



COMMUNICATION SOLUTIONS TO OVERCOME PALM OIL SCARCITY Study Netnography Youtube Account in Indonesia

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ABSTRACT

News and discussions about the high cost and scarcity of palm cooking oil have become a buzz in the early months of 2022. This situation is the background of this research. The purpose of this study is to provide an overview of public opinion on youtube accounts whose data is processed and analysed to find the root of the problem and communication solutions to overcome the palm cooking oil crisis in indonesia. The method used is netnography of youtube accounts with keywords: cooking oil, palm oil and sunflowers. The results obtained show that there are global and national root causes and dependence on palm oil for most indonesians. In conclusion, it is necessary to form a task force on the condition of palm oil supplies in indonesia with a hotline that is easily accessible by the indonesian people, wherever they are.

Keywords: *communication solutions, cooking oil prices, palm oil, sunflower*

INTRODUCTION

The scarcity of cooking oil that occurred in Indonesia in early 2022 became a social phenomenon that was quite disturbing to the Indonesian people, especially the lower middle economic class. The allegation of a monopoly on raw materials for palm cooking oil by certain individuals has become a public discussion in digital or conventional media. The price of cooking oil is felt to have soared, far from the ability of the general public in Indonesia (*Daftar Harga Minyak Goreng Hari Ini 9 Juni 2022 Mulai Dari Sunco, Tropical, Filma, Kunci Mas Dll - Tribun-Medan, n.d.*). In fact, this situation has become a concern for researchers who say that the performance of the palm cooking oil industry in Indonesia shows the fact that the average production capacity utilization is still at 53.97%. This affects the high selling price of the product per unit. This condition is far different from the market performance (input of CPO and olein) in Malaysia. The difference between CPO input and

cooking oil output in Malaysia is much lower than in Indonesia. Regarding the cooking oil price stabilization policy, policy intervention from the input side of CPO through the Domestic Market Obligation (DMO) policy and the imposition of Progressive Tax Exports has not been able to encourage a decline in cooking oil prices in the domestic market. This is thought to be due to the fact that almost 70% of the palm cooking oil industry in Indonesia has the characteristics of a vertically integrated business pattern (Sunarta, 2010) So that policies that hinder the marketing of products in the upstream line (output in the form of CPO) will be transferred as a burden (raw materials/inputs) in the production process.

Alternatives to using cooking oil with vegetable ingredients can be an option in developed countries, such as sunflower oil, but it turns out that the price of sunflower cooking oil in Indonesia is still much higher than palm oil. On the other hand, the conflict between Russia and Ukraine, which has been the world's largest sunflower producer, has increased the demand for palm oil in the world and has an effect on Indonesia's domestic supply (*Pasokan Minyak Bunga Matahari Menipis, Eropa Jadi Doyan Minyak Sawit, n.d.*). This fact makes us researchers to find out and hope there is a solution from the availability of cooking oil at affordable prices, especially for the consumption of the Indonesian people.

One solution for the Indonesian government is to issue a policy given by President Jokowi to stop the export of palm oil to all other countries in the world (*Jokowi Setop Ekspor Sawit! Bos Sakit Kepala, Rakyat Bahagia, n.d.*). Although this policy is temporary, is there any other solution to this problem besides the above policy? considering that there is an impact on world palm oil supplies and the conflict between Ukraine and Russia as well as the supply of sunflowers.

Several consultants and economic observers consider the policy of stopping oil palm exports to be detrimental to the Indonesian people themselves because the negative impact of this policy is starting to be felt by oil palm farmers and lower middle class CPO entrepreneurs. Large CPO entrepreneurs have qualified storage facilities. Despite the loss of potential income, at least they can still survive for the long term. The temporary suspension of CPO exports will result in a loss of foreign exchange from CPO exports.

In March 2022 CPO exports were worth US\$ 3 billion. So, it is estimated that a foreign exchange loss of US\$ 3 billion, equivalent to Rp. 43 trillion, will occur and that figure is equivalent to 12% of total non-oil exports. This could disrupt the stability of the rupiah as well as the disruption of foreign exchange for exports (*Pengamat Sebut Penyetopan Ekspor Kelapa Sawit Over Kill, Apa Maksudnya, n.d.*).

Through this research, it is hoped that a solution will be found on how to respond to the scarcity of palm cooking oil by taking pictures of the opinions of the Indonesian people as seen from the comments on the YouTube account under study. Account determination is done by filtering keywords: cooking oil, palm oil and sunflower. The purpose of this research is to provide a communication solution for the scarcity of palm oil in Indonesia.

The findings are expected to be input for the Indonesian government to anticipate the scarcity of cooking oil and be able to provide affordable prices for the wider community for the Indonesian local market without having to subsidize. Thus, the discussion of this research will focus on the analysis of viewer comments on the three YouTube accounts studied using the Netnographic method. The research is expected to be able to answer what is the solution to the scarcity of cooking oil in Indonesia? Can Palm Oil be Replaced with Sunflower? What policies should the Indonesian government take to stabilize cooking oil prices in Indonesia? This research can be continued as an in-depth study on the balance

between supply and demand for vegetable cooking oil in Indonesia and still earn foreign exchange during the global crisis.

Local Policies with Long Term Global Impact

President Joko Widodo issued a policy to utilize strategic palm oil reserves in the country by imposing a ban on exports of crude or refined palm oil. Imposing a maximum price limit in the country, providing price subsidies so that domestic oil prices in Indonesia can be affordable. Many opinions say that palm oil is superior to soybean oil and sunflower oil. Palm oil is declared the main vegetable oil in the world and Indonesia has a market share as well as being the largest producer in the world, which is as much as 60 percent, as stated in Lingxiao Yan's research (Yan, 2021).

Another problem, at the same time due to the COVID-19 crisis, in Malaysia there was a decline in palm oil production. So far, Malaysia is the second largest producer of palm oil in the world, but due to COVID-19, Malaysia is short of foreign workers who take care of oil palm plantations. Researchers from Malaysia noted that the planted area of oil palm in 2020 had reached 5.87 million hectares, representing a marginal decrease of 0.6% (5.90 million hectares) recorded in the previous year. This was mainly due to a reduction in planted area in Peninsular Malaysia by 1.1% or 13,280 ha. Restrictions on oil palm expansion and delays in replanting oil palm were mainly related to the imposition of a movement control order (MCO) which contributed to the decline in planted area (Parveez et al., 2021). Whereas palm oil needs are not only used in food, but also in shampoo, toothpaste, and lipstick, as well as being processed into biodiesel.

As an alternative to palm oil, sunflower oil is expected to be a substitute for palm oil, but it turns out that there is currently a shortage in the global market along with conflicts: Ukraine and Russia are estimated to usually produce 55 percent of sunflower oil. Soybean oil supplies on global markets were also affected, due to droughts in Brazil and Argentina, with yields lower than usual. Countries that are clearly affected by Jokowi's policy of stopping palm oil exports are India, Pakistan and Bangladesh, Egypt, and Kenya (*Gegara RI Setop Ekspor CPO, Harga CPO Hari Ini Lompat 3,6%!, n.d.*).

The policy of banning palm oil exports is short-term in nature but is considered to have long-term consequences. Potentially more and more countries are starting to stockpile food as they no longer believe in their own country's ability to store food due to the crisis in the global market. One of them is China. The United States government estimates that China has 69 percent of the world's corn reserves, 60 percent of rice reserves, and 51 percent of wheat reserves. As Cui and Shoemaker noted, China's food and agriculture system is undergoing a historic transformation and will continue to do so in the future. The price of corn in 2017 fell to about 35% of its price in 2015. China plans to reduce 3.3 million hectares of agricultural land for growing maize (3% of farmland nationwide) from 2016 to 2020 reducing environmental pollution. This action also reflects the Chinese government's new confidence in its national food security. Thus, we are very optimistic about the future of China's food security (Song et al., 2014). The Chinese government confirms that it has stockpiles of wheat for demand for a year and a half. They stated that there was no problem with the food supply because they carried out a strategic policy to store food reserves in case of a world crisis.

Sunflower Alternative to Palm Oil Substitute in Indonesia

With the scarcity of palm oil, one of the considerations for its replacement is sun-

flower oil. Various studies mention the advantages of sunflower oil compared to palm oil. As mentioned, that some evidence suggests that sunflower oil offers health benefits. All the benefits of sunflower oil are attributed to high oleic varieties, especially those containing 80 percent or more oleic acid (*Manfaat Dan Kerugian Menggunakan Minyak Bunga Matahari Untuk Memasak - Halaman All - Wartakota Wiki, n.d.*). Research shows that a diet rich in monounsaturated fatty acids such as oleic acid can help reduce high cholesterol levels and the risk of heart disease. The study was conducted on 15 healthy adults who consumed a diet rich in high oleic sunflower oil for 10 weeks. As a result, they had significantly lower LDL (low) blood cholesterol and triglyceride levels, compared to those who ate the same amount of saturated fat.

Another study was conducted on 24 people with high blood lipid levels. But there are concerns about negative health outcomes. This is because sunflower oil is high in omega 6. Sunflower oil varieties that are not high in oleic contain more linoleic acid, also known as omega 6. There is concern that consuming too much omega-6 can cause inflammation in the body and health problems. That's because linoleic acid is converted into arachidonic acid, which can produce inflammatory compounds. Oils low in polyunsaturated fatty acids, such as canola flower and palm oil, are more stable when used in cooking at high temperatures, compared to sunflower oil. The conclusion of this study, high oleic sunflower oil is thought to provide several benefits for heart health. However, sunflower oil has also been shown to release toxic compounds when heated to high temperatures.

Food nutrition experts state the benefits of palm oil as the healthiest vegetable cooking oil. Palm oil has advantages in terms of nutrition and content that other vegetable oils do not have. It contains omega 9 which serves to build cell walls and cell membranes of the body. The need for fat in the body starts from the brain whose main raw material is cholesterol, which is obtained from saturated fatty acids. Palm oil does not go through a partial hydrogenation process (*Dari Kesehatan, Ini 5 Keunggulan Minyak Goreng Sawit Dari Minyak Nabati Lain - Majalah Sawit Indonesia, n.d.*). Thus, this is what causes palm oil to be safer than other vegetable oils. However, there is another obstacle, namely the proliferation of illegal oil palm plantations, which have the potential to damage the environmental ecosystem. This also happened in Indonesia.

Researchers from India stated that coconut oil although rich in saturated fatty acids compared to sunflower oil when used as a cooking oil medium over a 2-year period did not change lipid-related cardiovascular risk factors and events in those receiving standard medical care (*Vijayakumar et al., 2016*). Thus, sunflower oil is not a complete substitute for vegetable cooking oil.

Other researchers have proven the benefits of sunflower oil compared to palm oil, especially in the liver of living things that consume it. In in vivo examination using Sprague-Dawley (SD) rats for 22 days, there was no significant difference in serum and heart lipid levels in experimental rats that consumed palm oil. However, liver samples obtained from SD rats fed with palm oil showed numerous large lipid inclusions stained with Oil Red O working solution. In contrast to mice that consumed sunflower oil, they did not accumulate much lipid. Meanwhile, lipid accumulation in the mixed oil group fed the combination of palm oil and sunflower (1:1) was shown to be at an intermediate level in the palm oil group and sunflower oil group. Taken together, these results suggest that palm oil, being a highly saturated form of vegetable oil, may induce hepatic lipid metabolism dysfunction before

affecting serum lipid levels. Meanwhile, sunflower oil, being a highly unsaturated vegetable oil, has been shown to be well metabolized in the liver (Go et al., 2015).

METHODOLOGY

This study uses netnography on youtube accounts with keywords: cooking oil prices, palm oil and sunflowers. Netnography is an interpretive research method specifically designed to investigate the consumer behaviour of cultures and societies present on the internet. Virtual communities create new villages with activities in a larger culture because of the presence of computers. We can anticipate active discussion on appropriate methods to study these communities. Textual representation of netnography presents new challenges for traditional techniques. It is an interesting opportunity for researchers to study virtual communities independently (ulani, 2019).

When analysing data from the YouTube account under study, the Fishbone Technique was used, namely the fish bone/fin method to map the problem based on its effects and root causes. Starting from the head of the fish which states the main effect. Then the main causative factors and their derivatives in the bones of large, medium, and small fish are arranged.

Furthermore, purposively determined three YouTube accounts that have certain keywords. The three YouTube accounts are the first: the "Millennial Youth" account with 80,400 subscribers, video title: "This is how Sunflower Plantations Overseas Turns out to be an Issue with Palm Oil" This video has been watched by: 1,216 views, aired since Aug 7, 2021. Data source code: MM. The second object is the CNN Indonesia account, with 9,290,000 subscribers. Video title "Could People Switch to Alternative Cooking Oils? Viewed by 202. 587 views aired on March 22, 202. Data source code: CNN

The third account is YouTube "metrotvnews" with 5,140,000 subscribers, the title of the video is "Facts on the High Price of Cooking Oil" with an audience of 323,732 views broadcast since March 15, 2022. Data source code: MTVN.

From the three YouTube videos, data was collected, namely from the comments contained in the account, categorized, and then reduced to make it easier to read the analysis data. The analysis using the fishbone method and compared with the literature that has high credibility, confirmed the results through discussions among the research team which then obtained the results which were determined to be conclusions and suggestions to be input for the Indonesian government.

RESULTS AND DISCUSSION

The Solution to the Scarcity of Cooking Oil in Indonesia

The data collected from the three YouTube accounts studied illustrates how solutions to address the scarcity of palm cooking oil in Indonesia are collected in Table 1. as follows:

Table 1. The Solution to the Scarcity of Cooking Oil in Indonesia

| Data source | Result of Data Reduction |
|-------------|---|
| MM | "People are looking for alternative vegetable oil with this plant." "For example, foreign countries always monitor prices in each region. Selling materials that do not follow the government's price has closed shops or stalls and the fine is doubled, also ending with imprisonment." "Food prices should also rise, especially farmers' production" "Mafia must be tackled immediately" |

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|-------------|--|
| <p>MTVN</p> | <p>“Cooking oil hoarders must be severely punished” “Look for smart people who can develop alternative production, if necessary make a competition in every university to compete in researching and developing ALTERNATIVE production materials” “Companies that don’t follow the rules will be penalized or shut down” “It is the duty of the government and the police to solve this problem... The normal price should be according to the market price so that the goods are available.” “Make it yourself, it’s cheap” “The state must not lose to the interests of certain individuals/groups” “The cooking oil trade should be monitored. Who is playing with it?” “Well, this could be like the initial case of Covid. when hand sanitizers are scarce and expensive, a substitute product for hand sanitizer is issued from homemade products. Over time, the price goes down by itself. If you want to reduce the price, try to find a substitute for cooking oil, maybe from coconut oil or butter. Then change your habit by cooking boiled, baked or grilled food.”</p> |
| <p>CNN</p> | <p>“I have helped MSMEs around me to continue trading even though oil prices are still expensive, the spirit of MSMEs” “Internal ministries and all related and responsible stakeholders want to be MORE SERIOUS to carry out their roles and responsibilities.” “When I’m at home, the need for oil has now been replaced with margarine or butter, for frying eggs, vegetables, stir-fried rice, you can’t use margarine, but at least for light frying, you can use margarine” “Extortion and transportation of goods between islands, it’s time for the government to go down and trace the production process until it is sent to the community.</p> |

Source: Processed by Researcher, 2022

From the data above, problems can be mapped based on their effects and root causes. The scarcity of palm oil in Indonesia causes the price to soar above the ability of the lower-class people. The root cause is that there are four root causes, namely: First: The global conflict has disrupted the supply of sunflowers from Europe, they switch to palm oil, especially for biodiesel (*Pasokan Minyak Bunga Matahari Menipis, Eropa Jadi Doyan Minyak Sawit, n.d.*). Second: because of this, firstly, the demand for CPO from Indonesia and Malaysia has increased, the supply of Indonesia’s national palm oil has been disrupted, this has become an opportunity for individuals who play in this business sector including the mafia, unequal distribution, with the aim of personal gain without regard to People needs. (Sunarta, 2010); The third problem is Malaysia’s CPO production has decreased due to COVID-19 causing a shortage of field workers from outside Malaysia to assist the palm oil production process, this supports the scarcity of palm oil production (Parveez et al., 2021); The fourth problem is the high level of consumption of Indonesians for palm oil for daily food processing and it is difficult to change this habit without special education programs (Yan, 2021).

So, it is hereby depicted that: most of the lower-class people are disappointed with the government’s unpreparedness in dealing with the problem of the scarcity of cooking oil. The solution that the government can offer is to ensure the stability of cooking oil prices by focusing on the second and fourth problems. Controlling the supply, distribution and maximum regulations for palm oil exports and focusing on domestic supply. There is no need to completely stop palm oil export activities but limit it to quotas. The impact again is that the amount of land ownership for oil palm cultivation must also be limited so that there is no monopoly on certain parties. Strict action and sanctions are needed on those who violate

the rules, announced, and made news material if there is a violation of the parties involved so that people trust the government in handling this. Domestic stocks are controlled, and exports are logically restricted.

Oil palm farmers are educated to gather in cooperation so that they become big players in this business and have a sense of togetherness as Indonesians. Palm oil prices can be controlled. It is illustrated in the data table above, that some people choose to change their consumption habits of palm oil by switching to margarine or coconut oil. The government is also making a campaign to eat healthy without always having to fry the food. Natural food menus and do not require frying with palm oil. Education was also carried out to make other vegetable oils in the vicinity to help the consumption of palm oil such as making coconut oil and corn oil independently by using vegetable materials around them. This will reduce community dependence on palm oil. Thus, Indonesian people are educated to be creative, not easy to complain and learn to live healthy. Campaigns like this are not carried out only during a crisis but are expected to become a habit. For example, the campaign, Wednesday without fried food, then one week later without fried food. Creative campaign using vegetable oil as an ingredient for daily food preparation. Researchers are optimistic that the scarcity of palm oil in the world will not have an impact on the Indonesian people as it is today.

Can Sunflowers Replace Palm Oil?

The data collected from the three YouTube accounts studied illustrate the discussion on the possibility of replacing palm oil with sunflower in as follows:

Table 2. Substitute Sunflowers for Palm Oil

| Data source | Result of Data Reduction |
|-------------|---|
| MM | "I totally agree with palm oil being replaced with sunflowers" |
| CNN | "When I was in Europe the cooking oil was made from sunflowers. It was clearer in 2016 the price per litter bottle was 1 euro or around 15 thousand at that time" "He must have lost because in one hectare of palm oil there is more palm oil than in 1 hectare of sunflower oil" "In Indonesia, there will be a lot of unemployment because of sunflower plantations" "In terms of planting age and yield, oil palm is clearly superior. Moreover, regarding disease immunity, oil palm is indeed superior." "Sunflower oil is a highly process oil. Palm oil is much healthier including olive oil" "I'm pro palm oil... A lot ++++++ However, I'm an eastern person who prefers palm oil. because the harmful x rays of the sun can be absorbed by ozone produced by oil palm plant steam" "The advantage of planting palm oil is that it can be harvested repeatedly without the need for replanting next year while sunflowers depend on the season, each year you have to replant more palm oil than sunflowers, so sunflower oil prices are more expensive if you say palm is damaging to the environment, sunflowers also the same because to achieve yields in oil palm it takes more land to grow sunflower oil palm is used for a variety of products, more efficiently than sunflower oil." "Obviously, palm oil is more promising, if palm oil is successfully processed, it can be used as a substitute for biodiesel "Sunflowers are great, if they are cultivated in Indonesia, maybe they can be even better" |

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| <p>CNN</p> | <p>"Sunflower, soybean, olive etc. are still badly beaten. The oil content and yield is low.. it's different from palm CPO, which is the other way around. the oil content is high, if the yield is 20% in the processing.</p> <p>"Now Japan uses a steam turbine power plant with palm shell fuel as a source, the factory sells the price for Rp. 1100. 6% of 1000 tons of TBS can be obtained so that it produces around 60 tons of shells..just look at the waste of tens of millions worth of waste, employees and factory staff are paid from selling shells alone."</p> <p>"Palm can last 25 years producing non-stop yields - The cost of planting and managing as well as plowing is also cheap ... Oil palm cultivation is very friendly to nature from the beginning but enters the second year - the oil palm plantation area has become like a forest compared to sunflower planting - -- For years the area is spacious and Sunflowers are not High... with the Power of Palm Oil -- no Palm Oil is okay --- The Biggest Market for Palm Oil is China & India."</p> <p>"Palm still promises a lot of sunflowers, the title just scares us... the place where we grow sunflowers is also planted with sunflowers and we continue to export them to Europe at low prices. stumbling in Europe.</p> <p>"For the environment, it's better for palm oil to be intercropped with other plants, so you can still apply agroforestry"</p> <p>"The sunflower oil industry is under threat, Min . Just check scientific journals, there's a lot. The productivity of the oil produced by palm oil is much higher than that of sunflower. Moreover, palm oil is not a season. . . When we talk about the environment, the other oil industries are more damaging</p> <p>"Learn more min.. Sunflower oil is expensive because it is not efficient, it takes up a lot of land.. Palm oil is cheaper"</p> <p>"The productivity per hectare of palm oil is greater than that of sunflower plants"</p> <p>"The price of sunflower seed oil is not competitive against palm oil With the same land area of 1 ha, sunflower produces 0.7 tons of oil per year, while high-yielding oil palms produce 7-8 tons of oil per year.</p> <p>"It is impossible for sunflowers to beat palm oil, in terms of productivity and cost, palm oil wins by far."</p> <p>"This sunflower is actually the one that destroys the environment, it has a very large area but the oil yield is not much, compared to palm oil which is only 6% of the world's vegetable oil plants but is able to supply more than 40% of global vegetable oil needs.</p> <p>Jokowi explained some time ago that palm oil is 9 times more efficient than sunflower seed oil both in terms of land and time and that CPO can be made into 43 different derivatives.</p> <p>"And I'm slowly switching to healthier sunflower oil"</p> <p>"Can sun seeds be used as fuel and for other needs. It's different with palm oil, it's versatile."</p> |
| <p>MTVN</p> | <p>"Yes, when people want to fry fried foods using Olive oil (Olive oil) or Sesame, Sultan Kali (And I don't know what it tastes like, for example, Olive oil definitely can't do deep-fry)"</p> <p>"It's time to switch to alternative healthy food oils, although a little expensive maybe...palm oil is not healthy"</p> <p>"The best thing is to make oil from coconuts, 5 coconuts can be more than 1 1/2 liters, hopefully Indonesian citizens can return to ancient times how to make oil from coconuts"</p> <p>"I've been using corn oil for a long time, it heats up faster, and the food cooks quickly, buy a 2 liter pack, enough for 1 1/2 months, it's more economical and healthier, buy it at an olshop</p> <p>"Indirectly, by not eating a lot of fried food, it makes us live much healthier lives and avoid excessive fat"</p> |

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| MTVN | It is time for the people to be told to live healthy lives by the government" "I want olive/coconut oil, but what can I do, the price is too expensive" |
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Source: Processed by Researcher, 2022

From the data above, it is illustrated that replacing oil palm with sunflower is not a solution because the production price is much higher, and health is also not proven to be better (Manfaat Dan Kerugian Menggunakan Minyak Bunga Matahari Untuk Memasak - Halaman All - Wartakota Wiki, n.d.). This will reduce the productivity of farmers' land. Even if you want to plant sunflowers, it's more about adding certain consumption options such as the production of sunflower seeds for snacks and skin health or cosmetic raw materials or vitamins, but not to replace oil palm. Replacing oil palm with coconut alone is also not recommended because in the long term and the large amount of coconut oil production has as big an impact on the environment as oil palm trees. So, replacing palm oil with other vegetable oils such as sunflower, is not a solution for the supply of vegetable oil in Indonesia.

Policy Proposals for the Government of Indonesia to Address Palm Oil Prices

The data collected from the three YouTube accounts studied illustrate the policy proposal for Government of Indonesia to Address Palm Oil Prices in as follows:

Table 3. The Proposals for the Government of Indonesia to Address Palm Oil Prices

| Data source | Result of Data Reduction |
|-------------|--|
| MTVN | <p>"That's why cooking oil must be controlled by SOEs, not too free for private companies to play with palm oil prices"</p> <p>"This situation clearly indicates that there are individuals who have sold the existing stock abroad for profit, to prevent this there is a need for supervision for the distribution of the existing stock to the public"</p> <p>This is an old disease about Distributor Games that often accumulates"</p> <p>"The spirit of my government"</p> <p>"The cooking oil mafia must be dealt with quickly, the elements must be dealt with, it is better to be jailed so that they are deterred"</p> <p>"Anyone who smuggles cooking oil must be arrested because his actions include a SPECIAL CRIMINAL ACTION (economic crime) and must be punished so that the law in Indonesia is really SHARP up and down and not vice versa".</p> <p>"Make a hotline complaint application for all provinces and districts in Indonesia. Let the National Police Chief know the real situation on the ground"</p> <p>"The policy of the authorities is not firm against businessmen. The quota for the people should come first before the rest is exported." "high tax payer for factories that export cooking oil if they don't want to meet domestic needs" "Sir, try bringing the staff down to areas outside Java and check, one of them is SULTRA here, cooking oil is very rare, look for it in supermarkets," even the stock is empty, the price on the market is unreasonable, some are priced at 35 thousand / liter "</p> <p>"The government should issue as much as possible at a price that is cheap enough so that hoarders can't make big profits and don't even dare to take out the oil because they end up losing cooking oil to bathe the hoarders"</p> |

| | |
|-------------|--|
| <p>MTVN</p> | <p>“Indonesian people shouldn’t be allowed to own 50 hectares of land. And foreigners are not allowed to own land in Indonesia. It’s actually easy to stop exporting palm oil CPO”</p> <p>Our police seem to be very capable of solving this case. Arrest the person, confiscate the goods, revoke the permit”</p> <p>“Don’t blame the CPO exporters but blame those who force diesel mixed with biodiesel from palm oil. That’s what messes up policy. Stop biodiesel, this is not true”</p> <p>“People can switch to cooking oil from coconut, in rural areas use good cooking oil for themselves, it can even help coconut farmers”</p> <p>“The government must open new land for oil palm plantations by mobilizing the Cooperatives for processing BUMN, so that the people can enjoy their own natural wealth, which is now monopolized by a group of foreign companies, when the host is only a spectator”</p> <p>“Just stop exporting permits if you are strict with people. ordered to meet the domestic stock which is new enough to be allowed to be sold abroad.”</p> <p>“The MSME minister should encourage the manufacture of coconut oil. This country grows a lot of coconut trees, the government should facilitate the establishment of a coconut oil factory.”</p> <p>“Women must be creative. make your own cooking oil using coconut or fry as needed using margarine.</p> <p>“Cooking oil is gone, it’s good. People are healthier without eating fried food</p> <p>Momentum to reduce consumption of cooking oil, less healthy, better boiled and steamed”</p> <p>“Factories in Indonesia are useless if they do not benefit the Indonesian people, forests have been destroyed, indigenous workers on plantations are paid cheaply, investors only bring disaster”</p> |
|-------------|--|

Source: Processed by Researcher, 2022

The various proposals in the comments column of the three accounts were investigated, but it turned out that only the MTVN account provided a lot of input related to government policies. From the data above, it can be analysed that the Government must form a special task force team to handle the supply and price of domestic palm oil in Indonesia. The task force created a hotline to make it easier to receive complaints from the public regarding violations of the maximum price setting for domestic palm oil sales, oversee distribution channels, eradicate the palm oil mafia from certain individuals, conduct education campaigns about daily food consumption without dependence. for palm oil, education on using vegetables around the house, especially in rural areas to produce their own vegetable oil which does not always come from palm oil, such as from coconut or corn and occasionally from sunflowers; determine the quota of the amount of palm oil exported and how much is the minimum stock for domestic, limit the control of land by foreign or private parties to avoid monopolies, assisting cooperatives of oil palm farmers so that they are in a calm position in carrying out their farming business.

CONCLUSION

Based on the results and discussion above, it can be concluded that to overcome the scarcity of palm oil in Indonesia, the government must create a separate task force team that conducts distribution monitoring, sets export quota policies, and conducts campaigns to educate the public on the dependence of consumption on palm oil. Among these teams are BUMN and the police. The synergy between several government agencies is expected

to help the community to enjoy palm oil with a healthy and creative lifestyle to produce alternative vegetable cooking oil.

The recommendation from the results of this study is that academics in the field of food crops can conduct in-depth research on alternative consumption of vegetable cooking oil that is healthy and readily available in Indonesian society.

Limitations

This study captures digital opinions and discussions in communication academics research forums. It has not involved the BUMN and the Indonesian Police.

Implication

The implication of this research is that people are not in a hurry to blame the scarcity of palm oil but can also be independent by creating their creativity in utilizing the vegetables in their surrounding environment.

Future research

Future research is looking for communication solutions related to agriculture as a natural resource that sustains human life.

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