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Analysis Of The Impact Of The Increase And Decrease In Rice Prices On Employee Income And Company Income In Sulawesi Selatan Province

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Abstract

The purpose of this study is to gain broader knowledge and understanding regarding the Analysis of the Impact of Rice Price Increases and Declines on Employee Income and Company Income at the UD. Putra Syarif Rice Company in Soppeng Regency. The method used in this study is qualitative with a descriptive qualitative research type. The sample used in this study was 5 respondents. Data collection techniques through observation, interviews and documentation. The results of this study are that the increase in rice prices has a significant impact on company income, because the increase in rice prices increases the company's profit margin. The decrease in rice prices also has an impact on company income. However, the impact is that the company's income has decreased. While on the other hand, the increase and decrease in rice prices have no impact on employee income. In facing this situation, the main strategy implemented by the company is to adjust the quality of rice when prices rise, and hold distribution when prices fall. In addition, the company prioritizes efficiency, good stock management, and strengthening relations with distributors and consumers. Harmonious working relationships, a family-like work climate, and open communication between leaders and employees are also important assets in facing market dynamics.

Keywords: Rice Price Increase, Rice Price Decrease, Employee Income, Company Income

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INTRODUCTION

Rice is a staple commodity that plays a vital role in the Indonesian economy. As an agricultural country, Indonesia relies on rice as the staple food for the majority of its population, making rice price stability a key indicator of public welfare. Changes in rice prices, whether increases or decreases, affect not only consumers but also businesses, including employees in the agribusiness sector. This impact occurs through the company's revenue mechanism, which plays a crucial role in determining employee welfare (Herlina, 2020).

UD. Putra Syarif, a rice company located in Soppeng Regency, is engaged in rice processing and distribution. Changes in rice prices have the potential to create significant economic dynamics for this company. Rising rice prices can increase company revenue due to the high selling price of the product, but on the other hand, they can reduce consumer purchasing power, resulting in decreased sales volume (Suryana & Kusuma, 2018). Conversely, lowering rice prices can increase consumer purchasing power but can also reduce the company's profit margin, thus affecting employee income (Rahmawati et al., 2021).

The income of rice company employees is highly dependent on the stability of the company's revenue. Rice price volatility can impact the company's ability to pay salaries, provide incentives, and improve employee welfare. Therefore, it is important to understand how changes in rice prices affect employee income through company revenue, allowing for the formulation of policies that support the company's economic stability and employee welfare (Putra & Nugraha, 2019).

Rice is a staple food for Indonesians. This makes it crucial for Indonesians, as it is their staple food. Given its importance, rice is a key staple food for Indonesians, requiring special attention to price control. However, rice prices can fluctuate unpredictably at any time, making them difficult to predict.

Rising and falling rice prices can have varying impacts on employee income at this company. When rice prices rise, employees' household expenses also rise, ultimately reducing their purchasing power. On the other hand, a decrease in rice prices may provide some relief from monthly expenses, but could potentially reduce the company's profits if raw materials become cheaper. Therefore, understanding how rice price fluctuations affect the economic well-being of employees at this company is crucial, both for the company and for policymakers.

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THEORITICAL REVIEW

Increase in rice prices

One of the basic human needs is rice. In Indonesia, where the majority of the population consumes rice as a staple, a large supply of rice is essential to meet this need. Rice is a source of energy and a basic human need for survival, making it difficult to replace with other commodities. Therefore, people will always buy rice at any price. Rice consumption is more dominant than other food commodities. This means that the public's need for this staple food (rice) is very high because people consume rice every day to survive.

Therefore, Indonesians are highly dependent on rice for their daily survival. Meanwhile, rice production in Indonesia is dominated by smallholder farmers, including those in the poor or low-income groups. The resulting rice price fluctuations confirm that the rice market is indeed unhealthy. This is due to the disparity in information held by economic actors in the rice trade (Arifin, 2007).

Rice prices are a key indicator of national and regional economic stability. Price increases are determined by supply and demand. Often, supply doesn't match demand, so producers aren't necessarily able to meet consumer demand. However, with consumer demand tending to increase, prices tend to be unstable. The interconnectedness of one good with another means that changes in the price of one good will lead to changes in the prices of others (Yanti et al., 2020).

This issue is also supported by Mangeswuri's (2023) statement that there are three identified factors causing the increase in rice prices. First, climate issues can cause soaring domestic rice prices. Second, problems related to decreasing agricultural land area and fertilizer distribution. Third, problems related to rising production components include rising land rental prices, rising fertilizer prices, and rising fuel prices (Mangeswuri, 2023). This increase in rice prices can impact poverty rates because public rice consumption exceeds rice production (Destiartono & Darwanto, 2022).

Decrease in rice prices

Indonesia is a country where the majority of its population consumes rice as a staple food. Rice is a very common processed rice product. Rice is one of the most important food commodities in Indonesia, where it is the main staple food for Indonesians (Fajari et al., 2021). Ngadiran explained that there has been a slight decrease in rice prices, although not significant. However, challenges remain, especially for small traders in traditional markets who still struggle

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to obtain rice supplies, especially rice that is required to be sold at a certain price by the government.

The theory of supply and demand states that the price of a good will fall when supply exceeds demand (Mankiw, 2018). In the context of rice, this can occur due to several factors: overproduction: abundant rice production due to a successful harvest can increase supply in the market, thereby depressing prices. Declining demand: factors such as changes in consumer consumption patterns (for example, a shift to other carbohydrate sources) can cause a decrease in demand for rice.

A competitive rice market with numerous producers and distributors tends to result in lower prices. As competition intensifies, market participants tend to lower prices to attract consumers (Samuelson & Nordhaus, 2020).

The decline in rice prices is also influenced by global market dynamics, such as falling international prices: when international rice prices fall due to a global surplus or exporting country policies, domestic prices can also fall. A stable or strengthening exchange rate: a strengthening domestic currency against the US dollar can lower the price of rice imports, thus affecting domestic market prices (Timmer, 2014).

The government plays a crucial role in lowering rice prices through market intervention. Some policies that can lower rice prices include market operations: the government can intervene by selling reserve rice stocks to stabilize prices. Subsidies and production support: fertilizer subsidies or technical assistance to farmers can lower production costs, making rice more affordable (Soekartawi, 2007). Increased imports: when domestic supply is insufficient, the government can increase imports to ease price pressures.

Employee income

Employee income refers to the financial condition of individuals working in an organization, including income, expenses, savings, and investments. This condition reflects an employee's ability to meet basic needs, achieve financial goals, and maintain personal and family economic stability. Maslow's (1943) theory of basic needs is often used to explain how employee income supports physiological, safety, social, esteem, and self-actualization needs.

Employee income is the benchmark for the success of each employee's activities. To meet all of their life's needs, individuals always strive to use their wits, minds, and energy to ensure all their economic needs are met.

There are also several implications for employee income which include: stable income contributes to employee mental and physical health (Diener et al., 1999), employees with good

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income tend to be more productive and loyal to the company (Herzberg, 1959) and financial education for employees helps them in better financial planning (Lusardi & Mitchell, 2014).

The strategy to increase employee income is to provide competitive wages in accordance with industry standards, provide additional benefit programs such as health insurance and pension programs, conduct personal financial management training and increase accessibility to welfare facilities.

The income received will be used to buy food, clothing, pay for transportation, pay for children's education, pay for rent, and buy vehicles. These goods are purchased to meet needs, and this spending is called consumption, namely buying goods and services to satisfy the desire to own and use them. At a more advanced level of economic development, spending on food and clothing no longer constitutes the largest portion of household expenditure. Other expenses such as education, transportation, housing, and recreation become increasingly important. In addition to spending, income will also be saved or deposited. These savings serve as reserves to face various possible future difficulties.

Company income

A company's revenue is a key indicator reflecting the success of its operational activities in generating profits. Generally, revenue can be defined as the proceeds from the sale of goods or services within a specific period. A company's revenue plays a crucial role as the primary source of funding for operations, investments, and employee remuneration.

According to Mulyadi (2016), a company's revenue is the result of selling products or services that are part of the company's core activities. A company's net income is obtained after deducting operating costs, production costs, and taxes.

Meanwhile, Hansen and Mowen (2007) stated that company income is the result achieved from sales transactions that provide economic benefits to the company in the form of increased assets or reduced liabilities.

A company's revenue refers to the total value earned by a company from its core business activities during a given period, whether through the sale of goods or services. Revenue is often considered a key indicator of a company's financial success (Revenue Recognition Principle, FASB, 2014). In accounting theory, revenue is defined as increases in economic benefits during an accounting period in the form of inflows or enhancements of assets, or decreases of liabilities, resulting in increases in equity, excluding contributions from owners (IASB, 2001). A company's revenue can be categorized into operating revenue, revenue derived from the company's core business activities, such as the sale of goods or services; non-operating

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revenue, and revenue generated from activities outside the company's core operations, such as interest, dividends, or the sale of fixed assets.

In the agribusiness sector, company revenue is closely linked to commodity price dynamics. According to the price elasticity theory, total revenue depends on consumer responsiveness to price changes (Rahmawati et al., 2021). Fluctuations in the price of staple foods like rice often impact company revenue stability, particularly for companies focused on food production and distribution.

Company revenue plays a crucial role in supporting employee well-being. Stable revenue allows companies to consistently provide salaries, incentives, and other benefits to employees. Conversely, a decrease in revenue can impact employee well-being through salary cuts, reduced bonuses, or even layoffs (Putra & Nugraha, 2019).

RESEARCH METHODS

The approach used in this research is a case study. Muktaf (2016) explains that a case study is "a research method approach used to examine real-life individual, organizational, social, and political phenomena." It addresses novel issues. Case studies allow researchers to explore the context in detail and understand how increases and decreases in rice prices impact employee and company income. Rusnandi & Rusli (2021) explain that "a case study is a rigorous and in-depth scientific investigation at the individual, group, institutional, or organizational level to gain a deeper understanding of an event or activity."

The type of research used is descriptive qualitative research. Fadli (2021) in Wardani (2023) explains that "descriptive qualitative research is carried out to understand events, people, or social situations in a scientific context, by providing detailed descriptions from reliable sources." Descriptive qualitative research is used to obtain data directly from data sources through tests or interview guidelines. In this study, five participants were selected using purposive sampling techniques.

DISCUSSION

The impact of rising rice prices on income

The increase in the price of rice, a staple commodity, has a significant impact on revenue dynamics at both the company and employee levels. In the context of rice milling businesses like UD. Putra Syarif, price increases are often viewed as an opportunity to increase revenue through price adjustments. However, this price adjustment strategy is not implemented haphazardly. Business owners choose to increase the quality of the rice in line with the price increase,

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specifically by improving the polishing quality. This way, customer perceptions of the product remain positive, as the price increase is perceived as commensurate with the product's added value. This strategy reflects the principle of value-based pricing, where prices are adjusted to reflect the perceived benefits to consumers.

The quality adjustment strategy adopted by UD. Putra Syarif demonstrates that even small businesses can adopt a customer-centric marketing approach. Consumers consider not only price as a purchasing factor but also brand image, physical quality, and product reputation. Research by Heliani & Salwa Aulia Novitasari (2024) explains that MSMEs in the food sector that consistently maintain quality can maintain customer loyalty despite rising prices for staple foods. This is further supported by a study by Putra (2021), which states that in traditional commodity markets, consumer trust in quality is a more important determinant of purchasing decisions than price fluctuations.

Besides impacting company revenue, rising rice prices also pose challenges for employees, particularly in meeting household needs. However, research shows that UD. Putra Syarif has not implemented salary cuts or reduced incentives. In some cases, the company even provides additional support such as rice assistance or non-cash incentives. This demonstrates the existence of corporate social responsibility (CSR) on a micro scale. According to research by (Putra, 2021), small companies that prioritize employee well-being during times of increasing economic pressure have higher employee retention rates and stable productivity.

According to efficiency wage theory, stable and adequate wages will increase loyalty and reduce labor turnover (Andria, 2019). Research by (Dewantoro, 2024) found that informal workers in the food industry who receive a fixed salary have better household economic resilience than those who rely on a variable wage system. Furthermore, employee perceptions of price increases also varied. Some felt impacted in terms of purchasing power, but remained grateful that their income remained unchanged. Employees considered job stability more important than temporary salary adjustments. This reflects a cooperative work culture between owners and employees, based not only on employment contracts but also on familial relationships and mutual trust. A study by Yulya Ammi Hapsari et al., 2024, supports these findings, stating that medium-sized businesses with a participatory work climate tend to be more resilient to external pressures, including food price inflation.

For business owners, rising rice prices are not only an opportunity but also a challenge: maintaining profit margins without losing market share. Therefore, companies conduct careful calculations before adjusting prices. They don't simply follow market trends but also consider local purchasing power, competitive conditions, and customer perceptions. This approach aligns

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with the theory of market structure and pricing behavior (Mastura et al., 2024), which emphasizes the importance of strategic responses in maintaining a business's position in a competitive market.

Overall, it can be concluded that rising rice prices have a positive impact on company revenue if managed with the right quality strategy. Furthermore, employee income remains stable thanks to a fixed wage system and management support. This combination creates a healthy, resilient, and equitable business ecosystem for all parties. These findings reinforce the importance of quality-based business management and social balance in the face of dynamic economic changes.

The impact of falling rice prices on income

The decline in rice prices, while seemingly beneficial from a consumer perspective, presents a challenge for businesses, including UD. Putra Syarif. In this company's context, the price reduction does not directly impact employee wages or income, as the company employs a fixed payroll system. However, operationally, the company faces the risk of declining revenue if sales volume is not properly managed. Therefore, the company implements an inventory management strategy, storing production in the warehouse until prices stabilize to maintain a profitable sales value.

This approach reflects the application of the strategic inventory holding principle, which involves storing commodities during unfavorable market conditions to avoid losses. In agricultural economics literature, this strategy is one way MSMEs manage short-term revenue fluctuations (Munthe et al., 2023). By holding back distribution, companies maintain selling prices within a profitable range without having to compete at low prices, which could erode profit margins. This also demonstrates the ability of local business owners to tactically read market trends and understand the recurring annual rice price cycle.

From an employee perspective, income stability amid falling prices creates a sense of security and job certainty. Interviews indicate that there are no changes to salary structures, working hours, or bonuses when rice prices fall. This certainly supports employee well-being, especially amidst the constant burden of living despite falling rice prices. Research (Dewi et al., 2019) found that a fixed salary system in food MSMEs is key to maintaining employee purchasing power and morale during periods of price instability.

However, from a company perspective, the distribution hold strategy also carries risks, particularly related to storage costs, the risk of rice damage, and stock obsolescence. Therefore, companies must have adequate warehouse facilities and a sound stock rotation system.

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According to (Chaerani et al., 2020), many MSMEs in the food sector experience losses when holding goods for too long due to a lack of a reliable quality control system. In this case, UD. Putra Syarif demonstrated its ability to efficiently manage inventory without compromising the quality of rice resold to the market.

Beyond logistical aspects, this strategy also requires psychological calm from workers. When production is halted and distribution is delayed, concerns about layoffs or pay cuts may arise. However, this study found no indication of such concerns. Employees continued working as usual, indicating good communication between management and workers. This aligns with organizational communication theory, which states that transparency of operational policies strengthens trust and workplace cohesion (Erningsih, 2020).

This policy also serves as a form of resilience strategy for companies, namely the ability to survive and adapt to external pressures. This resilience stems not only from business decisions but also from a solid organizational structure and healthy social relationships between business components. Research by Hermanto & Dewinta (2023) shows that small companies with a family-like work structure and an open decision-making system tend to be more resilient to market changes, including fluctuations in staple food prices.

Overall, these findings demonstrate that the decline in rice prices did not necessarily lead to a decrease in employee income, thanks to a fixed payroll system and a well-developed corporate strategy. The company not only survived financially but also maintained sustainable labor relations and internal stability. This demonstrates that a flexible and humane managerial approach can foster comprehensive business resilience amidst economic challenges.

Company strategies for dealing with rice price fluctuations

Fluctuations in the price of rice, a key commodity in Indonesia, require every business, including small businesses like UD. Putra Syarif, to develop adaptive and responsive strategies. Price fluctuations, whether due to harvest seasons, distribution, or national market policies, have the potential to create uncertainty that impacts business continuity. Therefore, companies are required to focus not only on short-term profits but also on maintaining business continuity by considering product quality, operational efficiency, and employee welfare. The approach of quality differentiation when prices rise reflects the principles of competitive advantage theory (Porter, 1985), where companies compete not solely on price but also on creating added value to maintain market share.

Conversely, when prices decline, companies adopt a conservative strategy of holding back distribution. This strategy emphasizes careful inventory management and understanding

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the best timing for releasing products to the market. This aligns with a demand-driven supply chain approach, where distribution is based on demand analysis and market projections. (Permana, 2017) states that MSMEs that can flexibly control distribution will have greater business resilience than those that immediately release goods to the market when prices fall.

This strategic move certainly carries risks. Storing stock for long periods can incur additional costs, such as quality deterioration, the risk of mold, or physical damage. However, the company anticipates this with a robust storage system and stock rotation. This demonstrates that the company is not only reactive to the market but also proactive in maintaining product quality. According to Pangestuti et al. (2024), a storage strategy coupled with internal quality control is key to the success of MSMEs in the food sector when facing volatile raw material prices.

Interestingly, in implementing this strategy, the company maintains stable working conditions for employees. There are no reductions in working hours, layoffs, or salary cuts. This stability is a crucial foundation for building trust and morale. Haryadi (2010), in his theory of organizational behavior, emphasizes that job security is one of the most important motivators for maintaining long-term productivity, especially in the informal sector or small businesses.

Furthermore, the company also implements an open communication approach with its employees. When implementing a distribution containment strategy, the company explains market conditions to employees to avoid miscommunication. This creates a participatory work climate, where employees feel indirectly involved in the decision-making process. According to Dewi et al. (2019), an open communication strategy in small organizations is highly effective in building loyalty and preventing misunderstandings that could disrupt internal stability.

In the long term, this company's strategy demonstrates a commitment to sustainability, not only from an economic perspective but also from a social one. When a company is able to survive without sacrificing its workforce during price fluctuations, it can be said to exhibit social entrepreneurial character. (Chaerani et al., 2020) refer to this as "micro-scale social responsibility," where MSMEs act as agents of local stability in an uncertain economy.

Overall, the strategy implemented by UD. Putra Syarif demonstrates that even small businesses can apply modern strategic management principles. Flexibility, open communication, a focus on quality, and stable working relationships are key pillars of business resilience amidst price fluctuations. This demonstrates that adaptation is not solely the preserve of large corporations; it can also be applied contextually by MSMEs with visionary leadership and inclusive management systems.

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In addition, the strategy implemented by UD. Putra Syarif also demonstrates exemplary locally-based management practices. Within the local context, the company understands the social and cultural dynamics of the local community as an integral part of the decision-making process. Employees, who are mostly from the surrounding area, provide added value in the form of social closeness and work loyalty. Furthermore, local consumers also develop an emotional attachment to the products offered. This symbiosis supports the formation of a business ecosystem that is not only economic but also social. A study by (Kadeni & Sujeni, 2020), emphasized that MSMEs that are able to leverage local social capital will have greater business resilience amidst macroeconomic changes.

CONCLUSION

Based on the results of research on the impact of rising and falling rice prices on employee income and company revenue at the rice company UD. Putra Syarif, Marioriawa District, Soppeng Regency, several important points can be concluded as follows:

1. The impact of rising rice prices on income

Rising rice prices have significantly impacted the company's revenue. For management, high selling prices actually increase profit margins if accompanied by improvements in product quality, such as improved rice polishing. However, this situation does not necessarily improve employee welfare. Employee income remains fixed and unchanged despite rising rice prices. Despite this, the company strives to maintain employee economic stability by providing additional benefits, maintaining stable working hours, and avoiding salary cuts. This demonstrates the company's concern for employee well-being despite the economic pressures caused by changes in staple food prices.

2. The impact of falling rice prices on income

The decline in rice prices has led to a decrease in distribution volume, as companies tend to hold back on product and not immediately release it to the market at a low price. While this strategy is effective in maintaining product sales value, it has also impacted the company's revenue, which has also decreased. However, employees continue to receive the same income, without any reduction in incentives or changes in workload. Employees expressed gratitude despite the increasing economic burden. The company also did not reduce working hours or lay off employees, thus providing a sense of security for workers.

3. Company strategies for dealing with rice price fluctuations

The company's primary strategy is to adjust rice quality when prices rise and hold back distribution when prices fall. Furthermore, the company prioritizes efficiency, good inventory

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management, and strengthening relationships with distributors and consumers. Harmonious working relationships, a family-like work environment, and open communication between management and employees are also crucial for navigating market dynamics. This strategy demonstrates that even small businesses can manage economic risks adaptively, provided they have wise leadership and thorough planning.

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