fragile industry, now it really can't be a mainstay anymore.

It is hoped that this moment can be used as a generating story from the elimination of local communities in the midst of global investment (Sigala, 2019). There was a time when tourism was not yet the main driver of the economy. At that time, agriculture became the mainstay sector because the Balinese people were strong farmers. Not only make agriculture for life but also their way of life. An agrarian culture which is now the main selling point of tourism and tourism is now hit by trials that are very deadly to its movement. Based on this reality, tourism should ideally be behind agriculture. Tourism should be a by-product of agriculture. The paradigm of thinking should start behind the total because basically a region that has abundant natural resources should be able to survive in a "lockdown" condition like this. Bali must declare itself to start living without tourism. Or at least, immediately start preparing real steps for Bali without tourism.

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