

Effectiveness of the Cheap Food Movement Program in Improving Food Security in Kuningan District

Euis Nurohmah, Siti Khumayah*

Universitas Swadaya Gunung Jati, Indonesia

Email: euisnurohmah866@gmail.com, sitikhumayah@ugj.ac.id*

Abstract

Kuningan District, as an agricultural area, still faces problems of price stability and food affordability, especially ahead of religious holidays when food prices surge. To address these issues, the local government, through the Kuningan District Food Security and Agriculture Agency, has implemented the Cheap Food Movement program as part of the national policy to control inflation and strengthen food security. This study aims to analyze the effectiveness of the implementation of the Cheap Food Movement in improving food security, with a focus on accessibility, price affordability, and public perception. Data analysis refers to J.P. Campbell's (1970) theory of effectiveness, which includes five indicators: program success, target success, program satisfaction, input-output suitability, and overall goal achievement. This study uses a qualitative descriptive method with data collection through direct observation, interviews, and documentation, as well as applying source and method triangulation to test data validity. The results of the study indicate that the Cheap Food Movement program contributes to improving food access and affordability and encourages an increase in the Food Security Index (IKP), although there are several aspects that need improvement, such as target data integration, funding consistency, and budget sustainability to optimize program effectiveness.

Keywords: Affordable Food Movement Program Effectiveness; Food Security; Food Accessibility; Price Affordability

INTRODUCTION

Kuningan District is an agricultural area with considerable natural resource potential, but it still faces problems related to price stability and the availability of staple foods. This phenomenon often occurs during major religious holidays such as Ramadan, Eid al-Fitr, Christmas, and New Year, when price spikes are often uncontrollable. According to a report from the Kuningan District Food Security and Agriculture Office, commodity prices such as rice, cooking oil, and chicken eggs have increased by 20–30% during these periods (Exvrayanto, 2024). This situation not only burdens low-income communities, but also has the potential to weaken household food security. In response to this situation, the Kuningan District government, through the Food Security and Agriculture Agency, has taken steps to implement the Cheap Food Movement (GPM) program simultaneously in 32 subdistricts, as part of a national movement covering more than 7,285 subdistricts throughout Indonesia and 627 subdistricts in West Java (Simultaneous Cheap Food Movement, Kuningan Regent Affirms Government Presence in People's Kitchens, 2025).

The Cheap Food Movement Program is a government intervention program to maintain food stability and control inflation (Goodman & Pennings, 2018). Kuningan District implements the Cheap Food Movement Program in various subdistricts and villages where there are stands offering various types of quality staple foods at prices well below market prices for food-insecure communities (Sujarwanto & Subagyo, 2025). This program is not only an instrument of price control, but is also expected to strengthen local resilience by bringing food access closer to the community (Béné, 2020; Blake, 2019).

National Food Agency data on beneficiary districts and cities are divided into six food security and nutrition groups based on severity: Priorities I, II, and III are considered high, medium, and low food insecurity, respectively. Priority IV is low food security, Priority V is

moderate food security, and Priority VI is high food security (Food Security and Vulnerability Map, 2019).

The theory of effectiveness proposed by J.P. Campbell in his chapter in *New Perspectives on Organizational Effectiveness*, edited by Paul S. Goodman and Johannes M. Pennings (1977), focuses on how well a program performs in terms of meeting its objectives, how satisfied participants are with the program, the level of input and output, and the overall success of the program. The success of a program depends on the efficient implementation of each of these components (Durlak, 2018).

Previous relevant research by Rachman (2021) discusses Indonesia's major food security strategies, emphasizing that food security encompasses food availability, access, nutritional quality, and stability of food distribution. Meanwhile, Ariandi (2025) studied the impact on price stability and increased affordability of food, finding that the impact is temporary and needs to be integrated into long-term policies. However, studies assessing the effectiveness of the Cheap Food Movement in a multidimensional manner are still limited, especially in Kuningan District, which has different social and economic conditions from big cities. Thus, there is a research gap in determining whether the Cheap Food Movement program is also effective in Kuningan District in helping the community obtain affordable food, strengthening local food security, and ensuring that this program has a sustainable impact rather than a temporary one.

The urgency of this research lies in evaluating the effectiveness of the Cheap Food Movement program on the food security of local communities, especially in food-insecure areas. Theoretically, this research will enrich the literature on food policy interventions at the regional level. Practically, this research is expected to provide input for local governments in designing more effective, inclusive, and sustainable food security strategies.

This research is very important considering that the Cheap Food Movement is a program that is highly relevant in the context of food security in Indonesia. The general objective of this study is to analyze the effectiveness of the Cheap Food Movement program in improving food security in Kuningan District, with a focus on accessibility, affordability, and public perception of the program. Thus, this study is expected to not only provide an understanding of the implementation of the Cheap Food Movement in Kuningan District, but also provide useful recommendations for local governments to further improve social policies in the future.

METHOD

This study used a descriptive qualitative approach based on the views of John W. Creswell and J. David Creswell (Creswell & Creswell, 2023), which aimed to understand social phenomena through individual experiences in real-life contexts. This approach was used to assess the effectiveness of the Cheap Food Movement program in Kuningan District. Data were collected through primary and secondary sources. Primary data were gathered through direct observation, interviews, and documentation, while secondary data were obtained through a literature review to help analyze and identify applicable regulations.

The key informants in this study were the Head of Food Availability and Distribution at the Kuningan District Food Security and Agriculture Office and the implementer of the Kuningan District Cheap Food Movement program, while the supporting informants were the beneficiaries of the program.

The research location included the Kuningan District Food Security and Agriculture Office, where in-depth interviews and observations were conducted with the Head of the Division responsible for the Kuningan District Cheap Food Movement (GPM) program, the implementing agency, and the program beneficiaries (Aditya & Rangkuti, 2025; Suheli, 2025).

To ensure data validity, this study applied source and method triangulation by comparing information obtained from various sources, such as interviews and field observations, and by

combining the results of interviews, field observations, and documentation. The aim was to obtain a more accurate understanding and to strengthen the validity of the data collected in the study.

RESULT AND DISCUSSION

The results of an interview with Mr. Ating Setiawan, S.P., Head of Food Availability and Distribution at the Kuningan District Food Security and Agriculture Agency, stated that the Cheap Food Movement program has been held since 2022 as a follow-up to the National Food Agency's policy to maintain food supply and price stability. Its implementation is in accordance with the Technical Guidelines for the Cheap Food Movement and is in line with Kuningan District Regulation Number 5 of 2022 concerning Regional Food Development, which emphasizes the role of local governments in ensuring food affordability for the community. Technically, the implementation of the Cheap Food Movement program begins with a Situation, Food, and Nutrition Analysis (SFPA) to determine priority areas vulnerable to food insecurity, followed by coordination with village governments and food vendors involved.

According to information from the program implementers, Mrs. Yati Suniati, S.Sos. and Mrs. Siska Nurul Syamsiah, SP. in the Food Availability and Distribution Division of the Kuningan District Food Security and Agriculture Agency, interviews and direct observations showed that the success of the program was reflected in the increased intensity of the Cheap Food Movement, namely 3 times in 2022, increasing to 16 times in 2023, 31 times in 2024, and reaching 69 times in 2025. This increase in frequency shows that the program is not only running sustainably, but also experiencing an expansion in the scale of implementation in response to community needs.

The high level of community participation and enthusiasm in each program implementation has benefited the community in obtaining staple foods at prices that are more affordable than market prices (Wright et al., 2017; Young et al., 2013). However, in the field, there are still obstacles in the form of long queues, which have the potential to reduce community comfort. To address this, the program implementers have made technical management improvements by issuing queue numbers to ensure orderly distribution. Other obstacles include the limited quantity and variety of food commodities provided. According to the organizers of the Cheap Food Movement, in each activity, the entire stock of food commodities is sold out in a short time, so that not all members of the community can get a share. To overcome this, they are expanding cooperation with many vendors and food businesses, as well as mapping the needs of the local community.

Judging from the success of the targets, according to field implementers, the Cheap Food Movement program in Kuningan District is considered to have accurately targeted food-insecure households, namely food-insecure priority areas based on the results of SFPA analysis and the classification of priority areas I, II, and III before the program was implemented. Based on the results of interviews, it was found that the criteria for beneficiaries were appropriate, namely communities in areas that were potentially experiencing price volatility and food insecurity (Yusriadi & Cahaya, 2022). However, there were still problems with the mechanism for determining beneficiaries, namely the lack of integration between beneficiary data and the social welfare database, which led to inaccuracies in targeting, whereby non-targeted communities were able to access subsidized food. Therefore, it is necessary to strengthen the updating of data on food-insecure households and purchase restrictions so that food distribution is more equitable and targeted.

The level of satisfaction with the program is reflected in the perceptions of beneficiaries and stakeholders. The Kuningan District Agriculture and Food Security Office assessed that the implementation of the Cheap Food Movement has been running well and in line with its objectives, as evidenced by its success in helping the community obtain cheap staple foods.

Positive responses also came from the village government and partners involved, who even suggested that the frequency of activities be increased due to the significant benefits felt. From the perspective of the recipient community, they are satisfied with the price and quality of foodstuffs, and residents feel that there is a significant price difference compared to the market. However, the frequency of program implementation is still not regular and evenly distributed throughout Kuningan District. Implementation is highly dependent on the availability and disbursement of funds, so there is no fixed schedule for implementation each month or each specific period. This situation has impacted the community's expectations of obtaining affordable food on a sustainable basis, which have not been fully met. Possible solutions include planning a more structured schedule for the Affordable Food Movement and publicizing it widely, as well as strengthening budget commitments so that the frequency of implementation can be more consistent from year to year (Afifah et al., 2025).

In terms of input and output suitability, the Head of Food Availability and Distribution at the Kuningan District Food Security and Agriculture Agency assessed that there was a proportional relationship between the resources used and the results achieved. The main inputs for the Cheap Food Movement program in Kuningan District included budgetary support (from the regional and national budgets), human resources, infrastructure, and the involvement of food vendors. The output produced is the distribution of quality staple foods at affordable prices for the community, thereby increasing food accessibility in food-insecure areas. In its implementation, there are around 11 types of staple foods provided, such as rice, oil, sugar, shallots, garlic, curly red chilies, cayenne pepper, chicken eggs, chicken meat, beef, and wheat flour. There are obstacles in the input aspect, namely delays in fund disbursement (deferred payment), as occurred with some of the 2024 funds that were budgeted but whose realization was postponed to the 2025 Regional Budget. The solution taken is to prepare a continuation of the budget for the following year and to plan more realistically so that the program continues to run smoothly.

The implementation of the Cheap Food Movement program has had a positive impact on improving food security in Kuningan District. This is reflected in the continuous increase in the Food Security Index (IKP) of Kuningan District, indicating an improvement in local food security conditions.

Table 1. Food Security Index (IKP) of Kuningan District

District	District/City Code	Year	IKP	Ranking of District/City	IKP Group	Criteria for Food Vulnerability
Kuningan	3088	2021	80.86	111	6	Very Durable
Kuningan	3088	2022	80.24	130	6	Very Durable
Kuningan	3088	2023	80.95	141	6	Very Durable
Kuningan	3088	2024	81.43	194	6	Very Durable

(Data source: District/City Food Security Index (IKP) Update for 2024)

The Food Security Index (IKP) is a composite index of food security, where a higher value indicates better food security conditions. Based on data from the National Food Agency, the IKP value for Kuningan District increased from 80.24 in 2022 to 80.95 in 2023, and further to 81.43 in 2024. This increase indicates that efforts to improve access to and affordability of food through the Cheap Food Movement program have succeeded in strengthening regional food security by providing strategic staple foods and stabilizing food supply and prices.

However, when viewed from the national ranking, Kuningan District's position declined from 130th in 2022 to 141st in 2023, and further weakened to 194th in 2024. This decline in ranking indicates that other regions have experienced faster improvements in their IKP. Based

on this, further efforts are needed to improve program performance so that Kuningan District's position in terms of food security at the national level can be improved.

This study aims to analyze the contribution of the Cheap Food Movement program in improving food affordability and access for the community as well as food security in Kuningan District. The results show that the implementation of the Cheap Food Movement has had a positive impact on food accessibility and affordability for vulnerable households in Kuningan District. The qualitative descriptive approach used in this study helped researchers to understand the effectiveness of the Cheap Food Movement program in depth from various perspectives. Data were collected through direct observation of implementation in the field, in-depth interviews with key informants, and related documentation. Interviews with program implementers confirmed that the Cheap Food Movement program has been implemented since 2022 as a follow-up to the National Food Agency's policy, with a planning mechanism based on food insecurity analysis (SFPA) to determine priority locations.

The success of the program is reflected in its implementation according to plan and tangible end results, with a sharp increase in the frequency of implementation from only 3 times in 2022 to 69 times in 2025. This frequency demonstrates the high commitment of local governments and the significant needs of the community. The success of the targets, combined with the mechanism for analyzing food insecurity and vulnerability, ensures that the program effectively reaches vulnerable groups in priority areas. This is supported by statements from program implementers that the Affordable Food Movement has successfully targeted food-insecure households in line with government expectations.

Indicators of satisfaction with the program are also very positive. The Kuningan District Food Security and Agriculture Agency assess that the Cheap Food Movement program has succeeded in reducing economic barriers for the community in obtaining staple foods. Community enthusiasm and participation are very high at each implementation, indicating that this program meets the needs of vulnerable households. Interviews with beneficiaries stated that since the Cheap Food Movement program was implemented, their food expenses have become more manageable, and the availability of staple foods has become more secure. This confirms that there has been an increase in household food accessibility, in line with the program's objective of making it easier for the community to obtain cheap staple foods (Aldiansyah et al., 2024; Aldizar et al., 2025). The aspect of input and output suitability shows proportional resources. All major inputs are well distributed for the program's output, which is the distribution of around 11 types of quality staple foods at prices far below the market (Hakim et al., 2025; Rangga et al., 2021). This means that the output produced is proportional to the inputs spent, reflecting budget efficiency.

The overall achievement of the program can be seen from the increased availability of household food and its contribution to the increase in the Food Security Index (IKP) in the Kuningan District. This positive impact is relevant to the local context, namely that before the Cheap Food Movement program, the fluctuation in the prices of basic commodities in the Kuningan District reached 20-30% ahead of religious holidays (Exvrayanto, 2024), which burdens low-income households and weakens their food security.

This finding is in line with food security strategies that emphasize that, in addition to supply availability, the accessibility and affordability of food for the community are crucial pillars of regional food security (Rachman, 2021). In other words, the Cheap Food Movement program acts as an instrument for stabilizing prices and access to food that directly addresses the basic needs of the community. This demonstrates the contribution of the Cheap Food Movement program to the dimensions of access and stability of the regional food system, which is an integral part of sustainable food security.

Overall, field data shows that the Cheap Food Movement program has successfully contributed to achieving regional food security. This program can guarantee the availability

and supply of staple foods at affordable prices. The local government is committed to providing a sustainable budget for the Cheap Food Movement program as a form of long-term support for price stability, supply, and food security. This achievement demonstrates that the government is present in the people's kitchens through targeted programs. This success is relevant both academically and practically. Academically, the experience of Kuningan District supports the literature that the approach of food availability and affordability has a real impact on local food security (Rachman, 2021). In practical terms, the findings of this study can be used as consideration for local governments that the Cheap Food Movement has proven to be effective, but in the long term, its quality and frequency need to be improved.

CONCLUSION

The Cheap Food Movement (GPM) program implemented by the Kuningan District Food Security and Agriculture Agency has demonstrated functional effectiveness in improving food affordability and availability for vulnerable communities, as evidenced by the provision of staple foods at below-market prices, reduced price spikes during high-risk periods, and an improvement in the district's Regional Food Security Index (*Indeks Ketahanan Pangan/IKP*). However, evaluated against J.P. Campbell's (1970) five components of effectiveness — program success, target success, program satisfaction, input-output adequacy, and overall goal achievement — several shortcomings remain, including uneven supply distribution, beneficiary mis-targeting due to inadequate integration with social welfare databases, inconsistent implementation frequency caused by budget constraints, and logistical inefficiencies in serving remote areas. While the program shows promise, improvements in budgeting, beneficiary data accuracy, partnership development, and distribution mechanisms are necessary to maximize its impact. Future research should investigate the long-term sustainability of the GPM program by examining how inter-agency data integration and multi-stakeholder partnerships can address systemic targeting and distribution challenges, as well as whether a standardized implementation framework could improve consistency and effectiveness across districts with varying social and economic conditions.

REFERENCES

- Aditya, A. P., & Rangkuti, Z. A. (2025). Kualitas pelayanan Dinas Ketahanan Pangan pada program Gerakan Pangan Murah (GPM) di Kabupaten Deli Serdang. *Inovatif*, 5, 9513–9527. <https://doi.org/10.31004/inovatif.v5i4.21082>
- Afifah, N. N., Windawati, W., & Khumayah, S. (2025). Effectiveness of the implementation of the basic food assistance (Sembako) program in improving the welfare of the underprivileged community. *3(3)*, 580–587. <https://doi.org/10.58905/athena.v3i3.446>
- Aldiansyah, R., Ayuda, W., Wijaya, N. S., & Salta, S. (2024). Pelaksanaan KRPL dalam meningkatkan ketahanan pangan di Kelurahan Cipari Kecamatan Cigugur Kabupaten Kuningan. *El-Mujtama: Jurnal Pengabdian Masyarakat*, 4(6), 3490–3499. <https://doi.org/10.47467/elmujtama.v4i6.5227>
- Aldizar, K., Umam, K., Nursahidin, & Sutarjo, M. (2025). Effectiveness of electronic traffic law enforcement in enforcing traffic rules. *Indonesian Multidisciplinary Journal*, 4(6), 189–193. <https://doi.org/10.58344/jmi.v4i6.2334>
- Ariandi, H. (2025). Efektivitas program Gerakan Pangan Murah di Kota Surakarta. *Jurnal Ilmu Administrasi Publik*, 14(2), 1–11. <https://doi.org/10.33061/jp.v14i2.12338>
- Béné, C. (2020). Resilience of local food systems and links to food security: A review of some important concepts in the context of COVID-19 and other shocks. *Food Security*, 12(4), 805–822.

- Blake, M. K. (2019). More than just food: Food insecurity and resilient place making through community self-organising. *Sustainability*, 11(10), 2942.
- Creswell, J. C., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- Durlak, J. A. (2018). The fundamental importance of effective program implementation for successful character development. *Journal of Character Education*, 13(2), 1–11.
- Exvrayanto, E. (2024). Gerakan pangan murah, Diskatan Kuningan: Pengendalian inflasi dan pemenuhan kebutuhan jelang Nataru 2025. *Pikiran Rakyat Kuningan*. <https://kuningan.pikiran-rakyat.com/kuningan/amp/pr-538863602/gerakan-pangan-murah-diskatan-kuningan-pengendalian-inflasi-dan-pemenuhan-kebutuhan-jelang-nataru-2025?page=all>
- Hakim, T. R., Gunawan, G. G., & Sagita, N. I. (2025). Strategy of the agriculture and food security office of Sumedang district in optimizing the productivity of food crops and horticultural: (Study of farmer empowerment in Pamulihan Sub-District Sumedang Regency in 2022–2023). *International Journal of Business, Economics, and Social Development*, 6(3), 413–421.
- Paul S. Goodman, Johannes M. Pennings, & A. (2018). *New perspectives on organizational effectiveness*. Jossey-Bass.
- Rachman, A. (2021). Paradigma dan dimensi strategi ketahanan pangan Indonesia. *Jejaring Administrasi Publik*, 13(1), 35–48. <https://doi.org/10.20884/1.jdh.2024.24.3.15563>
- Rangga, K. K., Rangga, K., Gultom, D. T. G. T. M., Hasanuddin, T., & Viantimala, B. V. (2021). Effectiveness of self-help groups in the implementation of livelihood improvement programs and food security in Lampung, Indonesia. *Journal of Sustainability Science and Management*, 16(4), 149–161.
- Suheli. (2025). Gerakan pangan murah upaya stabilisasi pasokan dan harga pangan. *Seputar Kuningan*. <https://seputarkuningan.com/gerakan-pangan-murah-upaya-stabilisasi-pasokan-dan-harga-pangan/>
- Sujarwanto, N., & Subagyo, A. (2025). Kolaborasi sipil militer pada program Gerakan Pangan Murah Pemerintah Kota Bandung dalam rangka meningkatkan ketahanan pangan. 2(1), 50–62. <https://doi.org/10.36859/prinsip.v2i1.47.20>
- Wright, H., Vermeulen, S., Laganda, G., Olupot, M., Ampaire, E., & Jat, M. L. (2017). Farmers, food and climate change: Ensuring community-based adaptation is mainstreamed into agricultural programmes. In *Community-Based Adaptation* (pp. 40–50). Routledge.
- Young, C., Karpyn, A., Uy, N., Wich, K., & Glyn, J. (2013). Farmers' markets in low income communities: Impact of community environment, food programs and public policy. In *Community Development Approaches to Improving Public Health* (pp. 75–87). Routledge.
- Yusriadi, Y., & Cahaya, A. (2022). Food security systems in rural communities: A qualitative study. *Frontiers in Sustainable Food Systems*, 6, 987853.