

THE ROLE OF THE GOVERNMENT OF BALI PROVINCE AND MASS MEDIA IN INCREASING INTEREST IN BUYING LOCAL FRUITS

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ABSTRACT

Consumption of local fruit is good for health, supports the local economy, and part of sustainable consumption that is good for the environment. In Bali, local fruit is also consumed for ceremonial purposes. But the data shows that consumption of fruits in Bali is only 4 - 6 percent. Even though the Balinese spend the most on food and food. This study tries to find out how the role of the Provincial Government of Bali and the mass media in increasing interest in buying local fruit. To find out the role of government, this study collected secondary data and interviews with key informants. The role of mass media is examined using content analysis methods. As a result, the Provincial Government of Bali has made several policies and programs to make improvements in the upstream and downstream sectors of the agriculture sector. This policy can improve the factors that can influence consumer buying interest. Budget constraints and program priorities affect government efforts to educate local fruit purchases. Some of the educational efforts carried out are done informally. The mass media in Bali in general views the purchase of local fruit as a positive action. But in terms of the quantity of news about the benefits of buying local fruit is still minimal.

Keywords: local fruit, the role of government, the role of mass media, the local economy of sustainable consumption

INTRODUCTION

The issue of local food consumption is growing rapidly in developed countries. Research related to local food consumption is found in the United States and European countries such as England, Germany, Spain, and Romania (Blake, et al., 2010; Nistor, 2016; Printezis, 2019). Even consumers are willing to pay more for local food (Printezis, 2019). Factors that influence increased awareness for local food consumption include health factors, environmental stewardship, concern for the local economy, and ethnocentrism (Kumar & Smith, 2017; Vabo et al., 2016). Although not much research has been done, these factors are also found in developing countries despite their lower effects (Arsil et al., 2016; Karoui & Khemakhem, 2019).

Local food is considered healthier because it contains fewer preservatives than products imported from longer distances. Local food is also seen as more natural, sufficient nutrition, and local culture. Modernity has changed people's lifestyles including food consumption. Consumption of foods that used to be more balanced becomes increasingly unhealthy. Awareness for local food consumption that is influenced by environmental and local economic concerns is in line with the development of the issue of global warming and sustainable development.

Consumption of local products also makes the local economy more resilient to the threat of recession (Schwartz, 2009). This idea of supporting local farmers and the national economy, in general, was approved by British consumers (Chambers et al., 2007). According to Brown et al. (2009), The main motivation for British consumers to buy local organic food is due to altruistic reasons, such as reducing food distance compared to French consumers who are more oriented towards product quality.

The Central Statistics Agency (BPS) re-launched the trade balance in November 2019 and again the nation recorded a trade balance deficit of USD1, 31 billion. The agency's report also said that the commodities contributing to the deficit were fruit imports. Import is not a type of fruit that does not exist in this country, in reality, the imported fruit is apples and oranges, fruits that also exist and grow in this tropical country, local fruit is not inferior to the imported fruit. Fruit imports contributed to the high import value of consumption during November. BPS also reported the value of imported consumption in November 2019 quite high based on the use of goods. Imports of consumer goods reached USD 1, 67 billion, an increase of 16.13% compared to October, and 16.28% on an annual basis. From the import of consumer goods, the Head of BPS said, the import of fruit commodities in November 2019 reached USD 134.4 million. This value rose 48.84% compared to the previous month. The value rose 109.35% when compared to the same period the previous year. Apart from imports of consumer goods, especially fruits, which rose during November 2019, the increase in imports is evidence that the country's market is huge. No doubt, imported fruit is very attractive and beautiful. Naturally, consumers are more interested in imported fruit. However, the problem is that this country is also very rich in horticulture products, not inferior to the fruits of that import (Indonesia.go.id).

In Bali, for example, although not yet significant, there are symptoms that people are more concerned with material wealth than rituals. This has an impact on social solidarity that was previously a buffer for food security in Bali (Reuter, 2019). Local wisdom of Subak is threatened by the increasingly massive conversion of agricultural land functions (Wirarajaet al., 2016). Within the range of 2013-2017, the average conversion of agricultural land around 550 hectares per year. The Provincial Office of Culture in Bali in 2018 recorded the number of Subaks that still survive in Bali as many as 2,726 subak (Nusa Bali, 2018). According to Reuter (2019), the poor job image of farmers makes this profession abandoned. That is why from Figure 1.1 it can also be seen that the service sector dominates and continues to increase its contribution to the economy in Bali. This is in line with the increasingly attractive Bali as a tourism area that continues to get high targets from the Indonesian government. The number of tourists to Bali continues to increase every year and this is helped by the development of information and

transportation technology which makes promotion easier and prices cheaper. In fact, according to Cole (2012), 80 percent of Bali's entire economy depends on tourism.

Global pandemics are making efforts to increase local consumption more relevant. The cessation of tourism has affected Bali's economy greatly. According to Guerrieri et al (2020), the Covid-19 pandemic can cause supply shock especially in sectors that require intensive contact. Tourism enters sectors that require intensive human contact. As of April 15, 2020, the Bali Provincial Manpower Office recorded that 52,387 people were laid off and 1,204 people were laid off due to the global pandemic. Like it or not, the laid-off labor will move to other sectors that are relatively unaffected by the pandemic, such as agriculture and home trade.

Before the pandemic, the Provincial Government of Bali had tried to make policy steps oriented towards sustainable development. In 2010 Bali made the slogan "Bali Clean and Green" which was also followed by the development of the Organic Agriculture System (Reuter, 2019). The governor also requires government and private agencies to wear Balinese traditional clothes on certain days and to use the Balinese script in the organization's signboard. In addition to providing new markets for Balinese woven products, this policy indirectly influences the ethnocentrism of the Balinese people. Outside the policy, the Government also made an invitation to the public to consume local products. The campaign titled 'Love Domestic Products, Use Own Regional Production' was conveyed by the Provincial Government of Bali through billboards and mass media even though the intensity was not much. As a result, consumption patterns in the scope of the province of Bali have changed to become more oriented towards using local products besides being environmentally friendly.

According to Basuki (2014), local products need to be protected and saved because they are the nation's identity as well as social capital. Consumption of local products is also good for the local economy and good for the environment. The government must overcome the problem of externalities resulting from irresponsible consumption. The government through the delivery of information and promotions can encourage consumption of local products, including local food. Quite a lot of research has been carried out related to efforts to increase the consumption of local products from the supply side. But there is still minimal research that looks at it from the demand side, specifically how to encourage purchases from the side of public awareness of extrinsic values such as health, environmental impact, ethnocentrism, and concern for the local economy.

This study aims to analyze the role of government and mass media in increasing the consumption of fruits locally produced in Bali. Despite the decline, the contribution of the agricultural sector to Bali's GRDP is still quite high. In 2018, agriculture in a broad sense contributed 22.2 billion rupiahs. When viewed in quantity, fruit production in Bali is quite large. Some types of fruit that are widely produced include Bananas (238,805 tons), Oranges (225,584 tons), Siam Oranges (224,671 tons), and Mangoes (62,127 tons). Bangli Regency is the biggest supplier of Bananas (119,445 tons). Oranges are also widely produced in Bangli Regency (102,051 tons), although less than in Gianyar Regency (114,509 tons). Meanwhile, Mangoes are widely produced in Buleleng Regency (36,949 tons).

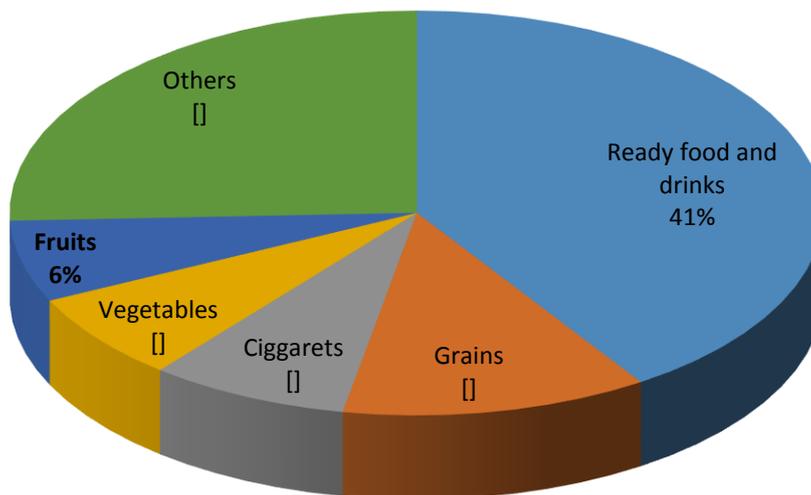


Figure 1. Average Monthly Expenditures per Capita According to Bali Province Foodstuff Group 2018 (BPS, 2019)

Although fruit is healthy food and a ritual necessity, in terms of consumption of Balinese people's expenditure on fruits in 2017, only four percent of total food expenditure. BPS data for 2017 records the average per capita expenditure of Balinese for fruits is 27,793 rupiah or 4.88 percent of total food expenditure. This figure increased in 2018 to 39,145 rupiah or 6.52 percent. There are two possibilities for this increase, namely inflation or people's buying interest in local fruits has indeed increased. This allegation is answered with data on the average daily consumption of calories and protein per capita in 2018 which indeed increased from the previous year. In 2018 fruit consumption if seen from the number of calories increased to 69.68 / capita/day from the previous year 55.01 / capita/day. Fruit protein also increased from 0.55 in 2017 to 0.76 in 2018.

LITERATURE REVIEW ON INTEREST IN BUYING LOCAL FRUITS

Behavioral economics

Behavioral economics incorporates psychological studies into the analysis of decision making behind economic outcomes, such as factors that cause consumers to buy one product, not another. Behavioral economics, along with behavioral finance-related sub-fields, studies the effects of psychological, social, cognitive, and emotional factors on individual and institutional economic decisions and consequences for market prices, returns, and allocation of resources (Sunstein, 2015). Although behavioral economics became widely known through (2017) Nobel prize winner Richard Thaler, there were other famous Nobel laureates such as Gary Becker (motive, consumer error; 1992), Herbert Simon (limited rationality; 1978), Daniel Kahneman (the illusion of validity, bias anchor; 2002) and George Akerlof (procrastination; 2001) who have done a lot of great work which adds importance to this field directly and indirectly

Nudge Theory

This concept is a relatively subtle policy change that encourages people to make decisions that are in their interests. The Nudge referred to by Richard Thaler and Cass Sunstein (2008) is "By knowing how people think, we can make it easier for them to choose what is best for them, their families and their communities". This is not about punishing people financially if they don't act in a certain way. It's about making it easier for them to make certain decisions (Cambridge Dictionary, 2018; Sugden, 2009). Over the past few decades, there have been many improvements made to the way consumer behavior is analyzed. One of the more recent concepts about consumer behavior is known as push theory (Hansen, 2016).

Theory Planned Behavior

This theory was developed by Fishbein and Ajzen (1975) and refined by Ajzen (2015). According to the Theory of Planned Behavior, a person's behavior is preceded by their intention to perform the behavior. Intentions, in turn, are related to a set of variables including Attitudes, Subjective Norms, and Behavioral Control. Attitude refers to a person's positive or negative beliefs about certain behaviors. Subjective Norms are social perceptions that one feels about a behavior. Behavioral Control is the ability of one's perception to perform a behavior. According to Ajzen (1991), if Attitudes, Subjective Norms, and Behavioral Control are strong, the intention will be strong, which will lead someone to carry out the behavior given.

Strategies to Increase Community Love for Local Products

1. Local Product Campaign

Public policy and marketing are the most common strategies used to increase the consumption of local products and are strategies that generate stronger profits (Coelho et al., 2018). The government must deliver a message that makes consumers feel that purchasing local products is important for community development, creating healthy infrastructure, and promoting healthy living for future generations. Consumer ethnocentrism factors are often found to influence the willingness of people to consume local products (Anggasari et al., 2013; Bianchi & Mortimer, 2015; Karoui & Khemakhem, 2019; Monalisa, 2015; Nguyen et al., 2008; Tsai et al., 2013; Yildiz et al., 2013; al., 2018; Khairani & Abdillah, 2018). Holt (2018) research results encourage consumers to buy local products because it is by self-identity and moral obligations.

2. Labeling

When consumers shop at supermarkets, one of the difficulties experienced by the desire to buy local products is the absence of a sign of a local product. That is why giving labels to local products that indicate the origin of these products can be one of the strategies to increase local product purchases. Genderally, Jekanowski (2000) found that women have more tendency to buy local products. But they need the means to identify whether the product to be consumed includes local products. That is why the inclusion of local brands is a positive attraction for local products (Cameron & Elliot, 1998; Cleave et al., 2016).

3. Health information

Many studies show that the factors that influence buyers choosing local products are related to their safety and health. In addition to the distance factor that affects preservatives, there is another database that shows the impact of local consumption on health. One of the studies conducted by Salois (2012) is that the more small local food vendors in a location, the lower the level of obesity and diabetes in that location. Also, Hamilton et al. (2014) believe that urban agriculture together with local food production shows significant potential to prevent the obesity epidemic

4. Festival

Coelho et al. (2018) recommend creating policies that encourage food festivals that involve local producers to influence buying behavior that is friendly to the local economy. The results showed that involvement and positive emotions at food festivals were good predictors of food purchase behavior six months later, highlighting the importance of emotions and involvement in influencing food purchase choices (Coelho et al., 2018).

5. Improving the supply chain

Aside from campaign and exhibition approaches related to product extrinsic values, strategies to increase people's love for local product purchases must also be carried out to address issues related to intrinsic factors such as price and quality. The importance of quality can be seen from the research of Dharmatilake et al. (2019) towards the tea market in Sri Lanka which concluded that the tea market in Sri Lanka could be fully exploited if the quality of the tea was improved, especially the taste. According to Coelho et al. (2018), the quality of agricultural products depends on how a product is developed, and the process after it is harvested. That is why the method of planting, processing, and storing determines the quality of local fruits and vegetables. Continuity is one of the important factors influencing consumer interest, especially industry in buying local products (Adelianie, 2015; Dwiastari, 2019; Nafisah et al., 2014; Wirawan et al., 2014; Suryawardani et al., 2014). The findings of Lima-Filho et al. (2012) show that small producers are not ready to bear the costs of supermarket demand for quantity, quality, and variety.

6. Packaging

Differences in consumer purchasing behavior are driven by income levels and living sectors. Consumers with higher income levels are more aware of the brand and appearance. (Dharmatilake et al., 2019) Therefore marketers must put more effort into

developing a strong brand image. More investment needs to be made in promoting local brands and improving the appearance that can compete with imported products.

The Role of Government, Private and Mass Media in Consumption

Product consumption is part of a wider socio-economic system that involves many parties including government, corporations, and the media (Michaelis, 2003). The business community, together with the mass media and the government, has helped promote and emphasize a culture that emphasizes the core values of consumerism: material prosperity, individual success, technological advancement, and consumer choice. Brands and advertisements play an important role in influencing material consumption as a means to communicate values, identity, and social position.

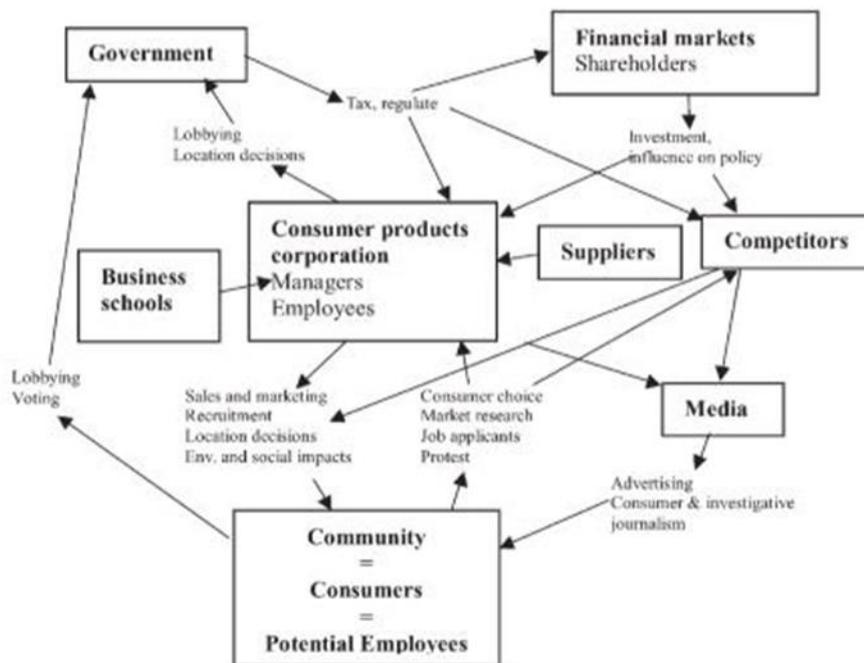


Figure 2 Map of the influence of consumer product companies (Michaelis, 2003)

As seen in Figure 2, the government, the business community, and mass media have a role that can influence people's consumption behavior. The business world through lobbying has the influence to influence government policy. But consumers also have the power to influence government policy. When the government makes policies by the wishes of the community, business people tend to be reactive and adaptable (Michaelis, 2003).

RESULTS AND DISCUSSION

Definition of Local Strategy and Products

Several studies conducted previously found discussions around the definition of local products revolve around geographical aspects, distance, and consumer perception (McFadden, 2015). Onozaka et al., (2011) found that local definition is influenced by the channels in which consumers take their products, which in turn, affect their willingness to pay for products labeled locally. Research shows adaptive consumers in their interpretations of what local meanings are based on where they live and the types of agricultural products available to them (Roper et al., 2015). Consumers in America generally define local agricultural products as agricultural products grown in a neighboring area or district, or the state (Wilkins et al., 2002; Harris et al., 2000). According to Printezis et al. (2019), discussions about the definition of local products occur around the location of the planting (city, province, or region), logo/brand/label, or distance from the point of sale. While Zepeda and Leviten-Reid (2004) found consumers who considered the product to be called local based on the travel time. James, et al. (2009) say the product is called local if it is produced within 100 miles of the point of sale or regional boundary. Some programs of the United States Ministry of Agriculture (USDA) use the definition of a maximum distance of 400 miles from the place of origin of the product or the place where the product is produced (Tropp, 2013). Regional Regulation No. 3 of 2013 concerning the Protection of Local Fruits defines local fruit as all types of fruits that developed and cultivated in Bali. From this discussion, it can be concluded that the product is called local if it is produced in a certain area, produced within a certain distance, or received a label from a certain place.

Factors Influencing Local Food Consumption

In Bali, food consumption and food ingredients are high. BPS (2019) noted that the highest expenditure index for Balinese is in the consumption of food and processed foods. The expenditure index for these two expenditure groups in the first and second quarters of 2019 was recorded at 128.91 and 124.73, respectively. In these two quarters, the consumption volume index of the food group recorded 126.82 while that of the non-food group recorded 114.12. Some of the food and food consumed are local

products. According to Liu (2018), the reason people consume local products is because of its quality, its contribution to the income of farmers, especially small businesses, driving the local economy and rural communities, improving food supply chains, and providing environmental benefits. This is reinforced by a study conducted by Bianchi and Mortimer (2015) who found that the strongest driver of local food consumption was the attitude toward local food. There are extrinsic and intrinsic factors that influence consumer decisions in buying local agricultural commodities. Generally, extrinsic factors that influence the purchase of local products are related to the perception that the purchase of local products is good for local economic development.

Social class affects consumer preferences for buying food. Studies in Romania show that local and organic products represent multidimensional constructs and their preferences are rooted in motivations that are far more diverse than consumers' socio-demographic backgrounds (Nistor, 2016). According to Adelianie (2015), several reasons make hotels in Bali serve local fruits. The first is quality. What is meant by quality is taste, appearance, size, color, and cleanliness. Second, continuity. One of the challenges of local fruit, especially in developing countries, is the lack of use of technology that ensures fruit sustainability throughout the year. Third, price. The price of local fruit which is much cheaper becomes an advantage, although specifically for seasonal fruit it is a challenge because prices can surge when not in season. The fourth factor is the variation in presentation. Lower prices allow the hotel to serve local fruit by the season where costs are charged to the room price. Fifth, policy. The existence of government regulations and hotel policies greatly helps the absorption of local fruit. In the study of Ernawati et al. (2017) towards tourists and hosts in Community Based Tourism (CBT) in Bali showed strong support for local food consumption. Tourists even show a stronger desire to consume local food. Although tourists also consider hygiene and hygiene factors. This shows that health factors remain a priority for tourists.

Barriers to Consumption of Local Production Foods

For consumers, factors such as higher prices, unattractive packaging, and availability problems become a lack of local agricultural products (Nistor, 2016). Empirical studies show consumers tend to value alternative food products such as local, traditional and organic products more expensive than conventional products (Barnett et al., 2005; Adams and Adams, 2011; Johnston et al., 2011). Buying food grown locally is also proven to have obstacles and limitations for consumers. These barriers include location, number of trips needed, price, and comfort (Roper et al., 2015). Barriers to local product uptake in developing countries are usually related to quality. Although the price is cheaper, the quality of local products is usually seen as worse than imported products (Batt & Parining, 2000).

In the consumption of local fruit by star hotels in Bali, Adeliyani (2015) noted that the obstacle that occurred was that there were still local fruits that were not fresh or rotten. Some fruits are not free from twigs and leaves due to the inadequate sorting activities by producers. According to the Bali Province Agriculture and Food Security Office, several factors that make local farmers' interest in entering hotels and supermarkets relate to time, cost, and capital. Conducting local fruit sorting and grading activities requires additional time and costs for farmers. Also, payments behind the farmer can not immediately turn the money. That is why local farmers prefer to sell their crops directly even at lower prices. These constraints include the basis for the emergence of Bali Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Bali's Agricultural, Fisheries, and Local Industry Products.

According to Coelho, et al. (2017), data on environmental, economic, and health impacts resulting from consumption of locally produced food compared to those produced far from where consumption is not much. Although in general, food produced in ways that are adapted to the local environment and the use of environmentally friendly technology is one of the positive factors in promoting environmental, economic, and community health. Information possessed influences attitudes towards local food. The more information held about the impact of local food consumption the greater the intention to consume local food (Feldmann & Hamm, 2015).

The Role of the Bali Provincial Government in Increasing Interest in Buying Local Fruits

Food policy includes the government's collective efforts to influence the decision-making environment of food producers, food consumers, and food marketing agents for further social purposes (Bailey, et al, 1983). According to Stevens (2010), the government can indirectly promote sustainable production by motivating consumers and encouraging sustainable consumption. Governments can intervene in the market to overcome the failure of consumers to take into account the environmental and social costs of their consumption.

According to Testa (2018), the intention to buy local products is influenced by soft policy, middle-level actors, and social norms. The government has a role to influence consumer behavior through policies or regulations. At the provincial level, regulations that can be used are Regional Regulations and Governor Regulations. In recent years, the Provincial Government of Bali has issued several food policies that have implications for local fruit. These regulations include Regional Regulation (Perda) of Bali Province Number 3 of 2013 concerning Protection of Local Fruits, Bali Governor Regulation (Pergub) Number 99 of 2018 concerning Marketing and Utilization of Bali's Agricultural, Fishery, and Industrial Products. Finally, the Bali Provincial Government issued a Bali Provincial Regulation Number 8 of 2019 concerning Organic Agriculture Systems.

Efforts to prioritize local products in Bali Province Regulation Number 3 of 2013 concerning the Protection of Local Fruits can first be seen from article 24 paragraph (1) which states that local fruit businesses prioritize the use of regional local fruit facilities. Furthermore, in terms of marketing listed in article 49 to article 51. In article 49 it is mentioned that the Governor facilitates marketing by maintaining the balance of supply and demand for local fruit products; building effective and efficient marketing systems through periodic local fruit markets in strategic locations, auction markets, commodity exchanges, cultivation contracts, partnerships, and agribusiness sub terminals; and providing marketing facilities in traditional markets. Whereas Article 50 paragraph 1 states that marketing efforts are carried out through the promotion of products and services and the dissemination

of market information, at the regional, national, and/or international levels. Furthermore, Article 51 states that the Governor together with business actors conducts promotions to increase public awareness of local fruit products and services; consumption and use of local fruit products; investor interest; market share; foreign exchange earnings; and local fruit agro-tourism. Perda No. 3 of 2013 does not specifically regulate what should be done by the government, that is why the translation is very dependent on the perception of regulators.

Another certainty regulated in Regulation No. 99 of 2018 is the obligation of the industry to absorb local products. In this case for Food Crops, Horticulture, and Plantation products (including fruits) Supermarkets / Modern Stores are required to use at least 60 percent of local products from the total volume of products marketed. Whereas in the tourism industry such as Hotels and Restaurants the amount is at least 30 percent of the volume of products needed. For this to happen, hotels/restaurants will be given marketing strategies such as providing fruit baskets in each room according to the season, adjusting the menu to the harvest season, and making farmer groups a target group by using the company's CSR (Corporate Social Responsibility) funds. To provide price guarantees that can make farmers prosperous, Pergub 99/2018 requires farmer partner companies (Stores / Supermarkets / HOREKA) to buy local agricultural products at a price of at least 20 percent above production costs. These collaborative efforts are part of the role of the Provincial Government of Bali in engaging mid-level actors to increase the consumption of local products. The business community and mass media are included as middle-level actors. Another policy that has a contribution to the consumption of local products is the policy on disposable plastic restrictions. This policy indirectly makes government agencies, especially in the scope of the Provincial Government of Bali, switch to local materials that use natural packaging, including absorbing local fruit. In previous studies also found ethnocentrism affects the consumption of local products. In this case, the provincial government of Bali has spawned several policies that allegedly influenced the level of ethnocentrism of the Balinese people. Among them are policies on the use of Balinese traditional clothing preservation of Balinese script and the use of the Balinese language. Both of these soft policies at the same time reinforce the importance of social norms in increasing interest in buying local products.

One strategy to increase local product purchases is through the procurement of festivals and exhibitions. The Provincial Government of Bali through the Department of Agriculture and Food Security and the Department of Industry and Trade has implemented this strategy. Regarding the Local Regulation on Organic Agriculture, Head of the Agriculture and Food Security Office of the Province of Bali, Ida Bagus Wisnuardhana, in an interview with the author, said that it was still very new so that it had not yet run and could not be evaluated. But the substance of this Perda is very supportive of increasing local fruit consumption both in terms of production through the provision of organic fertilizer, cooperative involvement, product registration to marketing facilitation. One of them is by improving quality, quality, increasing quantity, and safety of consumption. These factors are factors that influence consumer buying interest. Organic farming also suits the tastes of the upper middle market and the needs of tourists. Organic farming is also believed to be good for both health and the environment. But not a few local consumers who are not aware of this. Education is needed to make people more aware that buying local and organic fruit is beneficial for health, the environment and the welfare of the community

A very important strategy in increasing local product purchases is through education. Education is part of the promotion that affects all stakeholders, especially the community. One of the educational steps echoed by the Provincial Government of Bali is through the slogan Love the Local Products, Use Your Production. This slogan is stated in the circular of the Governor of Bali Number 5774 of 2019 concerning the Implementation of Bali's Governor Regulation Number 99 of 2018 concerning Marketing and Utilization of Bali's Agriculture, Fisheries, and Industrial Industries. In a circular dated May 17, 2019, it was stated in point 4 that "Together the community generates pride in the use of local Balinese products with the slogan" *LOVE PRODUCTS IN THE COUNTRY, USE YOUR PRODUCTION* ". Since then, the billboards made by the Dinas KP of the Province of Bali have included the slogan. Dinas TP is not the only OPD that promotes local products. Head of the Bali Provincial Industry and Trade Office I Wayan Jarta said the Bali Provincial Industry and Trade Office supported the campaign even though it did not make it a special activity.

Based on the author's search of one of the online media in collaboration with the Bali Provincial Secretariat of Public Relations and Protocol in 2019, four news reports on local fruit were found originating from the release of the Bali Provincial Secretariat of Public Relations and Protocol. In addition to the news, the Bali Provincial Secretariat of Public Relations and Protocol also produced public service announcements. From searching YouTube account dok.bali which became an official account that displays advertisements made by the Bali Provincial Government, only 1 ad out of 22 advertisements made in 2019 promotes consumption of local fruits. The Bureau of Public Relations and Protocol and the Regional Secretariat of Bali Province also made billboards and banners related to the Bali Provincial Government's program including the consumption of local products. It's just not found data on how many billboards about local fruit installed and installed anywhere the billboard.

Although it looks a little, the news made by the Bali Provincial Secretariat of Public Relations and Protocol of the Province of Bali should be felt echoing. This is because the Bali Provincial Government is collaborating with mass media in Bali. One public service advertisement can be aired many times on electronic media such as television and local radio. Coupled with the installation of billboards at strategic points for days, public awareness of local fruits should increase. In addition to policies that directly touch the local fruit trade system, the Provincial Government of Bali also issues several policies that indirectly impact on local fruit consumption. The first is the policy to limit the generation of plastic waste. This policy has two implications. The first is the increasing sentiment of Balinese people on environmental issues and sustainable development. In several studies mentioned the movement of local food consumption is associated with issues of reducing carbon emissions and sustainable development that has the support of the United Nations. The second implication is related to the emergence of the movement of minimal consumption of plastic waste, especially in government agencies. So far, plastic waste has arisen from processed and processed foods. Therefore, one reasonable substitute in the reduction effort is to replace it with local foods, including fruits.

Other policies that are thought to have implications for the consumption of local products are policies related to the preservation of culture and local wisdom. For example, regulations governing the community's obligation to use the Balinese language and characters allegedly increase the nationalism of Balinese people. Several previous studies confirm that increasing consumer ethnocentrism affects the intention to buy local products. Like environmental issues, policies in the field of culture also form social norms that can influence consumer preferences. In the 2019 Bali Province Regional Secretariat Public Relations and Protocol Bureau, these policies received a greater portion than the issue of local fruit so that the effect on community perceptions and social norms was certainly greater.

The Role of Mass Media in Increasing Interest in Buying Local Fruits

The media plays a central role in informing the public about what is happening in the world, especially in areas where the audience has no direct knowledge or experience. Various empirical studies find the impact of media coverage in various fields such as disability, climate change, and economic development (Happer & Philo, 2013). The media play the role of facilitation (through repetition and reinforcement of messages) and the formation of behavior. This role will succeed if there is a direct impact felt by the people receiving the message. The media can play a central role not only to legitimize certain actions but also to gain trust and credibility in a social policy that will be implemented (Happer & Philo, 2013).

Democracy in Bali is very good. Bali's Democracy Index is 82, the second-highest in Indonesia. This figure among others shows the freedom of the press in Bali is good. The press in Bali is indeed growing well. In Bali, there are quite a lot of mass media that are still operating. The Bali Provincial Communication and Information Bureau noted 90 print and electronic media in Bali. This mass media consists of 4 television media, 31 radio media, 36 online media, and 19 print media.

Mass media products often include content groups. For example, each newspaper edition is a collection of many articles, usually divided into groups of topics such as sports, business, and entertainment. Television news is a collection of stories. Indexes to the World Wide Web organize content sites by topic and subtopic. Listing to all websites is not possible. Cluster sampling allows the selection of group probabilities and then subgroups of indexes; random sampling in these subgroups will lead to specific content units (Riffe, et al, 2005). Efficient mass media sampling to infer one year content often involves stratified sampling because mass media content varies systematically with periods. Content analysts need to realize that sampling can involve probability samples based on time, content, or both.

In this paper, the authors take three samples of electronic mass media (online media). With high internet penetration in Bali, the majority of information consumption is currently done online. In selecting the sample, the writer took three online media with the highest Google Page Rank, namely Bali Post (<http://www.balipost.com>), Nusa Bali (<http://www.nusabali.com>) and Beritabali.com (<https://www.beritabali.com>). The period used is the leadership of Bali Governor Wayan Koster - Deputy Governor of Bali Tjokorda Oka Artha Ardhana Sukawati, which began on September 5, 2018, until the time of this research (May 12, 2020).

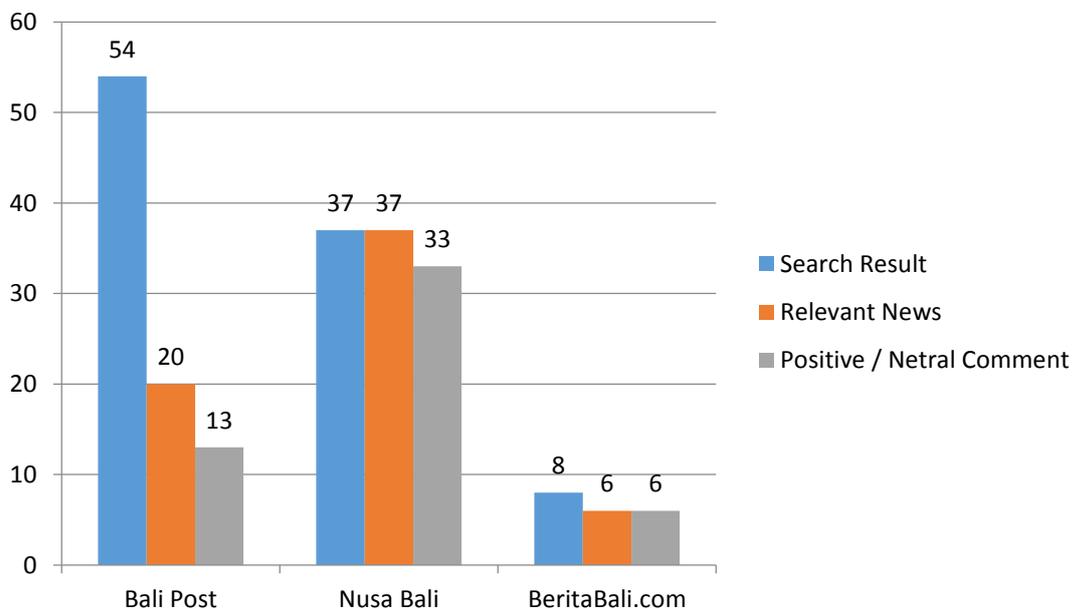


Figure 2 News about Local Fruits in Bali's Three Online Media in the period September 2018 - May 2020

From the search results using the keyword "local fruit" on the Bali Post news site found 54 search results. But of that number only 20 news related to local fruit. A total of 13 news shows positive sentiment towards purchasing local products. Furthermore, on the Nusa Bali news site, the search results showed that there was 37 news about local fruit that had been aired since September 5, 2018. Of these 33 of them had positive sentiments. While the search results with the keyword 'local fruit' on the

Beritabali.com news site only display eight news items with six of them showing positive sentiment. From the search results using the keyword "local fruit" on three online media sites, obtained 99 search results that are scattered. Search results on the Bali Post online media found 54 search results. Of this only 20 news contained content related to local fruit. A total of 13 news shows positive/neutral sentiment towards the purchase of local products. Furthermore, on the Nusa Bali news site, the search results showed there was 37 news about local fruits that had been aired since September 5, 2018. Of these 33 of them were positive/neutral sentiments. While the search results with the keyword 'local fruit' on the Beritabali.com news site only display eight news items with six of them showing positive/neutral sentiment. A total of 63 news about local fruit in online media, 52 news, or 82.5 percent of them showed positive sentiment. This shows the mass media has positively imaged the consumption of local fruit in the community.

When viewed from the time of its broadcast, news about local fruit most appeared in January - April 2019. This was thought to be caused by the issuance of Bali Governor Regulation No. 99 of 2018 concerning Marketing and Utilization of Bali's Agricultural, Fisheries, and Local Industry Products. Although it was passed on December 28, 2018, Pergub Bali No. 99 of 2018 was only socialized on January 7, 2019, in Pengotan Village, Bangli Regency. In February 2020 the quantity of local fruit reporting increased again. There is no uniformity of sources in this news. Exposure to the issue of local fruit is more driven by the Galungan day which falls on February 19, 2020. This data shows the issue of local fruit in the mass media can be influenced by two things. The first is the government through policies, programs, or activities related to local fruit. The second is due to local wisdom where the need for fruits for the benefit of ceremonies in Bali is usually an interesting topic ahead of religious holidays.

CONCLUSION AND SUGGESTION

From the discussion previously described, it can be concluded as follows:

- 1) Bali local fruit is any type of fruit that is planted or cultivated within the province of Bali or has a Balinese production label
- 2) Interest in Buying Local Fruits is influenced by extrinsic and intrinsic factors. Intrinsic factors include quality, price, and continuity. While extrinsic factors that influence include health issues, environmental stewardship, concern for the local economy, ethnocentrism and government policies
- 3) The Provincial Government of Bali has made several policies that directly or indirectly affect the interest in buying local food products. These policies touch all aspects from upstream to downstream.
- 4) The Provincial Government of Bali has also collaborated with mid-level actors to increase interest in buying local food products. Collaboration with the business community is carried out with formal agreements that directly affect the number of purchases of local food products.
- 5) Another mid-level actor invited by the Provincial Government of Bali to increase interest in buying local products is the mass media. The Provincial Government of Bali has made several promotional efforts through various mass media channels. But the intensity of promotions carried out by the Government of the Province of Bali has not been much.
- 6) The low level of promotion to the public through mass media to buy local fruit is because there is no specific budget to carry out the promotion. Although there is a budget for collaboration with the mass media at the Office of Information Communication and Statistics of the Province of Bali, its use is global for the benefit of the leader's publications and priority programs. Therefore this shows that although this issue has become one of the superior programs, its promotion has not yet become a priority of the Provincial Government of Bali.
- 7) Some policies taken by the Provincial Government of Bali affect social norms in the community. Among them are related to environmental stewardship and ethnocentrism. Therefore, this policy also indirectly affects people's buying interest in local products.
- 8) Mass media, especially online media, has provided a portion of reporting on the issue of local fruit, although its intensity is still small compared to other issues. The majority of these reports show positive or at least neutral sentiment.
- 9) Aside from being pushed by the government, the issue of local fruit in the mass media is also influenced by local wisdom, namely the religious holiday which requires the availability of fruits as a means of ceremonies.

Based on the challenges and obstacles that exist in the consumption of local food, it can be suggested several things as follows:

- 1) The Provincial Government of Bali has made several policies to overcome obstacles and challenges related to intrinsic factors such as quality, price, and continuity. All that is needed is to oversee and evaluate these policies so that their implementation is more optimal and has a positive impact on the welfare of farmers.
- 2) Along with improvements in terms of quality and other intrinsic factors, the Provincial Government of Bali can encourage more education and promotion strategies as a form of encouragement (nudge) to the community to prioritize local fruits due to health, environmental and environmental benefits. the welfare of local farmers. As said by the Head of the Agriculture and Food Security Service of the Province of Bali, when the cash flow in farmers runs smoothly and they get a reasonable profit from their efforts, quality improvement will follow.
- 3) To be able to carry out strategies and promotions budget and program priorities are needed. For this reason, the Provincial Government of Bali through the Bali Provincial Communication and Information Agency can work together with the Distan KP and Disperindag to create an appropriate schedule and promotion strategy to increase public awareness.
- 4) With the many policies that are suspected to have an indirect effect on buying interest in Local Products, there needs to be research to assess how much the impact of extrinsic factors influences local fruit buying interest in Bali.

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