



ISBN: 978-602-6988-75-1

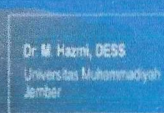
PROSIDING ICOGISS 2019

International Conference On Governance Innovation and Social Sciences

Jember, August 2nd- 3rd, 2019



Prof. Siddrath Chandra
Michigan State University
United State of America



Dr. M. Hazmi, DESS
Universitas Muhammadiyah
Jember



Prof. Azrina Husein, Ph.D
Social Science School,
University Sains Malaysia



Prof. Damang Bantala, PhD
Cebu City State Polytechnic
College Philippines



GOVERNMENT RESILIENCE POLICY AND SUSTAINABLE DEVELOPMENT GOALS

SUB THEMES :

- Food System Resilience
- Social Resilience
- Disaster Resilience
- Smart City
- Resilience City
- Cultural Resilience
- Public Service dan Sustainability
- Political Leadership and Sustainability
- Media In The 4.0 industrial Revolution
- Political Communication



ISBN: 978-602-6988-75-1

PROSIDING ICOGISS 2019

GOVERNMENT RESILIENCE POLICY AND SUSTAINABLE DEVELOPMENT GOALS

SUB THEMES :

- Food System Resilience
- Social Resilience
- Disaster Resilience
- Smart City
- Resilience City
- Cultural Resilience
- Public Service dan Sustainability
- Political Leadership and Sustainability
- Media In The 4.0 industrial Revolution
- Political Communication



Tim Penyusun**Reviewer**

1. Prof. Utang Suwaryo, MA
2. Dr. Titin Purwaningsih, S.IP, M.Si.
3. Dr. Emy Kholifah R., M.Si
4. Dr. Ria Angin, M.SI
5. Dr. Juariyah

Steering Committee

1. Prof. Utang Suwaryo, MA
2. Dr. Titin Purwaningsih, S.IP, M.Si.
3. Dr. Teguh Yuwono, M.Pol. Admin.
4. Dr. Rita Kala Linggi, M.Si.
5. Dr. Aos Kuswandi
6. Gregorius Sahdan, S.IP, M.A
7. Dr. Emy Kholifah R., M.Si

Editor

1. Putri Robiatul Adawiyah, M.Si.
2. Ari Susanti, S.Sos, M. Med.Kom.

Local Committee:

1. Penanggung Jawab : Dr. Emy Kholifah R., M.Si
2. Ketua : Bahtiar, S.H. M.Si.
3. Sekretaris : Dr. Hj. Ria Angin, M.Si.
4. Seksi Acara : 1). Drs. Itok Wicaksono, M.Si.
2). Juhanda Drs. M.Par.
3). Ageng Soeharno, MA
5. Seksi Kesekretariatan 1). Putri Robiatul Adawiyah, S.Sos., M.Si.
2). Ari Susanti, S.Sos, M. Med.Kom.
6. Seksi Konsumsi 1). Dr. Juariyah, M.Si.
2). Cristian Rizqi Anggraini, St. Par., Mm
7. Seksi Akomodasi & Transportasi 1). Syah Riza Octavy Sandy, SE, S.Kom, M.Si
2). Bagus Indra Tj. Sst. Par, M.Si
3). Hadi Jatmiko, SST.Par, M.Si
8. Seksi Perlengkapan 1). Suyono, S.H., M.Ikom.
2). Edhi Siswanto, S.IP, M.Si.
3). Sudahri, S.Sos. M. Ikom.
4). Baktiawan Susanto, S.IP, M.Si.
9. Seksi Publikasi & Dokumentasi 1). Faozen, SE., M.Si.
2). Kukuh Pribadi, S.IKom., M.A
3). Aditya Dimas Pratama S.IKom., M.IKom.
10. Seksi Penerima Tamul). Drs. Hery B. Cahyono, M.Si.

Department of Governmental Studies Faculty of Social and Political Science
Universitas Muhammadiyah Jember, East Java
Website: jurnal.unmuhjember.ac.id
Email: ilmupemerintahan.fisip@unmuhjember.ac.id
Penerbit: LPPM Press Universitas Muhammadiyah Jember

Table Of Content

				Page
Cover Page				i
Editorial Team				ii
Foreword				iii
Dean Message				v
Table of contents				vii
No	Name	Title	Institution	
Planary Class				
1.	Azrina Husin	Performing Politics In The Age Of Social Media: Entertainment, Information And Governance	School of Social Sciences, Universiti Sains Malaysia, 11800 Penang, Malaysia	1-8
2.	Satapom Roengtam	Citizen Engagement And Local Governance Development	Khon Kaen University, Thailand	9-26
Subthemes 1: Food System Resilience				
3.	Emy Kholifah R, Ahmad Mustanir	Food Policy and Its Impact on Local Food:	Unmuh Jember UMS Rappang	27-38
4.	Sunkung Danso	Government Resilience Policy and Sustainable Development Goals: Food System Resilience (a Comparative Study Between Indonesia and Gambia).	Gambia/ Universitas Airlangga	39-56
5.	Kiki Endah, Irfan Nursetiawan, R.Rindu Garvera	Galendo Taste Acculturation as a New IconVillage Special Food	Universitas Galuh	57-64
6.	Nursalam	The Local Food Security System in Regency of Timor Tengah Selatan (TTS)	Universitas Nusa Cendana Kupang	65-80
7.	Putri Robiatul Adawiyah	Street Food Market Pasar Kampoeng Kopat, Boyolangu Village, Giri District, Banyuwangi Regency	Unmuh Jember	81-90
8.	Syah Riza Octavy	Supervision of Halal Food as Implementation of Sharia-Based Hotels in Jember City	Unmuh Jember	91-104
Subthemes 2: Social Resilience				
9.	FestaYumpi R.	Building Family Resilience: a Case Study in a Muslim Family with Autism Child	Unmuh Jember	105-118
10.	Rinikso Kartono	The Role of Peer Support Group to Restore The Ability of Resilience of People with HIV/AIDS (PLWHA)	Universitas Muhammadiyah Malang	119-136
11.	Hadi Jatmiko	Guest Perception of Sharia Hotel Management in Jember City (a Case Study on 'Seven Dream' Sharia Hotel)	Universitas Muhammadiyah Jember	137-145
12.	Bramantyo Tri Asmoro Mimin	Tourism Awareness Groups (Pokdarwis) Institutional Capacity Development in Managing CobanPandawa Tourist	Universitas Islam Raden Rahmat	146-156

	Anwartinna Sri Handayani	Attraction		
13.	R. Rindu Garvera Regi Refian Irfan Nursetiawan Kiki Endah	The Role of "Jaga Lembur" in Optimization Tourism Services Based on Local Friends	Universitas Galuh Ciamis	157-161
14.	Juliati Prihatini, Mu'min Ma'ruf Nur Handayani	The Empowerment in an Acceleration About Defence of Poverty in District of Indramayu, West Java, Indonesia (Study of Sustainability About Small and Medium Industry of Ex Women's Labor in Subdistrict of Balongan)	IPDN	162-173
15.	Juhanda	Islamic Local Tourism Activities: Enriching The Spirit of Togetherness	Unmuh Jember	174-181
16.	Ni Kadek Sinarwati, Ni NyomanYuliarmi, Made Suyana Utama	Social Capital and Sustainability of MSMEs	Universitas Udayana	182-192
17.	Sudahri	Forms Of Tolerance Religion Islam And Christianity In The District Puger Jember Indonesia	Unmuh Jember	193-201
Subthemes 3: Cultural Resilience				
18.	Juariyah	Women's Perception In The Culture Of Choosing Organic Food	Universitas Muhammadiyah Jember	202-207
19.	Hery B. Cahyono Unmuh Jember	Community Transactions And Media Towards Good Governance	Universitas Muhammadiyah Jember	208-212
20.	Ageng Soeharno	The Language Manners towards Our Parents	Universitas Muhammadiyah Jember	213-220
21.	Hikmah Muhaimin. Ahmad Hasan Afandi Santosa	Implementation of Selection and Recruitment on The Performance of Bicak Village Devices in Trowulan District, Mojokerto Regency	Universitas Islam Majapahit	221-231
Subthemes 4: Disaster Resilience				
22.	Sry Reski Mulka Budiman Andi Molang Chaerul Nur Hasanah	The Impact of Coal Mining in Kota Samarinda (Case Study of Conflict Between Government With Local Community in 2012-2014)	Universitas Mulawarman	232-246
23.	Norodin D. Salam	Role of Academe in Preventing and Countering Violent Extremism in the Pursuit of Peace and Community Resilience in Central Mindanao, Philippines	Cotabato City State Polytechnic College	247-257
24.	Wheny Khristianto	Using it Governance Balanced Scorecard and Importance-Performance Analysis for Developing it Governance in Higher Education Institution (Case Study in East Java, Indonesia)	Universitas Brawijaya	258-266
25.	Devi Abdurrahman Nawawi	Regional Disaster Management Handling Policy In Wonosobo District 2014-2017	STPMD APMD Yogyakarta	267-274

Subthemes 5: Smart City				
26.	Andy Arya Maulana W., LM. Azhar Sa'ban, Sry Mayunita	Collaborative Governance to Evolve Smart City in Local Governments	Universitas Muhammadiyah Buton	275-286
27.	Rosalita Agustini, Bambang Agus Diana Ronald Jolly Pongantung	Plan Manage of Garbage to Pangkalpinang City as "Berarti" City (Case Study Sanitary Agency In Pangkalpinang City)	Universitas Terbuka Pangkalpinang	287-292
28.	Ika Sartika Ella Wargadinata	Rural Community Based Tourism Model In Indonesia	IPDN	293-301
29.	Erinda Alfiani, Fauzi Windyanisa, Afifah Fauziana.	Smart Aset Palangkaraya City	UMY	302-314
Subthemes 6: Resiliency City				
30.	Anwar Sadat Hastuti	Resilience of Fisheries a Sustainable Bahari Village	Universitas Muhammadiyah Buton	315-326
31.	Aan Anwar Sihabudin, Dini Yuliani R. Rindu Garvera	Development of Village Based on The Eco-Village Concept Towards an Independent Village	Universitas Galuh Ciamis	327-337
32.	Muhammad Kamil Demeiati Nur Kusumaningrum	Deadling With SDG's Commitment on Sustainable City Development: The Problems of Municipal Waste of Sidoarjo	Universitas Muhammadiyah Malang	338-350
Subthemes 7: Public service and sustainability				
33.	Rina Susanti Hartono	Village Administration Implementation in Supporting Village Services and Village Development in Bekasi District	Unisma Bekasi	351-361
34.	Hanantyo Sri Nugroho	E-government Glocalization as an Public Service Innovation in Wukirsari Village Sleman regency	Amikom	362-372
35.	Mochamad Faizal Rizki, Fabya Budi Luthfiana	Innovation in Governance in Tourism Development in Margacinta Village, Pangandaran Regency	Universitas Singaperbangsa Karawang	373-387
36.	Nita Ryan Purbosari	Reading Parks as a Waiting Room Services Center in Pakusari Village of Jember Regency	Universitas Terbuka	388-400
37.	Rio Yusri Maulana	Strengthening Collaborative Government In The Open Government Era Based On The Utilization Of E-Government In Jambi Province	Universitas Jambi	401-413
38.	Susanti	The Challenge vs Opportunities E-verification and E-voting on Village Head Elections (Pilkades) Simultaneously in Pemalang Regency 2018	Universitas Terbuka	414-422
39.	M Nurulloh Bestami Nurul Istiqomah Fathur Rahman	Birogog: The Critics of General Interest Agent in Indonesia	Universitas Brawijaya	423-434

40.	Maulana Rifai	Digital Democracy in The West Java Gubernatorial Election 2018: Participation, Party Campaign, And Power Relations	Universitas Singaperbangsa Karawang	435-444
41.	Rijalul Fikri	Village vs Technology: Critical Discourse Analysis of Technology-Based Villages Government System in Bengkalis Regency of Riau Province	Universitas Islam Riau	445-454
42.	Kisman Karinda, La Ode Sabirila Jayalangi	Effect of Work Effectiveness of Employees on The Efficiency of Office Service of Bungku Utara District, North Morowali District	Universitas Muhammadiyah Luwuk	455-465
43.	Dikson Junus	Analysis of Competence of Apparatus in Public Services at the Investment Office and One-Stop Integrated Licensing Service Gorontalo Regency	Universitas Gorontalo	466- 472
44.	Analius Giawa	The Euphoria of Bumdes, Who's Fortune?	STPMD "APMD" Yogyakarta	473-483
45.	Suranto	Recruitment Models of Independent Election Organizing Institution in The Special Region of Yogyakarta	Universitas Muhammadiyah Yogyakarta	484-.500
46.	Siti Aisyah, Muhammd Firman Karim, Susanti, Mani Festati Broto	Adequacy of Public Services in the Field of Tourism: Analysis for the Sustainability of Public Services to Local Governments	Universitas Terbuka	501-509
47.	Irfan Nursetiawan, Kiki Endah, Ii Sujai	Digitalization of Superior Products Sukamaju Village Cihaurbeuti Sub-District Ciamis District Based on QR Code And Facebook Marketplace	Universitas Galuh	510-519
48.	Endah Vestikowati R. Rindu Garvera, Ii Sujai	Sinergy of The Village Private Business Agency (Bumdes) "Kupas Seirama" on The Improvement of Village Community Welfare	Universitas Galuh	520- 528
49.	Asep Nurwanda Regi Refian Garis	Analysis of Performance Appraisal, Talent, Performance of State Civil Apparatus in realizing Good Government Governance (Analysis Study on BKDD of Ciamis Regency)	Universitas Galuh	529-535
50.	Faozen	Stress Kerja: Variabel Anteseden dan Dampaknya Terhadap Motivasi dan Performance Karyawan	Universitas Muhammadiyah Jember	536-553
51.	Suraji Muhamad Ali Embi	The Regional Expansion Policies and Conflict Resolution of Bureaucratic Administration in Indonesia's Expansion Regions	PhD Student of Ghazali Shafie Graduate School of Government Universiti Utara Malaysia	554-570
52.	Nia Karniawati Andi Pratama	Effectiveness of Route License Online Services in Penanaman Modal dan Pelayanan Terpadu Satu Pintu (PMPTSP) Office West Java	Unikom	571-580
53.	Itok Wicaksono, Hofifatus Zaina Universitas Muhammadiyah	The Dynamics Relations between The RT/RW and Local Government	Universitas Muhammadiyah Jember	581-592

	Jember			
54.	Kahar Haerah, Itok Wicaksono, Yusi	Village Efforts In Empowerment of Village Business Entities In Glingseran Village, Wringin Sub-District, Bondowoso District	Universitas Muhammadiyah Jember	593-601
55.	Dian Eka Rahmawati, Samini	Collaborative Governance Perspective In The Development Of Micro Small And Medium Businesses (UMKM) In Bantul Regency 2017-2018	UMY	602-614
56.	Titin Rohayatin, Agus Subagyo, Agustina Setiawan	Bureaucracy Reform Strategy Of The Local Government In Cimahi City Towards Globalization Era	University of Jenderal Achmad Yani, Cimahi	615-627
57.	Salmawati, Dian Eka Rahmawati, Anang Setiawan	The Role of Argomoulyo Village Samsat in Breaking Taxpayer Density in Bantul KPPD 2017 – 2018	UMY	628-646
58.	Saodatul Qhamariyah, Erni Zuhriyati	Public Perception Of Optimization In The Village Fund Allocation Sub District Seyegan Sleman Year 2016	UMY	647-668
59.	Dyah Mutiarin, Amporn Tamronglak, Suranto, Aawang Darumurti, Sakir	Evaluation Of Sustainable Universal Health Coverage Finance Policy	UMY	669-689
Subthemes 8: Political Leadership and sustainability				
60.	Syafhendry Setyo Utomo	Transformational Leadership in The Middle of Plurality and Global Challenges	Universitas Islam Riau	690-697
61.	Kisno Hadi	Women and Power in The Political Thought of Dayak Ma'anyan Tribe	Universitas Kristen Palangkaraya	698-707
62.	Agus Nurulsyam Suparman, Asep Nurdin Rosihan Anwar, Intan Apriliani	Community Empowerment of Politics in Creating Public Leadership (Analysis The Performance Members DPRD of Ciamis District in The Election 2019)	Universitas Galuh Ciamis	708-717
63.	Erlin Iriani	The Campaign Strategy of Women Candidates in The House of Representative of Malang City in The 2019 General Election	Sekolah Tinggi Ilmu Ekonomi Gempol	718-724
64.	Taufiq Hidayat	Money Politics In Pamekasan Regency	Universitas Madura	725-741
65.	M. Harun Alrasyid Ainur Rofieq, Yanto Supriyanto	The View Of The Bekasi Muslim Middle Class Toward Identity Politics Reviewed From Aspect Of Organizational Membership And Education	Universitas Islam Bekasi	742-749
66.	Zahratul Idami Andriyansyah	The concept of ethics in Leadership According to Imam Al-Ghazali Thought	Universitas Unsyiah Malang	750--758
67.	Ria Angin Unmuh Jember	Performance Assessment Of Country Civil Apparatures In The Institution Of Business Development In Cooperative And Msme Business Jember District	Universitas Muhammadiyah Jember	759-777
68.	Fauziyah	Authority of settlement of vllage head	Universitas	778-794

		election postconstitutionalcourtdecision	muhammadiyah jember	
Subthemes 9: Media in the 4.0 Industrial Revolution				
69.	Ishomuddin	Resilience of Religious Culture in Traditional Islamic Society in Industrial Era 4.0 In East Java	University of Muhammadiyah Malang	795-801
70.	Suyono	Peran Media Online sebagai Media Relation	Unmuh Jember	802-810
71.	M.Y. Tiyas Tinov Sujianto Muchid Albintani	Local Content And National Television In Provinsi Riau	UNRI	811-819
Subthemes 10: Political Communication				
72.	Indar Arifin	Analysis Of The Relationship Between Local Government Bureaucracy And Society Mode In The Process Of Social And Political Change In Wajo Regency	Universitas Hasanuddin Makassar	820-837
73.	Ismail	Model Of Prevention Of Traffic Accidents	Ubhara	838-849
74.	Amirul Mustofa Novi Indah	The Contribution of CSR Program in Building Community Resilience Through Development of Community Enterprises	Dr. Soetomo University	850-857
75.	Saiman	Central Government's Interest In Infrastructure Development In The Kalimantan Border	UMM	858-871
76.	Salmawati, Dian Eka Rahmawati Anang Setiawan	The Role of Argomoulyo Village Samsat in Breaking.Taxpayer Density in Bantul	UMY	872-891
77.	Toni Ari, Yudi	The Role of Argomoulyo Village Samsat in Breaking Taxpayer Density in Bantul	Universitas Internasional Batam	892-898
78.	Ach. Apriyanto Romadhan Laeli Nur Khanifah	Bossism in The Practice of Gambling in Holding Headman Election Batu City, East Java	Universitas Muhammadiyah Malang	899-909
79.	Nurul Qomariyah	The Influence of Quality of Service, Facilities and Location of Customer Satisfaction	Universitas Muhammadiyah Jember	910-919



Certificate

This to certify that

Juariyah

as

Presenter

at

ICOGISS 2019

**INTERNATIONAL CONFERENCE ON GOVERNMENT INNOVATION AND SOCIAL SCIENCES
"GOVERNMENT RESILIENCE POLICY AND SUSTAINABLE DEVELOPMENT GOALS"**

*Program Studi Ilmu Pemerintahan - Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Muhammadiyah Jember – Indonesia
Jember, August 3rd, 2019*



Rektor
Universitas Muhammadiyah Jember

[Signature]
Dr. Muhammad Hazmi, D.E.S.S.



Chairwoman

ADIPSI

[Signature]
Dr. Tiin Purwahingsih, S.I.P., M.Si.



Chairman
KAPSIP I

[Signature]
Prof. Dr. H. Utang Suwaryo, M.A.

**WOMEN'S PERCEPTION IN THE CULTURE OF CHOOSING
ORGANIC FOOD
(Case Study of Jember District Housewives)**

Juariyah (juariyah@unmuhjember.ac.id)
Aisyah Ayu Kartika (kartika@unmuhjember.ac.id)
Arifatul Jannah (arifatul@unmuhjember.ac.id)
FISIP of Muhammadiyah University of Jember

Abstract

Organic food is an important presence at this time. The amount of influence of chemicals on food causes many negative effects on the human body. It is interesting to examine the perceptions of women (housewives) in choosing organic food, because in the hands of women more engaged in food every day. Research location in Summersari sub-district. The research method uses qualitative methods, with in-depth interviews as data collection techniques and the sampling technique uses purposive sampling. The theory used uses the Theory of S-O-R (Stimulus Response Organism). The results showed that the perception of women in the Dasa Wisma group in Summersari Jember Subdistrict had not yet understood optimally about organic food, so intense information was needed for them.

Keywords: Perception, culture, Organic food

I. Introduction

The existence of organic food in meeting primary human needs is very important, this is because organic food is food grown and stored without artificial fertilizers, artificial pesticides, as well as preserving substances, coloring agents or flavorings, including animal meat that is maintained without chemical drugs. Which is classified as organic food is the purest food, planted or produced without the help of chemicals. The word "organic" is a sign of a commitment to agriculture that is as little as possible disturbing the environment. Research shows that organically grown fruits, vegetables and nuts contain more nutrients, including vitamin C, iron, magnesium and phosphorus, and contain very little nitrate and pesticide deposits compared to plants grown using synthetic pesticides and fertilizers. Organically raised cows also contain the same beneficial substances. People who consume it will get healthier, because the food contains more nutrients, and less substances that endanger health.

Perception is a process that occurs in individuals who start a stimulus. This stimulus is organized and interpreted which is influenced by the individual's background to the object. Similarly, what happens to every woman in perceiving organic food. Reasons for choosing women, especially housewives, because every day they mostly process food for their families. Based on what is described above, the author is interested in researching with the title: Women's perceptions in choosing an organic food culture

II. LITERATURE REVIEW

1. The S-O-R Theory (Stimulus-Organisms-Responses)

This theory includes the components of attitude, opinion, behavior, cognition, affection, and konasi. According to the stimulus response the effect that is generated is a special reaction so that one can expect and estimate the suitability between the message and the communication reaction. The elements of this model are:

a) Message (Stimulus)

The message conveyed by the communicator to the communicant. The message delivered can be a sign or symbol. Symbols or signs can be described as emoticons.

b) Communism (Organism)

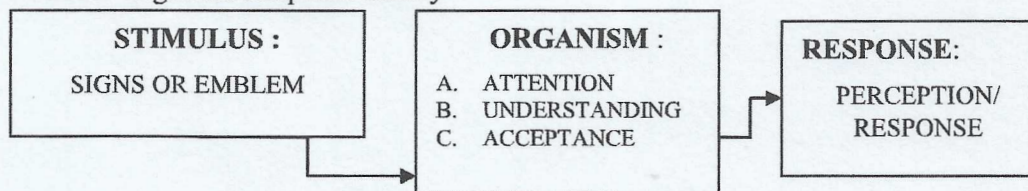
Is the state of the communicant when receiving a message. The message conveyed by the communicator is received as information, and the communicant will pay attention and observe the information conveyed by the communicator that means the communicant will pay attention to every message that is conveyed through a sign or symbol. Furthermore, the communicant tries to interpret and understand each message conveyed by the communicator.

c) Effects (Response)

Is the impact of communication in the form of opinions or responses. Opinion or response arises when the message has been received by the communicant.

Picture 1

Stimulus-Organism-Response Theory



Source : Effendy, 2001:46)

This theory shows communication as a very simple reaction process. When a message in the form of a sign or symbol is conveyed to the communicant, the communicant directly through his five senses understands and interprets the meaning of the symbol he receives, after the interpretation process comes the response or response conveyed by the communicant verbally or nonverbally.

According to Effendy (2001: 47), explained that "individuals as members of the mass media target audience selectively pay attention to messages, especially if they are related to their interests. The effect of social media on audiences is not the same but diverse. This is because individually different from each other in their mental structure. According to this theory, the effect caused is a special reaction to the stimulus, so that one can expect and estimate the suitability of the message and the reaction of the communicant. This theory also explains the effects that occur on the recipient as a result of communication. The impact or influence that occurs is a certain reaction from certain stimuli. Thus, the size of the influence and in what form the influence occurs, depends on the content and presentation of the stimulus. After the communicant receives a message in the form of a sign or symbol and interpret through the five senses. Then comes an opinion or reaction in the form of an attitude from within the communicant and a statement that comes out of the communicant.

2. Organic food

According to Mckeith (2009: 157) organic food is food that is free of chemicals. Organic food is planted in soil that is not sprayed with chemical fertilizers and pesticides. Organic food ingredients are all foodstuffs produced with as little or as free from the elements, chemical elements in the form of fertilizers, pesticides, hormones, and drugs. Organic food uses only local seeds, and only uses fertilizers from nature in the form of animal waste and compost.

Organic food must also meet specified international requirements, for example not containing GMO seeds (genetically modified organisms) and not utilizing irradiation technology to preserve products. Thus, all production processes are carried out naturally (as minimum as possible using external inputs), starting from the cultivation aspect to the processing method (from the farm to the table).

III. RESEARCH METHODS

The approach in this study is descriptive analytic. Research using qualitative methods that generally depart from the question why or how. The location is in Jember Regency. Especially for housewives in Jember Regency. The reason for choosing this location is because there are many women who still have traditional mindset in choosing organic food. Research preparations are: (1) identifying previous research related to the problems to be studied, (2) identifying data sources, (3) finding documents relating to the theme of the research, (4) managing research permits. The implementation of this research was carried out with the following steps: (1) contacting the resource person, (2) comparing with previous research data, (3) identifying the roles carried out by resource persons in the legislative process. Data Collection Method Data in this study consisted of primary data and secondary data. Primary data is collected through in-depth interview methods, while secondary data is collected through document studies which include data from Jember District archives and other supporting documents.

IV. RESEARCH RESULTS

Organic food is increasingly becoming a lifestyle choice today, because more and more people know the benefits, especially for long-term health. Some of the opinions of mothers about sources of information about organic food are as follows:

The opinion of Ms. Ani (45) about information about organic food is as follows:

I know about organic food, I usually know it from YouTube. Nowadays, it's been developed so it's easy to get information, it's the term now, it's just that I think it's still difficult to get it. The easiest is probably in a natural village ... (Interview, 9 May 2019)

From the opinion delivered by Mrs. Ani, it can be concluded that the informants knew about the existence of organic food, and knew it from the current media. The development of social media when it can make it easier for housewives to get information quickly and cheaply. Included in obtaining information about organic food. For Ms. Ani, knowing about organic food is a food that does not contain chemicals and is currently not using organic food, one of the reasons is because it is expensive.

Another opinion conveyed by Ms. Tija (40 years) was her opinion as follows:

"I don't know about organic food, only what I know is green vegetables that grow in unspoiled villages and not in the city. Organic food if available easily is okay. And when it is easy to get it. What I understand is that organic food is natural food (Interview, Ms. Tija, May 9, 2019)

Ignorance of informants about organic food illustrates that not all housewives. This is because information about organic food is still not received. The opinions conveyed by other housewives as delivered by Ms. Rio (40 years) are as follows:

"I know about organic food from my own experience, because this food is found in many villages, in my opinion organic food is very useful for health and is very easy to obtain, especially in the village, if in the city it is difficult. If organic food is easily obtained, I will try it continuously." (Interview, Ms. Rio on 9 May 2019).

From the opinion expressed by Ms. Rio above, it can be concluded that knowing organic food is derived from her own experience in looking at various foods. Many organic foods are obtained in the village. Even though not everything from the village has organic food. Other opinions conveyed by Ms. Iim (30 years)

"I know about organic food, which is organic food that does not contain chemicals, I get this information from the internet and talk to people around, I often use it myself because I have planted it around my house because it is good for health. So in my opinion it is easy to get because I plant it myself which does not add chemicals, because chemicals are very harmful to the body " (interview, May 10, 2019)

From the opinions expressed by Ibu Iim, it can be concluded that most housewives know about organic food, and because they have planted it themselves for a long time, it is not difficult to obtain it. But not all mothers have enough land to plant vegetables and other food ingredients. Organic food is not only in its finished form, but starts from planting it, seeds and maintaining it all without chemical drugs.

Opinion conveyed by Ms. Rina ((42 years)

"In organic food, in my opinion, foods that do not contain chemicals and pesticides, I know this organic food from print and electronic media such as television as well as interpersonal communication at the usual shopping place.

There are some of these foods which are still ingredients and some are in the form of processed food. In my opinion, it is still difficult to obtain because it is not always available both in traditional and modern markets. Another obstacle is also the price, usually organic food is more expensive than non-organic ones "(Interview, with Ms. Rina on 10 May 2019)

Opinion of Mrs. Fitri (35 years):

"I think organic food is a food that has little pesticide and a little preservative, in my opinion, this food usually starts from the ingredients and the processing does not contain pesticide ingredients, it becomes really natural, it's just because it's natural, the color is less attractive, long lasting , and not bright so it is less desirable "(interview dated, 10 May 2019)

From what Mrs. Fitri conveyed, Mrs. Fitri's understanding was good enough, but because she returned to her family members' appetite, Ibi Fitri herself, her husband and children preferred the non-organic food.

From the results of several interviews, it can be concluded that most of the informants knew about organic food information from media consisting of YouTube, the internet, newspapers and television. And there is also communication between people. This indicates that the role of the media is quite good for the community. They are media literate. It's just that the availability of organic food is still lacking, they prefer non-organic. In addition, from the process of seedling, maintenance and processing, organic food takes a long time to influence the price. The price of organic food is more expensive than non-organic. This fact should encourage people to be more encouraged to plant food especially those consumed daily even though they do not have enough land, now they can use polyback or hydroponics.

V. CONCLUSION

Information about organic food obtained from housewives is from the media, the media in his theory include print media and electronic media. Household mothers get more from electronic media, namely through social media such as YouTube, internet, instagram, twitter, and others. -other. The development of technology and information encourages people to use supporting communication tools in their daily lives, including accessing information. Organic food information was also obtained from social media, which now has more choices such as Facebook, Twitter, Instagram, WhatsApp, and so on, and some of them are obtained through communication between people.

The perception of housewives about organic food from all informants was only one who did not know about other organic foods that they already knew, they understood that foodstuffs containing chemicals and pesticides had a negative impact on health. Organic food is the choice of housewives if available easily and at affordable prices. They assume that organic food comes from the village and is still natural. When in the city, in addition to the lack of land to grow their own, they consider that in the city there are many non-organic foods. Actually organic food has been obtained everywhere. The lack of understanding of organic food is the cause.

Perceptions about organic food have been very good in the community, they hope that with affordable prices and easy access to organic food it is desirable.

REFERENCE

- Abdurahman, Oemi. *Dasar-Dasar Public Relations*. PT Citra Aditya Bakti: Bandung. 1993
- Astawan, Made. 2009. *Sehat dengan Hidangan Kacang dan Bijibijian*. Jakarta: Penebar Swadaya.
- Cutlip, Scott M. Center, Allen H. Broom Glen M. *Effective Public Relations. Edisi Kelima*. Prentice Hall International Inc: New Jersey. 1985.
- Effendy, Onong Uchajana. *Ilmu, Teori, & Filsafat Komunikasi*. PT. Citra Aditya Bakti: Bandung. 1993. *Ilmu Komunikasi. Teori & Prakteknya*, Remaja Rosdakarya: Bandung. 2011.
- Kasali, Rhenald. *Manajemen Public Relations: Konsep Dan Aplikasinya Di Indonesia*. Pustaka Utama Grafiti: Jakarta. 1994.
- Kriyantono, Rachmat. *Riset Komunikasi*, Kencana Prenada Media Group: Jakarta. 2006.
- Lalolo, Loina. *Pengantar PR. Konsep dan Aplikasi Membina Hubungan Baik dengan Publik*. 1999.
- Moleong, *Metode Penelitian Kualitatif*. Remadja Karya: Bandung. 1989.
- Masyhuri dan Zainuddin, M. *Metodologi Penelitian: Pendekatan Praktis dan Aplikasi*. Refika Aditama: Bandung, 2008.
- Mulyati, Ani. *Panduan Optimalisasi Media Sosial Untuk Kementrian Perdagangan RI*. Kementerian Perdagangan Republik Indonesia: Jakarta. 2014.
- Mumtaz, Fairuzul. *Metode Penelitian*, Pustaka Diantara. 2017.
- Rakhmat, Jalaluddin, *Psikologi Komunikasi. Edisi Revisi*. Remaja Rosdakarya: Bandung. 1992.
- Sunardjo, J.S. *Opini Publik*, Liberty: Yogyakarta. 1984.
- Sastropetro, Santoso. *Pendapat Publik, Pendapat Umum, dan Pendapat Khalayak Dalam Komunikasi Sosial*. CV Remadja Karya: Bandung. 1987.
- Sugiyono, *Metode Penelitian. Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta: Bandung. 2017.