

CHAPTER I

INTRODUCTION

1.1 Background

This issue has been hanging around for decades, from international levels until the domestic levels. As time passes, the issue still hangs around the globe waiting to be solved. The struggle to end world hunger was introduced and developed in the world for almost 15 years.

Food waste is one of the most challenging issues in the world, besides climate change, food security, trading system, and environmental sustainability. The food waste worry has been noticed by the United Nations and also could be found in the 13 Sustainable Development Programs by the Department of Economic and Social Affairs. This issue is related to SDGs number two about zero hunger in the world. The SDGs were established in 2016, with the goal of achieving them by 2030. For example, SDG 2 aims to end world hunger by 2030, ensuring that every person on the planet has access to nourishment at all times of the year.

On a global scale, especially from 2000 until 2002 the percentage of widespread presence hunger decreased 15 percent. However, according to the percentage from 2014 to 2016, the number was 11 percent.¹ In addition, over 790 million people in the world still lack access to food sources. If the tendency is still on this path, the goals that the UN is aiming for will never be achieved.

¹ “Goal 2 | Department of Economic and Social Affairs”. *Sdgs.Un.Org*. Last modified 2021. Accessed 25 February, 2021. <https://sdgs.un.org/goals/goal2>.

Over one-third of the world's food production would be wasted², and in other parts of the world, there are still some people suffering from hunger and struggling on a daily basis. The causes of the problem are marketing tactics that lead to excessive food purchases³, thus one person can have lots of nourishment, on the other side even lacking food supply. A person exaggerating food in their household or workplace directed to the habit of wasting food. Also, the other root of food wasting is customer behavior, specifically when it comes to the decision-making process. About how food marketing proceeds in the country, it is based on the cultural, demand, political, and economic opportunities in that country. From this conclusion about developing and developed countries can do to tackle the issue.

As stated by the World Resources Institute, the industrialized countries, for instance, North America, South Korea, Japan have records for 56 percent total of food waste. On the other hand, a developing country has records for 46 percent total of food waste.⁴ Before the food is decent to eat by people, there are several steps that must be passed, from the agricultural manufacture until the disposition.

Developing countries tend to have losses in agricultural manufacture, transport, and packing the food because it takes lots of charges, thus the food that is out for sale can be more expensive. People can think twice about wasting food. The difference with developed countries is that most citizens tend to spend most in

² Block, Lauren G., Punam A. Keller, Beth Vallen, Sara Williamson, Mia M. Birau, Amir Grinstein, and Kelly L. Haws et al. "The Squander Sequence: Understanding Food Waste at Each Stage of The Consumer Decision-Making Process". *Journal of Public Policy & Marketing* 35, no. 2 (2016): 292-304.

³ *Ibid.*

⁴ *Ibid.*

the hands of the consumer, which means that people easily waste food.⁵ A country with a considerable population also can be the cause of how the food-wasting increases from time to time.

Indonesia as a developing country has occupied as number four of having the most population in the world, with 273.523.615.⁶ Indonesia's inhabitants from the 1950s until 2015 are keep increasing and most of the citizens are in urban areas, people love to live in the urban areas because of the opportunities of work, chances are big rather than stay in rural areas, and also the access to the nourishment is various. In 1955, Indonesia's population was 66.868.754 in the countryside, in percentage are about 87 percent, and in the cityside were 10.404.671, in percentage are about 13 percent. There is a great gap between 1955 and the latest data in 2015, the rural area was 120.748.495, in percentage are about 47 percent of the population, and in the urban area was 137.634.761, in percentage are about 53 percent.⁷

The population keeps increasing, it is the source of making the issue of food waste worse than ever before. The people in urban areas with great access to nourishment have the habit of wasting it, but there are still some of the people living in the cityside and with low financials because the prices of housing and daily life in urban areas are high-priced rather than in rural areas, about this case, cause hunger and as a result, can be malnutrition to the children.

⁵ *Ibid.*

⁶ "Indonesia Demographics 2020 (Population, Age, Sex, Trends) – Worldometer". *Worldometers.Info*. Last modified 2021. Accessed 25 February, 2021. <https://www.worldometers.info/demographics/indonesia-demographics/>.

⁷ *Ibid.*

Regardless of that, Indonesia has started to take action regarding the food waste issue; it starts work together with Global Food banking, which is a non-profit organization that has a mission to achieve the SDGs number 2 zero hunger.⁸ This NGO aims to give the people easy access to the food bank, ending world hunger, and malnutrition. They encourage people to have a food banking system for decreasing the number of hunger and bring lots of advantages to the community. The foodbank itself are the governments, hotels, restaurants, farms, food manufacture.

The causes of hunger can be about the logistics when the raw material of food is being distributed, not every person can access or buy nourishment because of the distance between the foodbank and habitation. The food bank's work is to pick up the surplus of nourishment and distribute it to all the people that needed it. This method is to inspire the government and businesses to help with the unfortunate and also help the private businesses company with exaggerated sources of food to distribute it.

This method also can be applied to farms, grocery shops, restaurants, to donate food to the organization or agent rather than wasting it. Global Food banking channels the food to the agencies in every country, for instance for Indonesia, there is Food cycle, which is a member under the Global Food banking.

Besides this initiative, President Joko Widodo, president of Indonesia has declared that to rejuvenate the traditional markets, until these days, he already

⁸ "Home - The Global Foodbanking Network". *The Global Foodbanking Network*. Last modified 2021. Accessed 25 February, 2021. <https://www.foodbanking.org>.

regenerated over 5.000 large markets and 8.900 villager markets.⁹ The President has already prepared the allocation fund to the APBN (Anggaran Pendapatan dan Belanja Negara) to start using the program of rejuvenating traditional markets, this stated when he was in the first period of his presidency, this plan is for the next five years of his presidency.

The purpose of President Joko Widodo's tries to revitalize the traditional markets was to simplify the needs of citizens, traditional markets can be open in the rural areas and also in the urban areas for all people. The easier to access food banks can be the solution to decreasing hunger.¹⁰ With this trend, Indonesia can be the country with a low number of food waste and hunger. Especially, the issue has been noticed by the President, it could be the chance for Indonesia to start tackling food waste and spread awareness of this issue across the archipelago.

1.2 Research Question

With the details stated above, I selected this issue about food waste and how much important it is to start to change the habit of wasting something, especially nourishment. As to know how the urgency of this issue will be spread out, these are the following research questions that I will be using for this thesis. The research question would be:

⁹ "Three Solutions for Indonesia To Reduce Food Waste". *The Conversation*. Last modified 2021. Accessed 25 February, 2021. <https://theconversation.com/three-solutions-for-indonesia-to-reduce-food-waste-130413>

¹⁰ Indonesia, CNN. "Jokowi Kembali Gencarkan Revitalisasi Pasar Tradisional". *Ekonomi*. Last modified 2021. Accessed February 25, 2021. <https://www.cnnindonesia.com/ekonomi/20190614104925-92-403227/jokowi-kembali-gencarkan-revitalisasi-pasar-tradisional>.

1. What is Indonesia's civil society program to manage the issue of food-wasting habits?
2. How does the Indonesian program contribute to achieving SDGs number 2 about zero hunger?

1.3 Research Objective

In the following of the research question above and the production of this thesis, the objective of making this thesis:

1. Explaining about the Indonesian civil society has taken an action to achieve SDGs number 2 especially in Indonesia by making programs for the citizens thus the action can produce an effective result to tackle the issue.
2. Describing the details about the Indonesian civil society program is successful in tackling the food waste issues and ending the case of hunger and malnutrition in Indonesia.

1.4 Significance of Research

The highlight of this research is to notify that food waste is an international issue and domestic issue. This issue is noticed by the UN as an international organization and food waste has relation with the Sustainable Development Program by the UN targeted to achieving 17 goals, one of them is number 2 zero hunger. And also giving information related to the issue, by spreading the awareness to people in the world and Indonesia. I wish that because of this research, people can find that taking an action in food waste is important because the intention of staying alive and

survive in this world is with food. In order for people to stay healthy by eating, it is a matter of choosing what to eat. If all goes well and worthy to a wider audience, I hope that this thesis would be the source of knowledge to anyone that has an interest in charity work and related to the issue. Spreading this understanding to people, and I am also hoping that this research would be useful for sources or data to anyone that doing the same area of study case as this research. Lastly, readers can be more aware of this issue and start to little by little spread to the audience the significance of this research topic about tackling food waste.

1.5. Structure of Thesis

In the first chapter, this research talked about the background, research questions, research objective of the issue. To give the reader a brief introduction and general knowledge about the food waste issue and its relation to the SDGs number two zero hunger.

The second chapter, it is discussed the literature review from books, journals, and research reports that have a relation with the issue this thesis deliberates about. This chapter is divided into two parts, the first literature review and the second is a theoretical framework. In theoretical framework discussed theory that can use for further discussion of the role of civil society in curbing food waste.

The third chapter is focusing the methodology for finishing this thesis, which is consists of the research approach, research methods, data collection technique, and data analysis technique.

The fourth chapter deliberate an analysis of the food waste issue using the data that have been gathered before. This chapter discussed concerning the issue and the role of civil society in curbing food waste using through the programs they created.

Lastly, the fifth chapter. In this chapter, it will be consisting conclusion of the analyze food waste that has been deliberate in chapter four and point out some recommendations for further research for food waste issue.

