

Development of Community Economic Potential through Soybean Commodities in Sidorukun hamlet, West Stabat Lama Village, Langkat Regency

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ABSTRACT

Most of the people in Sidorukun Hamlet depend on their livelihoods through the soybean commodity business which is then produced into tempeh, tofu, soy milk and tempeh crackers. This research aims to find soybean commodity products that have the most potential in developing the community's economy, as well as ways to increase the selling power and quality of soybean commodity products. This research is descriptive research using a qualitative approach. Data collection techniques in this research were carried out through observation and interviews. There were 6 informants in this study. The soybean commodity with the most potential is tempeh crackers, due to its longer shelf life and flexibility in distribution. To increase selling power, this can be done through e-commerce, diversifying products and brand image. In improving product quality, producers must have high quality human resources and routine quality control.

ABSTRAK

Sebagian besar masyarakat di Dusun Sidorukun menggantungkan hidup melalui usaha komoditas kedelai yang kemudian diolah menjadi tempe, tahu, susu kedelai dan kerupuk tempe. Penelitian ini bertujuan untuk menemukan produk komoditas kedelai yang paling berpotensi dalam mengembangkan perekonomian masyarakat, serta cara meningkatkan daya jual dan kualitas produk komoditas kedelai. Penelitian ini merupakan penelitian deskriptif dengan menggunakan pendekatan kualitatif. Teknik pengumpulan data dalam penelitian ini dilakukan melalui observasi dan wawancara. Informan dalam penelitian ini berjumlah 6 orang. Komoditas kedelai yang paling potensial adalah kerupuk tempe, karena daya simpannya lebih lama dan fleksibel dalam pendistribusiannya. Untuk meningkatkan daya jual dapat dilakukan melalui e-commerce, diversifikasi produk dan brand image. Dalam meningkatkan kualitas produk, produsen harus memiliki sumber daya manusia yang berkualitas dan melakukan pengendalian mutu secara rutin.



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INTRODUCTION

The development of the community's economic potential is an effort to develop a sustainable and active community condition based on the principles of social justice and mutual respect. In addition, community development is also interpreted as a commitment to empowering the lower layers of society so that people have various real choices regarding their future, as the word of Allah in QS. Ar-Ra'd: 11:

إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّى يُغَيِّرُوا مَا بِأَنْفُسِهِمْ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ سُوءًا فَلَا مَرَدٍّ لَهُ وَمَا لَهُمْ مِنْ دُونِهِ مِنْ وَالٍ

Which means, "Indeed, Allah does not change the state of a people so that they change the state that exists in themselves. And if Allah wills evil against a people, then no one can resist it; and there is no protector for them but Him." (Q.S. Ar-Ra'd: 11)

The wealth of local potential is able to provide abundant benefits for the economic prosperity of the local community, good resources will bring economic value to the community. However, the reality is that the wealth of abundant resources is on the contrary less beneficial to the community, not because of the low quality of the resources, but because of the low ability of the community to manage and utilize these resources to the fullest.

The abundance of local potential in an area is able to create creativity that can provide opportunities to the community by pioneering a home business or what is now often called Home Industry. Home industry is a small business centered at home which can be the main component to develop local potential, build independence and meet the needs of life. Although on a small scale, this industry is very helpful for this home industry is very important to develop and explore the creativity of the community, create jobs, and help increase family income in the community by utilizing the local potential in the region. Each region has different local potentials, be it human resources or natural resources, and has different characteristics in managing the results of existing resources. Resources in an area show the livelihood of a community. In addition, the resources around it can be used to improve community welfare and the quality of human life. Even so, the potential is meaningless if it is not developed properly and appropriately.

The economic potential of a region is the economic ability found in the area that is possible and feasible to be developed so that it can develop into a source of regional income and become a source of economic livelihood for the local community. With the development of existing potential, it can even encourage regional economic development (Suparmoko, 2002). Economic development is a state of change in the economic condition of a group of people by constantly moving towards better conditions in a certain period of time. Economic development is a joint and deliberate effort to improve the quality of one's existence in the economic field while still using the life talents possessed by members of society (Hasyim, 2017). In the development of economic potential, when associated with the activities of economic sectors in a region, it will be inseparable from how the economic sector can play a role as a spur for the development of other sectors in the region.

As well as the Micro, Small and Medium Enterprises (MSMEs) of soybean commodities in Sidorukun Stabat Hamlet which seeks to develop the potential of the community around the area to help reduce the poverty and unemployment rate in the West Stabat Lama Village area. This economic strengthening is expected to be able to encourage the improvement of people's ability to revive their economy.

Based on the definition from the Great Dictionary of the Indonesian Language (KBBI), commodities are the main merchandise or commercial goods. Commodities can also be interpreted as raw materials that can be classified according to their quality and adjust to international trade standards, for example rubber, coffee, and wheat. In addition, commodities also have the meaning of basic commodities, commercial commodities, which can be classified according to the quality of international standards. (Regional Infrastructure Development Agency of the Ministry of PUPR, 2017)

Commodities are goods or products that can be traded to make a profit. Therefore, it can be concluded that a commodity is a collection of objects that have a visible form that can be stored for a certain period of time to be exchanged for other products that are equivalent in type and price. (Faisal, 2023)

Soybean plant (*Glycine max* (L.) Merrill) Soybeans are food crops in the form of shrubs that grow upright. Wild soybean *Glycine ururiensis*, is a soybean that derives a variety of soybeans known today soybeans (*Glycine max* (L.) Merrill). The roots of soybean plants consist of taproots, lateral roots, and fibrous roots. In loose soils, these roots can penetrate the soil to a depth of 1.5 m. On the lateral roots there are root nodules which are a group of N-binding rhizobium bacteria from the air. This root nodule will usually form 15-20 days after planting, in addition to being a nutrient absorber and plant support, at the root is the place where the root nodule/nodule is formed which functions as a natural factory for the fixation of air nitrogen by the activity of Rhizobium bacteria. (Mursiani, 1993) (Hanafiah et al., 2000)

Soybeans are the main food commodity in Indonesia after rice and corn. Soybeans are also one of the agricultural commodities that are the basic ingredients of food such as tofu, tempeh, soy sauce, tauco, oncom, and milk. The demand for soybeans in Indonesia from year to year continues to increase, but the production is decreasing due to the decrease in the area of harvest. In addition, the obstacles to Utazama in increasing soybean production are due to the unattractive price, and the profits that can be obtained from the farming are seen as inadequate. Another cause that affects the decline in domestic production is the switch of farmers to other food commodities that are more profitable and the risk of crop failure is smaller. On the other hand, Soybean plants are very susceptible to pest attacks at various stages of growth, so they are in dire need of pesticides. This causes high production costs which at the same time reduce the competitiveness of soybeans, especially against other crops such as corn, peanuts, and others. This condition causes farmers to be less interested in planting soybeans. (Harsono, 2011) (Budhi & Aminah, 2016) (Tastra et al., 2012) (Swastika, 2015)

Most of the people in Sidorukun Hamlet depend on their livelihood through the soybean commodity business which is then produced into tempeh, tofu, soy milk, and tempeh crackers. There are 75 workers in the hamlet in making tempeh crackers, a total of 110 family cards from the Sidorukun Hamlet Community, West Stabat Lama Village, Stabat District.

The demand for soybeans in Indonesia from year to year continues to increase, but the production is decreasing due to the decrease in the area of harvest. In addition, the main obstacle in increasing soybean production is due to unattractive prices, and the profits that can be obtained from such farming are seen as inadequate. Another cause that affects the decline in domestic production is the switch of farmers to other food commodities that are more profitable and the risk of crop failure is smaller. On the other hand, Soybean plants are very susceptible to pest attacks at various stages of growth, so they are in dire need of pesticides. This causes high production costs which at the same time reduce the competitiveness of soybeans, especially against other crops such as corn, peanuts, and others. This condition causes farmers to be less interested in planting soybeans. (Harsono, 2011) (Budhi & Aminah, 2016) (Tastra et al., 2012) (Swastika, 2015)

Therefore, this research is important because in addition to the limited number of research, it is also to find potential in developing the soybean commodity business in order to increase productivity and seize local market opportunities and improve the welfare of local MSMEs. This research aims to find the most potential soybean commodity products in the economic development of the village, as well as how to improve the marketability and quality of soybean commodity products in Sidorukun Hamlet, West Stabat Lama Village, Wampu Stabat District.

Previous research is an effort by researchers to find comparisons and then to find new inspiration for future researchers, in addition, previous studies help researchers to position

research and show the originality of research. The following is a previous research that is still related to the theme that the author studied:

- A. Research by Rahma et al (2024), in their research entitled "Identification of Potential for the Development of Food Crop Commodities in Bantargadung District, Sukabumi Regency". This type of research is descriptive, using a qualitative approach method. The result of this study is that peanut commodities in Bantargadung District are the base sector with an LQ of 70,040 and production of 798.39 tons/hectare. With a high level of production, peanut commodities have the potential to develop agriculture, improve the economy and can become an export commodity.
- B. Research by Namah Medah (2020), in her research entitled "Priorities for the Development of Food Crop Commodities in Rote Ndao Regency, East Nusa Tenggara Province". This type of research is descriptive, using a qualitative approach method. The results of this study are Based on the results of the Analysis of Location Quotients (LQ) based on the average production of food crops, it can be explained that each sub-district has a superior commodity based on the highest LQ value. Priority strategies that can be carried out in the development of superior food commodities are optimizing agricultural land, diversifying farming in production activities and post-harvest processing activities to absorb available labor.

The difference between this study and the previous research is that the previous research led to food crop commodities, while this research only led to soybean commodities. The focus of previous research also led to developing agriculture, while this research focused on developing local MSMEs.

In the development of the soybean commodity industry, especially in Sidorukun Hamlet, West Stabat Lama Village, Wampu Stabat District, there are problems that often cause entrepreneurs to be ineffective in running a business. With the problem that occurs that soybean commodity products require the development of potential to prosper MSMEs in Sidorukun Hamlet, West Stabat Lama Village, Wampu Stabat District.

The formulation of the problem in this study is how to find the potential in developing the soybean commodity business by finding the most potential soybean commodity products in the economic development of the community, as well as how to increase the marketability and quality of soybean commodity products in Sidorukun Hamlet, West Stabat Lama Village, Wampu Stabat District.

RESEARCH METHODS

This research is a descriptive research on a qualitative approach because the author starts from qualitative data input (human perception) with the help of data from informants. The determination of informants is carried out by purposive sampling, namely the selection is carried out based on the type of information or considerations that have been determined previously and the identification of groups or people who have certain specificities related to their positions, expertise, and experience in doing business. (Witjaksono, 2017)

Informants in research are people or actors who really know and master the problem, and are directly involved in the research problem. The informants in this study are 6 people, namely:

- a. Mrs. Iyem as the owner of a tempeh cracker factory
- b. Mrs. Sri as a worker at a tempeh cracker factory.
- c. Mr. T. Firmansyah as the Village Head.
- d. Mrs. Aulia Hapni as Head of TU and General Affairs.

- e. Mrs. Suwai as a Village Community.
- f. Mrs. Wati as a Village Community.

The data sources to be used consist of primary data, namely data obtained or collected by the researcher directly from the data source and secondary data, namely data obtained indirectly by the researcher, in the form of literature studies or literature, articles from magazines, journals and newspapers. Primary data was obtained from informants with a total of 6 people. The data collection technique in this study was carried out through observation and interviews. (Nurwanda & Badriah, 2020; Siyoto & Sodik, 2015)

This study uses the source triangulation technique to determine the validity of the data. Source triangulation was carried out to compare the interviews of the interviewees with the observations and results obtained, so as to draw conclusions from the data obtained. The analysis method used is the descriptive analysis method. The descriptive analysis method is used to analyze, describe, and summarize various conditions and situations from various data collected in the form of interviews or observations in the development of soybean commodity businesses. Descriptive analysis is one of the problem-solving methods by describing the current subject or object of research with visible facts. By using descriptive analysis, the data that will be presented is in the form of descriptive data with written words from the behavior observed at the research location. (Soedjono & Abdurrahman, 2005)

RESULTS AND DISCUSSION

West Stabat Lama Village is an expansion village consisting of 8 (eight) hamlets, namely Pantai Luas Hamlet, Ampera I Hamlet, Ampera II Hamlet, Tanjung Pinang Hamlet, Pasar Melintang Hamlet, East Dondong Hamlet, Mekar Sari Hamlet, Pasar Batu Hamlet. West Stabat Lama Village is partly on the banks of the Wampu river and partly on a plain above ± 10 m above sea level. It consists of residential land, people's plantations, rice fields and others. The types of land in West Stabat Lama Village consist of 177 hectares of rice fields, 317 hectares of dry land, 145 hectares of plantation land, and 13 hectares of public facilities.

West Stabat Lama Village is famous for its local MSMEs which are soybean commodity products such as tempeh, tofu, soy milk, and tempeh crackers. Most of the people in Sidorukun Hamlet depend on their livelihood through the soybean commodity business.

Based on the results of observations and interviews with several people in Sidorukun Hamlet, West Stabat Lama Village, Wampu Stabat District, the informants said that the role of the community in developing the economic potential of the village through soybean commodities is by making tempeh, tofu, soy milk, as well as tempeh crackers.

Of these several soybean commodities, the researcher will compare which one has the most potential to develop the economy in Sidorukun hamlet, West Stabat Lama Village, Wampu Stabat District.

1. Tempeh and Tofu

These products have a relatively short shelf life, about 1-3 days. Because it deteriorates quickly, sales are more limited to the local market around Sidorukun Hamlet. In one month, the average sales of tempeh and tofu reached 500-700 units, with a selling price of around IDR 2,000 to IDR 5,000 per unit. However, due to durability limitations, these products cannot be sold in a wider range or marketed online.

2. Soy Milk

Similar to tempeh and tofu, soy milk also has a short shelf life. In one month, the production and sales of soy milk reached 300-400 bottles with a selling price of IDR 10,000 to

IDR 15,000 per bottle. The sale of soy milk is also limited to the local market and cannot be shipped outside the region due to its short shelf life.

3. Tempeh Crackers

Unlike other products, tempeh crackers have a longer shelf life, around 2-3 months if packaged well. In one month, the sales of tempeh crackers reached 1,000-1,500 packs with a selling price of IDR 8,000 to IDR 12,000 per pack. The marketing potential of tempeh crackers is wider because it can be marketed outside the region and also online, increasing sales and income opportunities for the local community.

Table 1. Advantages and Disadvantages of Each Product

Product	Excess	Deficiency
Tempeh	Rich in protein, popular in local market, easy to produce	Short shelf life, can only be sold around the local area
Know	Rich in protein, many culinary variations, stable demand	Short shelf life, limited to the local market
Soy Milk	Animal milk alternatives, rich in nutrients, are in demand by healthy consumers	The shelf life is very short, difficult to market outside the region
Tempeh Crackers	Long shelf life, can be widely marketed and online	Requires longer and more complex production processes

Calculation of Sales Revenue on Each Product

The following is an estimate of the calculation of revenue from the sale of each soybean product in Sidorukun Hamlet, West Stabat Lama Village.

Tempeh

1. Price per unit: IDR 5,000
2. Average sales per month: 600 units
3. Revenue per month: 600 units x IDR 5,000 = **IDR 3,000,000**

Know

1. Price per unit: IDR 6,000
2. Average sales per month: 500 units
3. Revenue per month: 500 units x IDR 6,000 = **IDR 3,000,000**

Soy Milk

1. Price per bottle: Rp12,000
2. Average sales per month: 350 bottles
3. Revenue per month: 350 bottles x IDR 12,000 = **IDR 4,200,000**

Tempeh Crackers

1. Price per pack: IDR 10,000
2. Average sales per month: 1,200 packs
3. Revenue per month: 1,200 packs x IDR 10,000 = **IDR 12,000,000**

Total Revenue

If you add them up, the total revenue from all products per month is:

- **Tempeh:** IDR 3,000,000

- **Tofu:** IDR 3,000,000
- **Soy Milk:** IDR 4,200,000
- **Tempeh Crackers:** IDR 12,000,000

Total revenue per month: IDR 3,000,000 + IDR 3,000,000 + IDR 4,200,000 + IDR 12,000,000 = **IDR 22,200,000**

Based on each income, the form of diversification of tempeh products, namely in the form of Tempeh Crackers, has the greatest revenue value compared to non-durable products in the form of tempeh and tofu.

Development Potential

1. Tempeh, Tofu, and Soy Milk

Although it has a good demand in the local market, this product has limitations in marketing reach due to its short shelf life. The development potential lies in improving the quality and diversifying products to meet local market preferences.

2. Tempeh Crackers

This product has greater development potential due to its longer shelf life and flexibility in distribution. Tempeh crackers can be marketed not only in the local market but also outside the region and through online platforms, so that it can increase people's income and expand market reach.

How to Improve the Marketability and Quality of Soybean Commodity Products

1. Increase Product Marketability

A. Marketing Development Through E-Commerce

One of the strategic steps that can be taken by MSMEs in developing the marketing of soybean products, especially tempeh crackers, is to take advantage of e-commerce. E-commerce provides a great opportunity to reach a wider market, both nationally and internationally, which was previously difficult to achieve with conventional marketing methods (Samingan et al., 2024). Through e-commerce platforms such as marketplaces and social media, the tempeh cracker products produced can be known by consumers from various regions. This not only increases product visibility but also speeds up the sales process and makes it easier for consumers to make purchases. According to Fatkhan and Chasanah (2024), the use of e-commerce also allows MSMEs to adapt to modern consumer trends that are increasingly dependent on technology in their daily lives, including in shopping.

In addition, e-commerce also provides advantages in terms of cost and resource efficiency. By operating through an online platform, MSMEs do not need to spend large costs on physical store rentals or high operational expenses. E-commerce also offers time flexibility, where products can be sold for 24 hours without operational time restrictions (Juhana et al., 2024). MSMEs can take advantage of various features provided by e-commerce platforms, such as sales data analysis, digital marketing strategies, and real-time inventory management, all of which can be used to optimize operations and marketing strategies. Thus, e-commerce is a very important tool in increasing the competitiveness of MSMEs in an increasingly competitive market.

B. Product Diversification

Product diversification is an important strategy that can help MSMEs meet increasingly diverse market needs and preferences (Suciani and Wathon, 2023). For example, soy milk, which is one of the soy-based products, can be developed by creating flavor variations such as chocolate, vanilla, or fruits. This variety not only adds to the appeal of the product but can also expand the base of consumers who may prefer certain flavors. Product diversification can also be a way to retain existing consumers while attracting new consumers, increasing sales, and ultimately increasing business revenue. By introducing various new products, MSMEs can be more flexible in responding to changes in market demand and consumer trends.

In tempeh cracker products, this diversification is actually the development of tempeh products that have a shorter shelf life. By processing tempeh into tempeh crackers, MSMEs have succeeded in creating products that are more durable and can be marketed more widely, including through e-commerce. Tempeh crackers have an advantage in terms of durability, which makes them easier to ship and sell to different regions, even to international markets. Thus, product diversification not only increases product value but also provides practical solutions to logistics and distribution problems, which is a common challenge for products with short shelf life.

C. Brand Image

In today's industry, creating a good brand image is important that maintains the company for the short to long term. Brand image can be built, of course, by branding early by determining brand character, which often has a unique brand character that will be easier to attach to the brand so that it can build a good brand image. Brand image is an image that is formed in the minds of consumers when interacting with brands, as well as a subjective perspective about brands that are formed through several things such as logos, designs, and personal consumer experiences.

A brand is a valuable asset because a brand can be a differentiator between similar products and is able to create value for a product. The greater the value, the greater the desire of consumers to choose the product. For example, HB tempeh products from Palembang are quite famous in the city of Palembang. Even HB Palembang tempeh products are marketed abroad because they are delicious and use quality soybeans. Quality perception is an opinion about the product as a whole with regard to what consumers expect. Product quality is very prioritized by customers because it is certain that it is processed or manufactured using selected ingredients. (Kotler & Keller, 2007) (Aaker & McLoughlin, 2010)

2. Improving Product Quality

A. Human Resources

According to high-quality human resources are human resources that provide competitive value, such as: competence, creativity, and imagination. Quality human resources are individuals who have the ability, knowledge, competence, and skills to produce satisfactory service quality. Processing soybeans into food ingredients such as tofu, soy milk, tempeh, and tempeh crackers is not an easy matter. It takes time and a long process to make these foodstuffs. Training is needed to produce delicious and quality pagan ingredients. Providing training to employees is a must. This activity was carried out as an effort to foster confidence and improve community skills in expanding business activities. The expected results are to improve the economy of the local community, especially for the better. Tannady (2017), (Dessler, 2015)

B. Quality Control (Pemeriksaan Kualitas)

Quality control is a process or system used by a business or organization to ensure that the products or services produced meet the set quality standards. Quality control or commonly

abbreviated as QC is carried out to identify potential defects or non-conformities with the company's quality standards. That way, the product or service can be improved and revised first before being released or sold to consumers.

Quality control includes the necessary testing, inspection, supervision, and corrective actions to ensure consistent quality and in accordance with customer expectations. The existence of quality control is very important to support customer satisfaction with products or services, as well as maintain the company's reputation in the eyes of the public. The objectives of Quality Control are:

1. Prevent Product Rejection from Customers. Quality control can help prevent products that do not meet quality standards from reaching the market, thereby reducing the risk of product rejection, returns, or complaints from customers.
2. Reduce Rework Costs. By checking the quality and detecting defects or problems in the product early, it can reduce the cost of rework and repetition of production.
3. Increase efficiency. The existence of quality control can identify and overcome problems in products that can hinder the workflow, thereby increasing the efficiency of the production process.
4. Ensure customer satisfaction. Quality control can also help companies to ensure customer satisfaction with the products produced. That way, customer loyalty can continue to be improved.
5. Maintain a business reputation. Quality control can help companies maintain their business reputation by ensuring that the products or services produced are of consistent quality and always meet customer expectations.
6. Comply with regulations. Quality control can be a means for a business to comply with regulations and standards that apply in certain industries.

CONCLUSIONS

Tempeh crackers have much more potential to develop the economy in Sidorukun Hamlet, West Stabat Lama Village, Wampu Stabat District, compared to tofu, tempeh, and also soy milk. Because tempeh crackers have a longer shelf life, about 2-3 months compared to tofu, tempeh, and soy milk, which can only be stored for a few days. Thus, tempeh crackers have greater development potential due to their longer shelf life and flexibility in distribution. Tempeh crackers can be marketed not only in the local market but also outside the region and through online platforms, so that it can increase people's income and expand market reach.

In increasing their marketability, strategic steps that can be taken by MSMEs in developing the marketing of soybean products, especially tempeh crackers, can be through:

1. Utilizing e-commerce. E-commerce provides a great opportunity to reach a wider market, both nationally and internationally.
2. Diversify your products, which can be a way to retain existing consumers while attracting new customers, increasing sales, and ultimately increasing business revenue.
3. Brand Image. The brand image that is formed in the minds of consumers when interacting with the brand, is also a subjective perspective on the brand that is formed through several things such as logos, designs, and personal consumer experiences, which can attract new consumers.

In improving product quality, producers must have high-quality human resources. High-quality human resources are human resources that provide competitive value, such as:

competence, creativity, and imagination, as an effort to foster confidence and improve people's skills in expanding business activities. The expected results are to improve the economy of the local community, especially for the better. And also routinely carry out Quality Control (Quality Inspection), this quality control is carried out to identify potential defects or non-conformities with the company's quality standards. That way, the product or service can be improved and revised first before being released or sold to consumers, so that it can support customer satisfaction with the product or service, as well as maintain the company's reputation in the eyes of the public.

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