

THE ROLE OF GOVERNMENT AND INVOLVEMENT OF MUSLIM COMMUNITY IN PROMOTING HALAL ORGANIC FOOD CONSUMPTION BEHAVIOR

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Abstract: *The main problem for Muslim farmers in organic food production tends to be the marketing aspect. This requires the government's intervention and related stakeholders in the marketing of organic food. So far, Muslim farmer groups have not been able to be independent, especially in marketing organic agricultural products. This study aims to analyze the role of local government and the involvement of Muslim communities as organic food consumers in North Sumatra Province. This research was conducted using a sample of 270 respondents taken from a local market that sells organic food in North Sumatra. The results showed that the role of the involvement of the Muslim community and local government had a significant effect on the purchase of local organic food. This research also confirms the role of non-governmental organizations (NGOs) in forming a Muslim consumer community involved in marketing organic food.*

الملخص: تميل المشكلة الرئيسية للمزارعين المسلمين في إدارة المنتجات الغذائية العضوية إلى الجانب التسويقي. وهذا يتطلب تدخل الحكومة وأصحاب المصلحة المعنيين في تسويق الأغذية العضوية. لم تتمكن مجموعات المزارعين المسلمين من الاستقلال على مدى عقود كثيرة، خاصة في تسويق المنتجات الزراعية العضوية. كان الغرض من هذه الدراسة تحليل دور الحكومة المحلية ومشاركة المجتمع المسلم كمستهلكين عضويين في مقاطعة سومطرة الشمالية. تم إجراء هذا البحث باستخدام عينة من ٠٧٢ مستجيباً مأخوذة من سوق محلي يبيع أغذية عضوية في سومطرة الشمالية. أظهرت النتائج أن دور مشاركة المجتمع المسلم والحكومة المحلية كان له تأثير كبير على شراء الأغذية العضوية المحلية. يوضح هذا البحث

أيضا الدور المهم للمنظمات غير الحكومة في تكوين مجتمعات المستهلكين المسلمين التي تشارك في تسويق الأغذية العضوية للمزارعين المسلمين

Abstrak: *Permasalahan utama para petani muslim dalam mengelola hasil pangan organik cenderung mengarah pada aspek pemasaran. Hal ini memerlukan intervensi pemerintah dan stakeholder terkait dalam pemasaran makanan organik. Selama ini kelompok petani muslim belum mampu mandiri khususnya dalam pemasaran hasil pertanian organik. Tujuan dari penelitian ini adalah untuk menganalisis peran pemerintah daerah dan keterlibatan masyarakat muslim sebagai konsumen makanan organik di Provinsi Sumatera Utara. Penelitian ini dilakukan dengan menggunakan sampel sebanyak 270 responden yang diambil dari pasar lokal yang menjual makanan organik di Sumatera Utara. Hasil penelitian menunjukkan bahwa peran keterlibatan masyarakat muslim dan pemerintah daerah berpengaruh signifikan terhadap pembelian pangan organik lokal. Riset ini juga menunjukkan adanya peran signifikan lembaga swadaya masyarakat (NGO) dalam membentuk komunitas konsumen muslim yang terlibat dalam pemasaran makanan organik para petani muslim.*

Keywords: muslim community, government, involvement, organic food.

INTRODUCTION

Human needs in life are very diverse, both primary and secondary needs. In everyday life, every society will carry out consumption activities. These activities are carried out because of a desire to obtain goods and services to achieve individual satisfaction levels.¹ Consumption activities can be carried out by anyone with money or a legal medium of exchange. Consumers will allocate their income to meet their needs. The community consumes various goods and

¹ Jean Baudrillard, "The Finest Consumer Object: The Body," in *The Body* (Routledge, 2020), 277–82; Nugroho Setiadi, *Perilaku Konsumen: Perspektif Kontemporer Pada Motif, Tujuan, Dan Keinginan Konsumen* (Jakarta: Prenada Media Group, 2003).

services according to their goals and benefits. Starting from essential goods such as food, clothes, houses, to luxury goods such as jewelry and cars.²

The development of the times makes a person consume goods and services not because of basic needs but because to achieve self-satisfaction, thus causing a person to be extravagant or what is known as consumptive behavior or consumerism.³ In Islam, consumptive behavior is defined by *israf* which means excessive. Suppose a Muslim carries out religious religiosity properly. In that case, he will avoid *israf* behavior, because this behavior is a wasteful attitude that is consciously carried out only to fulfill the demands of lust.⁴

One of the areas affected by the consumptive attitude of Muslims towards a food product is Serdang Bedagai Regency. Based on data held by the Department of Population and Civil Registration (Disdukcapil) of Serdang Bedagai Regency. The number of people who are Muslim in 2018 amounted to around 552,568 people.⁵ This data follows research conducted by Syahputra & Hamoraon (2014), related to the effect of halal labeling in purchasing food products in

² A person who consumes an item intends to limit or spend the item's use, whether in the form of services or objects, in order to meet immediate demands and satisfy satisfaction. Consumption has two meanings: it refers to the use of things that directly meet human needs and it refers to the use of manufactured items. On the basis of this knowledge, it may be concluded that customers spend their money on the things they want, both in consumer goods and services. However, it is regrettable that individuals purchase products or services not out of necessity, but out of a desire to gradually develop a consumptive lifestyle. See Selu Margaretha Kushendrawati, "Masyarakat Konsumen Sebagai Ciptaan Kapitalisme Global: Fenomena Budaya Dalam Realitas Sosial," *Hubs-Asia* 10, no. 1 (2010); Novita Trimartati, "Studi Kasus Tentang Gaya Hidup Hedonisme Mahasiswa Bimbingan Dan Konseling Angkatan 2011 Universitas Ahmad Dahlan," *PSIKOPEDAGOGIA Jurnal Bimbingan Dan Konseling* 3, no. 1 (June 2014): 20, <https://doi.org/10.12928/psikopedagogia.v3i1.4462>.

³ Humans are no longer invited to seek happiness, equality, or the drive to homogenize as a result of consumption. Humans, on the other hand, use differentiation (objection) to enforce lifestyle and value differentiation. This type of culture, which Baudrillard refers to as a consumerist society, has become a reality in our society, whether recognized or not. Arif Rahmat, Asyari Asyari, and Hesi Eka Puteri, "Pengaruh Hedonisme Dan Religiusitas Terhadap Perilaku Konsumtif Mahasiswa," *EKONOMIKA SYARIAH: Journal of Economic Studies* 4, no. 1 (July 2020): 39, <https://doi.org/10.30983/es.v4i1.3198>; Jean Baudrillard, *The Consumer Society: Myths and Structures* (Sage, 2016).

⁴ Muhammad Muflih, *Perilaku Konsumen Dalam Perspektif Ekonomi Islam* (Jakarta: Raja Grafindo Persada, 2006).

⁵ ("Indonesian Awareness of Adminduk Movement," 2018)

Muslim communities in Perbaungan District. This study concludes that a food product with a halal label from the Indonesian Ulama Council (MUI), is much more desirable than other products that do not have a halal label.⁶

In recent times, organic-based food products in demand by the Muslim community in Serdang Bedagai are processed organic rice. According to the National Standardization Agency (2002), “organic” is a labeling term that states that a product has been produced following organic production standards and certified by an official certification authority or body. Organic farming is based on the use of minimum external inputs, and avoids synthetic fertilizers and pesticides.⁷

In 2019, farmers from five sub-districts in Serdang Bedagai District tried to grow organic rice on approximately 180 hectares. However, the problem for farmers in Serdang Bedagai is marketing the products they produce. Even though several farmer groups have received certification, they have not been able to provide significant changes. The farmers consider that official certification from the Department of Agriculture and the Indonesian Ulama Council for their products will bring consumers’ interest in buying the organic rice they produce.⁸ Initially, farmers believed that the main problem in product marketing was product certification. However, sales of organic food have not improved. Product sales are still flat and have not shown significant growth. The cost of organic product certification is not cheap. Farmers have spent much money on certification.

The district government should respond to this difficulty by assisting these farmers’ marketing of organic rice products. Even the farmers threatened that they would return to being conventional farmers if this were not implemented. One way to overcome these difficulties, farmers rely on organic communities to sell organic

⁶ Ady Syahputra and Haroni Doli Hamoraon, “Pengaruh Labelisasi Halal Terhadap Keputusan Masyarakat Kecamatan Perbaungan Dalam Pembelian Produk Makanan Dalam Kemasan,” *Ekonomi Dan Keuangan* 2, no. 8 (November 2015).

⁷ Henny Mayrowani, “Pengembangan Pertanian Organik Di Indonesia,” *Forum Penelitian Agro Ekonomi* 30, no. 2 (August 2016): 91, <https://doi.org/10.21082/fae.v30n2.2012.91-108>.

⁸ Meike Janssen and Ulrich Hamm, “Product Labelling in the Market for Organic Food: Consumer Preferences and Willingness-to-Pay for Different Organic Certification Logos,” *Food Quality and Preference* 25, no. 1 (2012): 9–22.

products. The local government is also trying to help local farmers to sell their products to the market. Halal labeling should also be carried out on these products because the trend of “halal products” is spreading at this time.

These farmers should also be supported by non-governmental organizations (NGOs) and organic consumer communities to distribute products from producers to consumers.⁹ These communities move by inviting people to buy local organic products. Many members of the organic community emphasize environmental issues and a commitment to sustainability through local organic consumption as a pathway to individual health.¹⁰ Without these communities, it is challenging for local farmers to be able to compete with organic products from outside.¹¹

THE CHALLENGES OF MUSLIM FARMERS IN MANAGING HALAL ORGANIC FOOD PRODUCTS

The government’s efforts to help organic farmers are carried out through the “Go Organic” program, which is one way to accelerate the realization of ecoagribusiness development that is beneficial for improving people’s welfare, especially farmers. Thus, the government feels the need to increase involvement in this field, because it has been more than 15 years fostering these groups. Failing to develop organic farmers is not an option. The government assists farmers, in the form of assistance in processing agricultural products in villages and marketing assistance. This assistance is intended so that farmers can process their products before they are sold. The local government also has many events to promote organic food such as exhibitions, bazaars, etc.

Although not all organic products have certification, the price is still expensive compared to non-organic rice. NGOs and the

⁹ A Alper Akyüz and A Yonca Demir, “The Role of a Civil Society Organization in the Development of the Domestic Organic Market in Turkey.,” *Journal of Faculty of Political Science*, no. 54 (2016).

¹⁰ Zachary Schrank and Katrina Running, “Individualist and Collectivist Consumer Motivations in Local Organic Food Markets,” *Journal of Consumer Culture* 18, no. 1 (2018): 184–201.

¹¹ V G Siddaraju, “Role of Non-governmental Organizations in Promoting Sustainable Agriculture Development in Karnataka,” *International NGO Journal* 6, no. 2 (2011): 57–61.

government have tried to cut costs and distribution channels, but not much has changed. Consumers who prefer to buy organic food but face more barriers such as price and location of stores selling the product.¹² The price of organic products in North Sumatra is also much more expensive than imported products. In addition, the market for organic food is still minimal, especially rice. Therefore, organic food marketing is very dependent on information from the local government and the community.

One of the essential things in the marketing of organic products is the market's location. Because organic products cannot enter the modern market, these products can only enter traditional markets or cooperative institutions formed by NGOs and local governments. This makes the organic market narrower and the distance between consumers and the market is quite far. Sometimes this makes consumers not eager to buy it on the marketplace.¹³

Organic food refers not only to the food itself, but also how it is produced.¹⁴ Food quality and health issues get more attention from consumers.¹⁵ The NGO's job is to convince consumers that local food is also clean and healthy. The organic community is equally important to sell products to the market. The organic community is very enthusiastic about helping farmers sell their products. They generally create events, invite their family and friends, or promote the event through social media. They usually ask participants to share information about products and encourage potential customers to turn into organic consumers where word of mouth is the main factor.¹⁶

¹² Anne C Bellows et al., "Understanding Consumer Interest in Organics: Production Values vs. Purchasing Behavior," *Journal of Agricultural & Food Industrial Organization* 6, no. 1 (2008); Janssen and Hamm, "Product Labelling in the Market for Organic Food: Consumer Preferences and Willingness-to-Pay for Different Organic Certification Logos."

¹³ Paweł Bryła, "Organic Food Consumption in Poland: Motives and Barriers," *Appetite* 105 (2016): 737–46.

¹⁴ Kia Ditlevsen, Peter Sandøe, and Jesper Lassen, "Healthy Food Is Nutritious, but Organic Food Is Healthy Because It Is Pure: The Negotiation of Healthy Food Choices by Danish Consumers of Organic Food," *Food Quality and Preference* 71 (2019): 46–53.

¹⁵ (Stamers, 2018)

¹⁶ Garcinia Crina Petrescu and Ruxandra Malina Petrescu-Mag, "Organic Food Perception: Fad, or Healthy and Environmentally Friendly? A Case on Romanian Consumers," *Sustainability* 7, no. 9 (2015): 12017–31.

Word-of-mouth in society increasingly plays a role in consumer purchases in traditional and virtual markets.¹⁷

The government's policy on the environment has led to increased demand for organic products. Several district governments have issued regulations on organic products. However, the implementation of these regulations is often ignored, so that the results of activities organized by the government are not optimal. The government's task is related to regulations, but the government also plays a role in educating the public about the benefits of organic rice.¹⁸

Theory of Reason Action (TRA) is a theoretical framework based on the assumption that humans behave consciously, considering the available information and the implications of the actions taken.¹⁹ According to this theory, intention is a factor that influences the occurrence of an action. This theory is a social-cognitive model that provides a framework for understanding the conscious behavior of an individual. TRA is one theory that predicts consumer behavior of organic food.²⁰ This study examines what factors encourage consumers in North Sumatra Province to buy local organic food. Using the Theory of Reasoned Action (TRA) consists of two general constructs: purchase behavior and intention.²¹ Based on the discussion above, it is hypothesized that:

H1: Community involvement significantly affects consumer intentions towards organic food. Community involvement has an essential role in consumer behavior in deciding which products to buy; In the end, consumers will choose the product that benefits the most. Community involvement has become the

¹⁷ Gabriela O Chiciudean et al., "Organic Food Consumers and Purchase Intention: A Case Study in Romania," *Agronomy* 9, no. 3 (2019): 145.

¹⁸ Chih-Ching Teng and Yu-Mei Wang, "Decisional Factors Driving Organic Food Consumption," *British Food Journal*, 2015.

¹⁹ Martin Fishbein and Icek Ajzen, "Intention and Behavior: An Introduction to Theory and Research" (Addison-Wesley, Reading, MA, 1975).

²⁰ Anssi Tarkiainen and Sanna Sundqvist, "Subjective Norms, Attitudes and Intentions of Finnish Consumers in Buying Organic Food," *British Food Journal*, 2005; Ming E Liu, "US College Students' Organic Food Consumption Behavior" (Texas Tech University, 2007).

²¹ Fishbein and Ajzen, "Intention and Behavior: An Introduction to Theory and Research."

focus of research on green and organic products.²² Community involvement influences customer purchasing decisions and affects the success of food products in the food market.²³

H2: Government involvement significantly affects intentions towards organic food. Government involvement greatly influences consumers to buy organic food.²⁴ From the distributor's point of view, consumers buy organic food through government involvement by promoting it in the community.²⁵

Based on the discussion above, the proposed hypothesis is:

H3 : Intention to buy organic food significantly affects buying behavior. Study by Janssen and Hamm²⁶ shows that intention can lead to buying behavior of organic food. People passionate about organic food are willing to pay more for eco-friendly products.²⁷ This finding supports the hypothesis that intention influences consumer behavior in buying organic food. Based on the discussion above, it is hypothesized that:

Based on the discussion above, the model (figure 1) that considers community involvement, word of mouth, intention can create buying behavior. From the hypothesis above, the research conceptual model is as follows:

²² John A McCarty and L J Shrum, "The Influence of Individualism, Collectivism, and Locus of Control on Environmental Beliefs and Behavior," *Journal of Public Policy & Marketing* 20, no. 1 (2001): 93–104.

²³ Abdullah Al-Swidi et al., "The Role of Subjective Norms in Theory of Planned Behavior in the Context of Organic Food Consumption," *British Food Journal*, 2014.

²⁴ Michiel PM M De Krom and Arthur P J Mol, "Food Risks and Consumer Trust. Avian Influenza and the Knowing and Non-Knowing on UK Shopping Floors," *Appetite* 55, no. 3 (2010): 671–78.

²⁵ Luigi Pellizzoni, "Responsibility and Environmental Governance," *Environmental Politics* 13, no. 3 (2004): 541–65.

²⁶ Janssen and Hamm, "Product Labelling in the Market for Organic Food: Consumer Preferences and Willingness-to-Pay for Different Organic Certification Logos."

²⁷ Samantha Smith and Angela Paladino, "Eating Clean and Green? Investigating Consumer Motivations towards the Purchase of Organic Food," *Australasian Marketing Journal (AMJ)* 18, no. 2 (2010): 93–104; Ihsan Effendi et al., "Analysis of Consumer Behavior of Organic Food in North Sumatra Province, Indonesia," 2015.

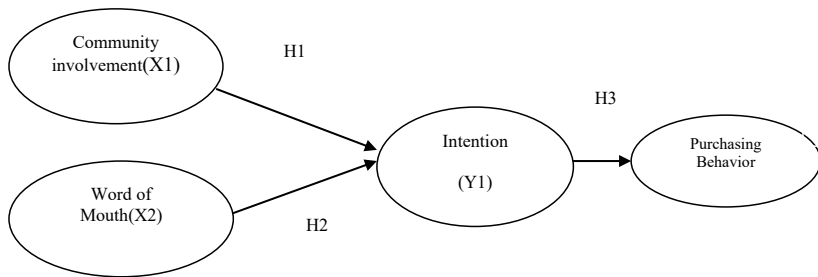


Figure 1. Research Framework Model

This research was conducted in North Sumatra Province. This research is focused on organic consumers in North Sumatra. The survey is projected to reveal evidence and data from respondents, to explain the relationship between variables. Responses to the questionnaire used a Likert scale from strongly disagree to agree (scale 1 to 5) strongly. Primary data obtained from questionnaires addressed to organic consumers who consume rice.

The population of this study are consumers who regularly buy Medan organic food that has been registered in JaPSA (Organic Product Marketing Network), Bitra (NGO that promotes marketing products) and local markets. The total population is 545 people who regularly buy organic food. The number of samples was taken randomly with 270 respondents. Before conducting data analysis, validity and reliability tests were carried out. Reliability is a measure with Variance Extracted (AVE) which must be greater than 0.5. The assessment of the validity of the measurement model has good validity if the t-loading factor value is greater than the critical value, namely 1.96. The measurement model has good validity when the Standard Loading Factor is more significant than 0.5 (SLF > 0.5).

Analysis of the data used in this study is Structural Equation Modeling (SEM) with the help of Lisrel. SEM is a form of applying multiple regression using path diagrams as a guide for testing hypotheses. Path analysis is used to examine causal relationships between theories, assumptions and interpret these relationships. SEM analysis was developed to study the effect of independent variables on the dependent variable. Evaluation of the suitability of the model criteria, namely: Chi-Square, P-value, RMSEA, Comparative Fit

Index (CFI), Incremental Fit Index (IFI), Goodness of Fit Index (GFI), Non-Normed Fit Index (NNFI), and Normed Fit Index (NFI).

The sample's age in this study ranged from 27 to 68 years. The gender of the respondents consisted of 73% female and 27% male. Most of the respondents had a college education (91%), and about 9% had completed secondary school. Around 41% of respondents receive a monthly income of around 5,000,000-10,000,000 Rupiah and 24% receive more than 10,000,000 Rupiah.

Evaluation is carried out on each constructor model to measure the relationship between latent variables and several variables observed independently through validity evaluation. The measurement results are considered valid if the t value is better than 1.96. The measurement results can be seen in Table 1 as follows:

Table 1 Standard Loading Factor (SLF)

	Variable	t-value	Evaluation.
Community involvement (X1)	X11	5.48	Good.
	X12	6.29	Good.
	X13	0.48	Not good.
Government involvement (X2)	X21	16.80	Good.
	X22	15.53	Good.
Intention (Y1)	Y11	8.17	Good.
	Y12	13.64	Good.
	Y13	8.54	Good.
Organic Behavior (Y2)	Y21	13.82	Good.
	Y22	14.41	Good.
	Y23	13.32	Good.

The validity of the measurement model must be assessed where the standard loading factor (Standard Loading Factor, SLF) must be higher than 0.50. The table shows that the constructor measurement model has good validity if the SLF Standard Loading factor is above 0.05.²⁸

²⁸ Setyo Hari Wijanto, "Structural Equation Modeling Dengan Lisrel 8.8," *Yogyakarta: Graha Ilmu*, 2008.

Table 2. Construct Reliability, Reliability Model Stability Alienation

variables.	CR.	Evaluation.
Community involvement (X1)	0.63	good
Government involvement (X2)	0.83	good
Intention (Y1)	0.64	good
Organic Behavior (Y2)	0.84	good

The results of model compatibility testing using Chi-Square, P-value, RMSEA, Comparative Fit Index (CFI), Incremental Fit Index (IFI), Goodness of Fit Index (GFI), and Adjusted Goodness of Fit Index (AGFI). summarized as follows.

Table 3: The Measurement Model Goodness of Fit Index (GOFI)

Fit Index	The Fit Criteria	Result Model	evaluation
Chi-Square		53.22	good fit.
p-value	P-value 0.05	0.07870	good fit.
RMSEA.	RMSEA. 0.08	0.035	good fit
NFI.	NFI. 0.90	0.94	good fit.
NNFI	NNFI. 0.90	0.98	good fit.
CFI.	CFI. 0.90	0.98	good fit.
IFI.	IFI. 0.90	0.98	good fit.
RFI.	RFI. 0.90	0.92	good fit.
GFI.	GFI. 0.90	0.97	good fit.

The table above describes the Lisrel fit model. SEM assessment in this study was carried out through goodness of fit in the measurement model, which aims to test whether the research instrument is valid and reliable in explaining or reflecting latent variables. The calculation of this study shows that all indicators that are considered fit are RMSEA, NFI, NNFI, CFI, IFI, RFI, and GFI.

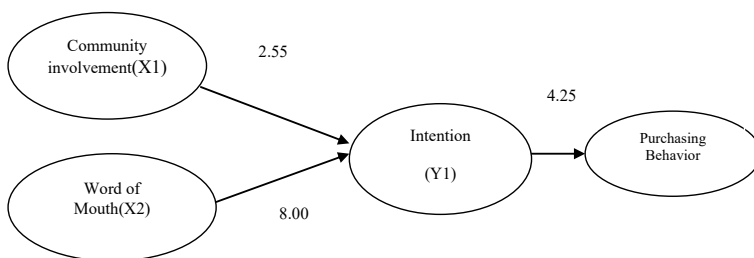


Figure 2 Path Model

Table 4. The result of regression quality between latent variables.

No.	Hypothesis-	t-Value	Conclusion
Hypothesis_1	Community involvement has a significant effect on organic eating intentions.	2.55	Significant
Hypothesis_2	Government involvement significantly influences intentions on organic food.	8.00	Significant
Hypothesis_3	Intentions have a significant effect on purchasing behavior on organic products	4.25	Significant

THE ROLE OF THE GOVERNMENT AND THE MUSLIM COMMUNITY IN PROMOTING HALAL ORGANIC FOOD PRODUCTS

In this study, the purchase of organic products uses the theory of reasoned action, which assumes that consumers buying organic products can influence intentions. This is reinforced by various studies built on the theory put forward by Fishbein & Ajzen 1975. This theory can predict various kinds of human behavior in various conditions of society.

Government involvement is significant in creating consumer behavior. Government involvement is closely related to consumer intentions and behavior.²⁹ The government holds various events related to organic food. However, this activity has not been widely responded by passing consumers. Many consumers who stop by only those who previously bought organic products. Meanwhile, for those who are not regular organic consumers, they do not come to the promotion arena many times. The government and NGOs promote organic products and jointly help promote organic products.

To promote organic products, consumers who have tried local organic foods that fill the benefits by consuming food usually make some kind of testimony and persuade others to try consuming it.³⁰ The purchase of organic products can be realized when the product can provide buyer satisfaction such as providing health benefits and

²⁹ Teng and Wang, "Decisional Factors Driving Organic Food Consumption."

³⁰ Victor Owusu and Michael Owusu Anifori, "Consumer Willingness to Pay a Premium for Organic Fruit and Vegetable in Ghana," *International Food and Agribusiness Management Review* 16, no. 1030-2016-82931 (2013): 67-86.

is better for consumption. If organic products are felt to provide benefits, then the concept of word of mouth can be applied to other potential consumers. In addition, local organic products cannot be sold in modern retail because they do not have a vast network and are not certified. Because this product is a unique product that directly involves consumers, thus enabling word of mouth among consumers. After consumers feel the benefits, many of them carry out activities to introduce local organic products to their groups and invite them to attend seminars organized by NGOs. Prospective customers through this method indirectly foster self-confidence.

Sometimes potential customers are not immediately attracted to become regular customers. They tend to try their products before becoming regular consumers. It takes a long time for someone to become a consumer. Many of them are not impressed because they think this product is not much different from other products.

Although information by word of mouth has reached the public, one of the obstacles to selling this product is the affordability of consumers. However, if consumers are convinced of the benefits of local organic food, they will ignore the high price of these products. With the help of NGOs and communities, consumers seem to understand the higher price tag for organic food. In the end, consumers no longer care about the price of local organic products.

In this study, consumers of organic food considered themselves to know. Most of the knowledge comes mainly from the community and NGOs and local governments who routinely socialize local organic food. During community outreach they invite current and potential customers. NGOs and local governments usually sponsor these meetings. In general, consumers recognize organic products after communicating by the organic community. The community passes the information on to other parties and relatives or other family members (other than the nuclear family) recommend buying organic products.

CONCLUSION

The results showed that the purchase intention of local organic food has a significant and positive contribution to the formation of buying behavior of local organic food. Community involvement affects intentions to buy organic products, while government involvement

has the most significant influence in creating local organic food purchase intentions. NGOs and local governments strongly support the role of the community in buying organic food by creating various activities that can attract potential consumers, besides that the role of friends, neighbors and family also helps form a community that is engaged in introducing local organic products. Although the price is relatively expensive. The availability of organic products is the main obstacle in marketing local organic food, but community involvement and government involvement can overcome these obstacles. Thus, it is undeniable that without the role of the government and NGOs, organic rice farmers in North Sumatra Province will certainly not develop well, and even go out of business because they cannot sell their products in traditional or modern markets.

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