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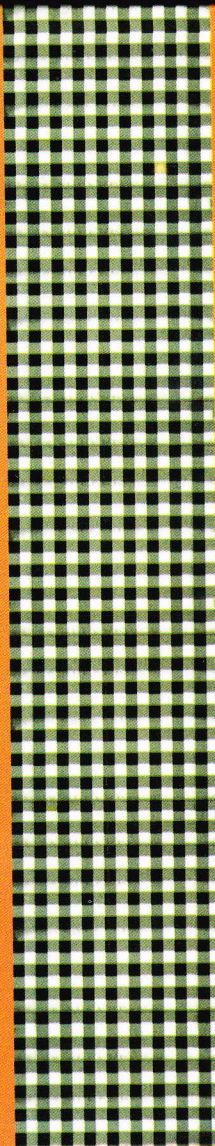


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wholesalers and the price will be evaluated within one or two weeks. Payments to specialized wholesalers are conducted fortnightly. The results of this study have important implications for policymakers on how to facilitate the adjustment of small farmers to a new agri-food system. Small farmers in Indonesia have to learn how to transact with modern supply chain in order to increase their income.

Keywords: supermarket, small farmer, modern market

Assessing the Potential Impact of the Rural Act Implementation on Indonesian Economy: Financial – SAM Approach

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Rural Act is one of Indonesia's policies in order to enhance economy activities on village level. In addition, this act will be able to support inclusive growth. The spirit of the rural act is the allocation of funds from the national budget to rural governments, which is calculated based on the number of villages and allocated by taking into account population, poverty and broad geographic area. This study measured the potential impacts of rural act implementation to the economy, using Financial Social Accounting Matrix (F-SAM) approach through 3 scenarios and 2 conditions which have been developed. The critical results were implementation of the rural act implementation through non-banking financial institutions (NBFIs) influences rural poor households positively; meanwhile banking institution gave greater impacts to urban non-poor households as well as to the whole economic activities in the aggregate levels. It could be an alternative policy to reduce poverty, especially in rural areas.

Keywords: Financial Social Accounting Matrix (F-SAM), The Rural Act, Rural Poor Households

Market Power and Labor Absorption of Hair Production Creative Industry for Improving Life Standard of Society in Karangbanjar Village, Purbalingga, Central Java

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Creative industry is a part of rural development strategy to solve some social and economic problems found in most of rurals in Indonesia. Two mainly

contributions of creative industry are to minimize unemployment and improve life standard. Analysis of market power of such industry becomes important because it helps for identifying industrial capability and sustainability thus reducing unemployment and then increasing the life standard of society. The purpose of this study is to analyze market power and labor absorption of hair production creative industry in order to improve life standard of society in Karangbanjar village, Purbalingga regency, Central Java province. Hair Production is the creative industry that produces handycrafts and accessories made from human hair. This product is one of the best creative industry in Purbalingga regency. This study used primary and secondary data. The primary one was collected from 68 respondents of hair production entrepreneurs by random sampling and the secondary one was compiled from stakeholder institutions. Some measurements was applied in this study. Market power was analyzed by industry intensity and herfindahl index (HI) while labor absorption was counted by industry labor-labor force ratio. Finally, life standard would be measured by industry income-KHL ratio. This study found that (1) Hair production creative industry had low concentration power in this market: relative equal share in value of production among units. It means that there was high competition thus good condition for encouraging capability and sustainability; (2) Labor absorption was relatively high: 30.47 percents of labor force in Karangbanjar village worked in this creative industry; (3) According to KHL level, 99.8 percents of average income of production units are higher than life standard level. These results give the empirical proof that hair production creative industry really contribute to help some social and economic problems in Karangbanjar village, Purbalingga regency.

Keywords: creative industry, hair production, market power, labor absorption, life standard

The Economic Potential of Lobster Farming in Indonesia

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As an archipelago with around 17,508 islands, 5,8 million km² sea area and 81,000 km coastline Indonesia has great potential for development of fisheries and aquaculture. One of high valued fisheries is lobster. Demand of lobster in international market tends to increase, mainly driven by increased demand of China. The high price of lobster, increase of demand in international market and great potential of Indonesia water is an excellent opportunity to increase production and grow lobster farming. So Indonesian lobster can be export commodity which has competitiveness in international