

The Effect of the Intensity of Food Purchases Oleh Free Nutritious Meal Program on the Income of Local Food MSMEs as a Source of Economic Learning in Teko Village

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Abstract

Keywords:

Free Nutritious Meal the intensity of the purchase; MSME revenue; local food MSMEs; Contextual Economics Learning

This study discusses the influence of the intensity of food purchases by the Free Nutritious Meal Program (MBG) on the income of local food MSMEs in Teko Village and its use as a source of contextual economic learning. The results of the study show that the MBG Program has a positive impact on increasing MSME income through regular and sustainable food purchases. The increase in income not only provides economic benefits for MSME actors, especially vegetable traders who are the main suppliers of food for the program, but can also be used as a source of economic learning that connects theoretical concepts with real conditions in society. Thus, the MBG Program has an important role not only in supporting the fulfillment of community nutrition, but also in improving the economic welfare of local communities and providing educational value for economic learning.

INTRODUCTION

Human resource development (HR) is a top priority in Indonesia's national development agenda because it is directly related to the quality of a healthy, productive, and competitive generation. Improving the quality of human resources is not only pursued through strengthening formal education, but also through fulfilling the basic needs of the community, especially nutritional adequacy which plays an important role in physical and cognitive development. The Government of Indonesia through the Ministry of National Development Planning/Bappenas (2024) emphasizes that nutrition interventions are a strategic part of human development, so policies that ensure access to nutritious food are seen as a long-term investment in creating superior human resources. These findings are in line with various recent studies that show that school feeding programs have a significant impact on improving the quality of education and children's health (Ramlan, 2024; Locke et al., 2024). These findings are in line with recent studies showing that school feeding programs have a significant impact on improving the quality of children's education and health. Nutritious eating programs have been proven to be able to increase learning concentration, student attendance, and cognitive development optimally. In addition, the implementation of the program also has an economic impact through increasing demand for local food involving business actors around the program implementation area (Food and Agriculture Organization, 2022; World Food Programme, 2023).

In this context, the Free Nutritious Meal Program (MBG) was initiated as a strategic policy to increase the nutritional intake of school children, pregnant women, and other vulnerable groups. The program is not only designed as a health and educational intervention, but also has a social and economic dimension. In addition to improving nutritional status and supporting students' concentration and learning participation, MBG is expected to be able to reduce the burden of household expenditure and encourage economic empowerment through the purchase of sustainable and inclusive local food (Widyasari et al., n.d.). This is strengthened by Yuni Nurlaili's

research (2025) which states that the MBG Program has the potential to create *a captive market* for local food MSME actors.

The Free Nutritious Meal (MBG) Program is part of the government's strategic policy to improve the quality of human resources through nutritional interventions and strengthening the community's economy. In terms of policy, this program is in line with the direction of national development contained in Presidential Regulation Number 18 of 2020 concerning the 2020–2024 National Medium-Term Development Plan (RPJMN), which emphasizes improving the quality of human resources through improving community nutrition. In addition, this policy is also related to Presidential Regulation Number 72 of 2021 concerning the Acceleration of Stunting Reduction, which emphasizes the importance of specific and sensitive nutritional interventions as an effort to improve the quality of public health. The Free Nutritious Meal Program is not only oriented towards improving the nutritional quality of the community, but also has the potential as an instrument of local economic empowerment. Through the mechanism of food procurement from local business actors, this program is able to create a stable demand for local food products. This condition opens up opportunities for MSMEs to increase sales volume, expand the market, and strengthen the sustainability of their business. Nurlaili's research (2025) shows that the Free Nutritious Meal Program has the potential to encourage the growth of food MSMEs while strengthening the people's economy through the involvement of local business actors in the program's supply chain.

The implementation of nutritious food provision programs in the educational environment is also in line with international and national policies related to food security and nutrition, which places feeding programs as an important instrument in improving the quality of education while encouraging local economic empowerment. Thus, the existence of the Free Nutritious Meal Program is not only based on the need to improve community nutrition, but also as part of the government's policy strategy in integrating health, education, and economic aspects in national development.

Conceptually, the school food supply program has a multiplier *effect* because in addition to improving the quality of nutritional consumption of beneficiaries, the program also creates demand for food supplied by local business actors. The need for food in large quantities and routinely opens up market opportunities for local food micro, small, and medium enterprises (MSMEs) to be involved in the program's supply chain. The involvement of local businesses in inclusive food programs has the potential to strengthen the economy of village communities through the creation of stable demand and increased local economic turnover (Nurlaili, 2025; Yusriadi, 2025). These findings are also in line with the results of research showing that MBG policies have a multiplier effect on regional economic activities through increased demand for the food sector and the involvement of local MSMEs (Basit & Ramadani, 2025). Thus, the MBG Program not only contributes to the development of human resource quality, but also has significant economic implications at the local level.

The MBG program requires the availability of large and sustainable food ingredients so as to create market demand opportunities for local food micro, small, and medium enterprises (MSMEs). Sustained demand for food commodities such as fresh vegetables, chicken, eggs, tofu, tempeh, onions, garlic, and local bakery products has the potential to drive village economic growth through increasing transaction volumes and income of MSMEs that are suppliers of MBG materials. Literature analysis shows that the involvement of local businesses in inclusive food programs can strengthen the economy of rural communities through stable market opportunities

and strengthening local food security (Nurlaili, 2025). Other research also shows that food MSMEs such as the local tofu industry have increased production due to demand from the MBG program (Zhafira, N. (2025).

In addition to having an impact on health and education aspects, the Free Nutritious Meal Program also has significant economic implications, especially at the local level. The wide scale of program implementation demands the availability of food in large and sustainable quantities. This condition creates new market opportunities for micro, small, and medium enterprises (MSMEs), especially local food MSMEs. The government explicitly encourages the involvement of MSMEs in the supply chain of the MBG Program as part of the strategy of empowering the people's economy and strengthening the village economy (Ministry of Cooperatives and SMEs, 2024). Data from the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia shows that MSMEs contribute more than 60% to the national Gross Domestic Product (GDP) and absorb around 97% of the workforce, so their role is crucial in driving inclusive economic growth.

From the perspective of economic theory, a steady and sustained increase in demand for a product will encourage an increase in producer income, as long as prices and production costs are relatively controlled. The MBG program, which purchases materials on a regular basis, has the potential to increase the intensity of economic transactions between the government and local MSME actors. The intensity of these purchases can be seen from the frequency of purchases, the volume of materials purchased, and the continuity of contracts or transactions. The higher the purchasing intensity, the greater the opportunity to increase turnover and income stability of MSMEs. This is in line with the theory of demand in microeconomics which states that increased demand will have an impact on increasing producer revenue.

Based on the results of field observations, the implementation of the MBG Program in Teko Village is carried out through a special kitchen that is tasked with providing food for beneficiaries. The kitchen obtains food directly from local farmers and MSME actors. The types of ingredients purchased include fresh vegetables, chicken, eggs, tofu, tempeh, and other foodstuffs. The purchasing system is carried out by considering market prices, by comparing prices from several local markets to maintain cost efficiency. It is known that purchasing activities are carried out regularly with high frequency. The purchase of foodstuffs, especially vegetables, is done almost every day by involving several different suppliers. This shows that MBG's kitchen has a large and sustainable amount of food needs. In addition, the variety of suppliers involved indicates the involvement of more than one MSME in meeting the program's food needs.

In addition to the price aspect, the quality of food is the main concern. Vegetables and ingredients that do not meet the eligibility standards are immediately returned to the supplier. The quality of vegetables is strictly maintained because it is related to nutritional value and safety of consumption. Furthermore, the preparation of the menu is adjusted to the availability of local food and is designed through coordination with nutritionists to ensure nutritional balance according to local conditions. This adjustment shows the integration between health, local economy, and sustainability aspects of food supply. Based on interviews with MSME actors and local farmers, it is known that there has been an increase in turnover since the implementation of the MBG Program, although the percentage increase cannot be measured with certainty. Regular and scheduled demand provides market certainty for local business actors. However, so far there is no quantitative empirical data that specifically measures the effect of the intensity of material

purchases by the MBG Program on the income of local food MSMEs, especially at the village level such as Teko Village.

The existence of local food MSMEs has a strategic role in supporting the success of the Free Nutritious Meal Program. The higher the need for food for the program, the greater the opportunity for MSMEs to earn an increase in income from their product sales activities. The results of research on the implementation of the Free Nutritious Eating Program show that this program is able to create a multiplier effect on people's economic activities through increasing demand for local food products and expanding business opportunities for MSME actors (Raihan A. Hanasi et al., 2026). Furthermore, economic indicators show that programs that create stable demand for local products have the potential to increase income stability for MSMEs, which is in line with the basic principles of producer demand and income theory in the microeconomy. However, there are still limitations in quantitative research that specifically measures how much the intensity of material purchases by the MBG Program affects the income of local food MSMEs, especially in the context of villages such as Teko Village.

Some recent research shows that school-based food programs or social assistance have a multiplier effect on the local economy when actively involving local suppliers. This kind of program not only increases access to nutrition for beneficiaries, but also encourages regional economic growth through increased demand for local products and the involvement of MSMEs in the supply chain. This involvement has been proven to be able to strengthen the local economic turnaround and increase the income of business actors in a sustainable manner (Food and Agriculture Organization, 2022; World Food Programme, 2023). In Indonesia, studies on the Free Nutritious Meal Program generally emphasize policy aspects, food security, and opportunities for MSME empowerment in a descriptive manner (Nurlaili, 2025; Yusriadi, 2025; Basit & Ramadani, 2025). However, studies that specifically measure the relationship between the intensity of material purchases by the MBG Program and the income of local food MSMEs with a quantitative approach are still very limited.

Although the Free Nutritious Meal Program shows the potential to encourage local economic activities, until now there is no empirical data that quantitatively measures the extent to which the intensity of purchasing ingredients by the program has an impact on increasing the income of local food MSMEs. This condition shows that there is a gap between potential policies and empirical evidence in the field, especially in the context of rural areas such as Teko Village. On the other hand, in the context of economic education, learning is still often abstract and has not been fully associated with the economic reality in the environment around students. In fact, local economic phenomena such as the involvement of MSMEs in the Free Nutritious Meal Program can be used as a source of contextual economic learning that is able to connect theoretical concepts with real practices in the field. Through this phenomenon, students can directly understand the concepts of demand and supply, the role of the government in the economy, and the impact of public policies on microeconomic actors. However, the integration between applied economics research results and contextual learning at the village level is still relatively limited.

Based on these conditions, this research has high urgency, both from an academic and practical perspective. Academically, this study aims to fill the research gap related to the relationship between the intensity of purchasing ingredients by the Free Nutritious Meal Program and the income of local food MSMEs. Practically, this research is expected to contribute as a source of contextual economic learning for students, as well as a basis for consideration for the government in formulating more effective policies, especially in optimizing the Free Nutritious

Meal Program as an instrument for empowering MSMEs, improving community welfare, and expanding employment at the local level. "Therefore, an empirical study is needed to measure the relationship between the intensity of purchasing ingredients by the Free Nutritious Meal Program and the income of local food MSMEs."

Based on these problems, this study formulated several research questions as follows;

1. What is the intensity of food purchases by the Free Nutritious Meal Program in Teko Village?
2. Does the intensity of food purchases by the Free Nutritious Meal Program affect the income of local food MSMEs?
3. How can the increase in local food MSMEs' income due to the Free Nutritious Meal Program be used as a source of contextual economic learning?

The approach used in this study is a quantitative approach with a survey method. This approach was chosen because it allows for the objective and measurable measurement of relationships between variables through statistical analysis. The independent variable in this study is the intensity of material purchases by the MBG Program, while the dependent variable is the income of local food MSMEs. Data analysis was carried out using inferential statistical techniques to test the research hypothesis.

In addition, the economic phenomenon that occurs due to the implementation of the MBG Program also has educational value. The involvement of MSMEs in the program supply chain can be used as a source of contextual economic learning. Students can understand directly the concept of demand and supply, the role of the government in the economy, and the impact of public policies on people's economic activities. Thus, this study examines the relationship between the intensity of material purchases by the MBG Program on the income of local food MSMEs and its implications as a source of economic learning.

1. Demand Theory and Purchase Intensity

In the perspective of microeconomics, demand is defined as the amount of goods or services that consumers want and can afford to buy at various price levels in a given period. This concept was put forward by Alfred Marshall who emphasized that demand is not only influenced by price, but also by other factors such as income, tastes, expectations, and basic needs of society. In the context of public policy, the concept of demand has expanded its meaning, where the government can play the role of an actor that creates demand through various social programs and economic interventions. One concrete form of the intervention is the Free Nutritious Meal Program (MBG), which indirectly forms a new pattern of demand for foodstuffs. The demand in this program is not spontaneous like in the regular market, but is planned, structured, and sustainable. Therefore, the concept of purchasing intensity is important to explain how much demand activity occurs. Purchase intensity can be measured through the frequency of purchases, the volume of materials purchased, and the continuity of transactions within a certain period. In the context of the MBG Program, the intensity of food purchases is carried out regularly, even daily, thus creating relatively stable and predictable demand. This condition is different from market demand in general which tends to fluctuate. This stable demand provides opportunities for MSME actors to increase production capacity and maintain business sustainability.

Research by (Food and Agriculture Organization, 2022) and (World Food Programme, 2023) Showing that school-based feeding programs are able to create consistent demand for

local food products. The program is even able to connect local producers with a more definite market. In addition, the research (Nurlaili, 2025) also found that the MBG Program has the potential to create a fixed market (*Captive Market*) for MSME actors through a purchase mechanism that is carried out regularly and scheduled.

2. MSME Income Theory

Income is one of the main indicators in assessing the success of economic activities, both at the individual and business levels. In economic theory, producers' income is closely related to the level of demand for the goods or services produced. According to Paul Samuelson, the increase in demand will have a direct impact on increasing producer acceptance as long as production prices and costs are relatively stable. In the context of MSMEs, income not only reflects sales results, but also becomes an indicator of business sustainability. MSMEs that have stable demand tend to have more consistent income, so they are able to maintain business operations and even expand. On the contrary, fluctuations in demand are often one of the main challenges faced by MSME actors. The MBG program is present as one of the relatively stable sources of demand for local food MSMEs. Regular purchases of food provide market certainty for business actors, so that it can increase sales volume and ultimately have an impact on increasing revenue. In addition, demand certainty can also encourage MSME actors to improve product quality and production efficiency.

Research (Sari & Muta'ali, 2023) shows that MSMEs in the food sector have a significant contribution to increasing community income and strengthening the local economy through labor absorption. Research (Maulidya, 2026) It also shows that the implementation of the MBG Program has an influence on MSME income, although the magnitude of this influence is influenced by internal business factors such as production capacity, product quality, and adaptability to market demand.

3. Multiplier Effect and Local Economic Impact

In the theory of development economics, increased demand not only has a direct impact on producers' incomes, but also has broader follow-up effects in the economy. This concept is known as the *multiplier effect*, which was put forward by John Maynard Keynes. This theory explains that increased spending in one sector will have a multiplied impact on other sectors of the economy. In the context of the MBG Program, the purchase of food from MSMEs not only increases the income of business actors directly, but also triggers an increase in other economic activities. For example, an increase in demand for food will encourage farmers to increase production, distributors to expand distribution networks, and labor to be involved in the production and distribution process. Thus, the resulting economic impact is not partial, but spreads to various sectors.

Research (Basit & Ramadani, 2025) and (Yusriadi, 2025) It shows that food-based programs involving local business actors have a multiplier effect on the regional economy. This kind of program not only increases individual income, but also strengthens the structure of the local economy through increased production and distribution activities. The FAO report (2022) also emphasizes that the feeding school program can be an instrument in encouraging inclusive economic growth at the local level.

4. Food Welfare

Food welfare is a concept that reflects the fulfillment of people's food needs in an adequate, safe, and sustainable manner. This concept is at the macro level, which includes aspects of food availability, accessibility, distribution, and long-term food supply stability.

From a development perspective, food welfare is an important indicator in assessing the quality of life of the community. Previous research shows that MSMEs have a strategic role in supporting food welfare through the provision of local food and strengthening the distribution system.

A study (Indah & Sulistyowati, 2025) found that the development of food-based MSMEs is able to increase community food security and welfare through increasing local food production and access. In addition, the research (Mukhrizal, 2025) shows that MSMEs contribute to maintaining food system stability while encouraging sustainable economic growth at the regional level. Furthermore, the report (Food and Agriculture Organization, 2022) emphasized that strengthening local food systems through the involvement of small business actors can increase food security and reduce vulnerability to food crises. This shows that the involvement of MSMEs in food programs such as the Free Nutritious Meal Program not only has an impact on the economic aspect, but also on improving the food welfare of the community at large.

5. Nutritious Eating Program

The nutritious eating program is a form of public policy intervention that aims to improve the quality of human resources through meeting the nutritional needs of the community. This program generally targets vulnerable groups such as school-age children, pregnant women, and low-income communities. From a development perspective, nutrition interventions are seen as long-term investments because they have a direct impact on health, productivity, and the quality of education. Conceptually, a nutritious eating program not only focuses on meeting the needs of food consumption, but also emphasizes the quality of nutrition consumed. A balanced dietary intake, which includes carbohydrates, proteins, fats, vitamins, and minerals, is essential in supporting an individual's physical and cognitive development. Therefore, a nutritious eating program is an important part of efforts to prevent nutritional problems such as stunting, chronic energy deficiency, and decreased immunity. In the context of global policies, school-based nutritious feeding programs have long been implemented in various countries as a strategy to improve the quality of education and health.

In Indonesia, the Free Nutritious Meal (MBG) Program was initiated as part of the government's strategy to improve the quality of community nutrition while supporting human resource development. This program is not only oriented to health aspects, but also has social and economic dimensions. One of the important characteristics of this program is the involvement of local business actors, especially MSMEs, in the provision of foodstuffs. The involvement of MSMEs in nutritious eating programs has a double impact (*Dual Impact*), which is to improve the quality of community nutritional consumption while encouraging local economic activities. The demand for food regularly carried out by the program creates market opportunities for local business actors, so that it can increase the production, distribution, and income of MSMEs. Previous research has shown that the success of a nutritious eating program is greatly influenced by the quality of food and an efficient distribution system. Study (Takidah, 2025) shows that food quality and safety are the main factors in the successful implementation of the nutritious eating program, especially when involving MSMEs as material providers. In addition, the research (Widyaningrum, 2022) shows that increasing the capacity of MSME actors in managing nutritious food can improve product quality and support program sustainability. Furthermore, various studies also show that nutritious eating programs that are integrated with local economic empowerment have a broader impact

compared to programs that focus only on the consumption aspect. Programs involving local business actors are able to create a sustainable supply chain and strengthen food security at the community level. Thus, the Free Nutritious Meal Program not only functions as a health intervention to improve the nutritional quality of the community, but also as a policy instrument that has the potential to encourage MSME empowerment, increase the income of business actors, and strengthen the local economy in a sustainable manner.

6. Contextual Economics Learning

Contextual economic learning is an approach that relates theoretical concepts to the reality of daily life, so that students can understand concepts in a more in-depth and applicable way. This approach is known as Contextual Teaching and Learning (CTL), which according to Elaine B. Johnson emphasizes the importance of real-life experiences in the learning process. In the context of this study, the phenomenon of MSME involvement in the MBG Program can be used as a source of contextual economic learning. Through this phenomenon, students can understand firsthand how the concepts of demand, supply, and public policy work in real life. In addition, this phenomenon can also help students in developing analytical skills on the impact of economic policies.

Research (Wahyuni, 2023) It shows that real-context based learning is able to improve students' understanding of economic concepts and critical thinking skills. Thus, the results of this research not only have an academic contribution in the economic field, but also have educational value as a source of learning.

F. Previous Research

Previous research is an important foundation in strengthening the scientific argument of a research. Through a review of previous research, researchers can find out the position of the research being conducted, find research gaps, and clarify the contribution of the research to be carried out. In this study, the focus of the study lies on the effect of the intensity of purchasing ingredients by the Free Nutritious Meal Program (MBG) on the income of local food MSMEs and its implications as a source of contextual economic learning.

1. by Basit and Ramadani (2025) entitled *Analysis of the Implementation of the Free Nutritious Meal Program on Economic Development* shows that the implementation of the MBG Program has a positive impact on community economic activities, especially in the local food sector. The results of the study explained that the increasing demand for food in the MBG program encourages an increase in demand for local MSME products, thereby strengthening the regional economic turnaround. The similarity of this research with the research that will be carried out lies in the focus of the study on the economic impact of the MBG Program on local business actors. The difference lies in the research approach, where Basit and Ramadani's research emphasizes more on the analysis of policy implementation in general, while this study specifically measures the effect of purchasing intensity on MSME income quantitatively.

2. Nurlaili's research (2025) entitled *The Impact of the Free Nutritious Meal Program on Local Food MSMEs* explains that the MBG Program has the potential to create a *captive market* for MSME actors through a routine and scheduled food purchase system. This research shows that the sustainability of demand provides market certainty which has an impact on increasing business turnover. The similarity of this research lies in the same object of study, namely the MBG Program and local food MSMEs. The difference is that Nurlaili's research is more descriptive, while the research conducted by the author focuses on measuring the relationship between variables statistically.

3. Maulidya's research (2026) with the title *The Influence of Free Nutritious Meal Programs on MSME Income* found that the implementation of the MBG Program has an effect on increasing MSME income, although the magnitude of the influence is influenced by production capacity, product quality, and business readiness to meet market demand. This study has similarities in the dependent variable, namely MSME income. The difference lies in independent variables, where the authors' research is more specific on the intensity of material purchases by the MBG Program as the main factor influencing revenue.

Based on the three previous studies, it can be seen that most of the research still focuses on the general impact of the MBG Program on the local economy and MSME empowerment in a descriptive manner. Meanwhile, research that specifically measures the influence of the intensity of purchasing ingredients by the Free Nutritious Meal Program on the income of local food MSMEs with a quantitative approach is still limited, especially in the context of Teko Village. Therefore, this study has the novelty of examining this relationship in a more specific and measurable way and linking it to contextual economic learning resources.

G. Hypothesis

Based on theoretical studies and previous research, the Free Nutritious Meal Program (MBG) creates a demand for food that is routine and sustainable for local food MSMEs. From a microeconomic perspective, an increase in demand for a product will have an impact on increasing producers' income, especially if transactions are carried out consistently and in relatively stable volumes. The intensity of material purchases by the MBG Program as measured through the frequency of purchases, purchase volume, and transaction sustainability is suspected to have an influence on the increase in local food MSME income. In addition, the increase in income experienced by local food MSMEs can be a real economic phenomenon that is relevant to be used as a source of contextual economic learning. Through this phenomenon, students can directly understand the concept of demand, supply, the role of the government in the economy, and the impact of public policies on micro business actors. Based on this description, the hypothesis in this study is as follows:

H1: The intensity of food purchases by the Free Nutritious Meal Program has a positive and significant effect on the income of local food MSMEs.

H2: The increase in local food MSMEs' income due to the Free Nutritious Meal Program can be used as a source of contextual economic learning.

RESEARCH METHODS

1. Types and Approaches to Research

This study uses a quantitative approach with a survey method. According to Sugiyono (2022), quantitative research is a research method used to research certain populations or samples with the aim of obtaining measurable data and statistically analyzed to determine the relationship or influence between variables. This approach was chosen because the study focused on measuring the effect of the intensity of purchasing ingredients by the Free Nutritious Meal Program (MBG) on the income of local food MSMEs.

The survey method was used to collect key data through questionnaires given to respondents. However, to strengthen the results of quantitative research, a limited qualitative approach is also used through semi-structured interviews. The interviews were conducted as supporting data to dig deeper information related to the implementation of the Free Nutritious Meal Program (MBG)

and its impact on local food MSMEs. Thus, this study uses a quantitative approach supported by supporting qualitative data.

2. Research Location

This research was carried out in Teko Village, which is one of the areas that has the potential for local food MSMEs and is involved in the implementation of the Free Nutritious Meal Program. The selection of the research location is based on the direct involvement of MSME actors as food suppliers in the program, so it is relevant to the purpose of the study to analyze the effect of purchase intensity on MSME income.

In addition, Teko Village was chosen because it has characteristics that are in accordance with the focus of research, namely the existence of small and medium enterprise-based economic activities in the food sector that are directly affected by government policies. Thus, this location is considered representative in describing the relationship between the Free Nutritious Meal Program and the economic condition of local MSME actors.

3. Population and Sample

The population in this study is all local food MSME actors involved as food suppliers in the Free Nutritious Meal Program in Teko Village. The research subjects include business actors who actively supply ingredients such as vegetables, eggs, chicken, tofu, tempeh, and other foodstuffs to program organizers.

The sampling technique uses purposive sampling, which is a technique of determining samples based on certain considerations or criteria. The sample criteria in this study are: (1) MSME actors who actively sell food to MBG Program organizers, (2) have regular sales activities, and (3) are willing to be research respondents. This technique was chosen because not all MSMEs in Teko Village are directly involved in the implementation of the MBG Program.

4. Research Variables

The research variables consist of independent variables (X), dependent variables (Y) and intervening variables (Z).

1. The independent variable (X) was the intensity of ingredient purchases by the Free Nutritious Meal Program (MBG).
2. The dependent variable (Y) is the income of local food MSMEs
3. Variable intervening (Z) is an economic learning

5. Data Collection Techniques

The data collection technique in this study was carried out through several methods, namely questionnaires, interviews, and documentation. The use of these techniques aims to obtain comprehensive data and improve the accuracy of research results through data triangulation.

1. Questionnaire

Questionnaires are used as the main instrument in quantitative data collection. The questionnaire was structured based on the indicators of the research variables, namely the intensity of purchasing ingredients by the Free Nutritious Meal Program (MBG) as an independent variable and the income of local food MSMEs as a dependent variable. Measurements were made using a five-level Likert scale, namely:

1 = strongly disagree 2 = disagree 3 = neutral 4 = agree 5 = strongly agree

The use of questionnaires is considered effective because the researcher has known the variables to be measured clearly, so that the data obtained can be processed statistically.

2. Interview

Semi-structured interviews are used as a supporting data collection technique to deepen information that cannot be fully explored through questionnaires. Interviews were conducted with MSME actors involved in the MBG Program and related parties, such as MBG kitchen managers and food suppliers.

The purpose of the interview was to obtain a more detailed picture of the mechanism of purchasing foodstuffs, the experience of business actors in participating in the program, and the changes in income felt since the establishment of the MBG Program. Interviews are conducted flexibly with pre-arranged question guidelines.

3. Documentation

Documentation is used to complement research data through written sources, such as data from the village government, records of MBG Program activities, food purchase data, business turnover data, photos of activities, and other relevant documents. This documentation data serves as secondary data that can support and strengthen the research results.

6. Research Instruments

The research instruments used in this study were questionnaires, interview guidelines, and documentation sheets.

1. The questionnaire was used to measure respondents' perception of the variables of the intensity of material purchases by the MBG Program and the income of local food MSMEs. The instruments are arranged based on the indicators of each variable and use a five-level Likert scale.
2. The interview guidelines were used to obtain supporting information regarding the implementation of the MBG Program, food purchasing patterns, and its impact on respondents' business activities. Meanwhile, documentation sheets are used to record supporting data such as proof of transactions, business records, and other documents related to research.
3. Before use, the questionnaire instrument is tested first through validity tests and reliability tests to ensure that the instrument is suitable for use in the study.

7. Data analysis techniques

Quantitative data were analyzed using descriptive analysis and multiple linear regression analysis. Descriptive analysis was used to describe the conditions of the intensity of purchasing ingredients by the Free Nutritious Meal Program (MBG), the income of local food MSMEs, and economic learning resources based on respondents' answers. Before hypothesis testing, the data is first tested through a test of research instruments which includes validity and reliability tests. Furthermore, a classical assumption test was carried out consisting of a normality test, a heteroscedasticity test, and a multicollinearity test to ensure that the data met the requirements of regression analysis. Regression analysis was performed in two models. The first model was used to determine the effect of Purchase Intensity on the income of local food MSMEs. While the second model is used to determine the influence of MSME Purchase Intensity and Income on Economic Learning Resources. The regression model used is as follows:

1. First model

With the formula : $Y = a + bX + e$

Description:

Y = MSME Income

X = Purchase Intensity

a = Constant

b = Regression coefficient

e = Error

2. Second model

With the formula : $Z = a + b_1X + b_2Y + e$

Description:

Z = Economics Learning Resources

X = Purchase Intensity

Y = MSME Income

a = Constant

b = Regression coefficient

e = Error

Hypothesis testing was carried out using a t-test, an F test, and a coefficient of determination (R^2).

All data were analyzed using the help of the SPSS program.

RESULTS AND DISCUSSION

1. TEST OF RESEARCH INSTRUMENTS

a. Validity Test

Table 1 Validity Test Results

NO	Item	Corrected Item-Total Correlation	Remarks
1	P01	0,607	Valid
2	P02	0,468	Valid
3	P03	0,670	Valid
4	P04	0,589	Valid
5	P05	0,746	Valid
6	P06	0,791	Valid
7	P07	0,736	Valid
8	P08	0,663	Valid
9	P09	0,723	Valid
10	P10	0,734	Valid
11	P11	0,672	Valid
12	P12	0,856	Valid
13	P13	0,704	Valid
14	P14	0,648	Valid
15	P15	0,585	Valid

Based on the results of the validity test, all statement items in the research instrument have a Corrected Item-Total Correlation value greater than 0.30. Thus, all statement items are declared valid and suitable for use as research instruments.

b. Feasibility Test

Table 2 Results of the Reality Test

Variable	Cronbach's Alpha	Remarks
Research Instruments	0,936	Highly Reliable

Based on the results of the reliability test using SPSS, a Cronbach's Alpha value of 0.936 was obtained. The value is greater than 0.60 so it can be concluded that the research instrument has a very high level of reliability. Thus, all statement items in the questionnaire are declared reliable and suitable for use as research instruments.

2. CLASSIC ASSUMPTION TEST

a. Normality Test

The normality test is carried out to find out whether the research data is distributed normally or not. The test was carried out using the One-Sample Kolmogorov-Smirnov Test

Table 3 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

	Unstandardize d Residual
N	38
Normal Parameters, b	
Mean	.0000000
Std. Deviation	2.40538418
Most Extreme Absolute	.172
Differences	
Positive	.117
Negative	-.172
Test Statistic	.172
Asymp. Sig. (2-tailed)	.006c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test, an Asymp value was obtained. Sig. (2-tailed) is 0.006. The value is smaller than 0.05 so statistically the data is not perfectly normally distributed. However, this study can still be continued because the sample number is more than 30 respondents and the data distribution is still considered close to normal so that regression analysis is still feasible to use.

b. Heteroskedasticity Test

The heteroscedasticity test was performed to find out whether there was a residual variance inequality in the regression model. The test was carried out using the Glejser method by looking at the significance value (Sig.). The regression model was declared not to experience heteroscedasticity if the significance value was greater than 0.05.

In addition, the multicollinearity test was carried out to determine whether or not there was a high relationship between independent variables. The regression model is declared not to experience multicollinearity if the Tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10.

Table 4 heteroskedacity test results

Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIVID
1 (Constant)	2.496	1.795		1.390	.173		
Purchase Intensity	-.107	.110	-.203	-.978	.335	.643	1.555
Learning Resources	.039	.097	.084	.404	.689	.643	1.555

a. Dependent Variable: Abs_Res2

Based on the results of the multicollinearity test, a tolerance value of 0.643 and a VIF value of 1.555 were obtained. The tolerance value is greater than 0.10 and the VIF value is less than 10 so it can be concluded that the regression model does not experience symptoms of multicollinearity.

c. Multicollinearity Test

In addition, the multicollinearity test was carried out to determine whether or not there was a high relationship between independent variables. The regression model is declared not to experience multicollinearity if the Tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10.

Table 5 Heteroscedasticity and Multicollinearity Test Results

Variable	sig	tolerance	VIVID	Remarks
Purchase Intensity	0,335	0,643	1,555	Heteroscedasticity and multicollinearity do not occur
Learning Resources	0,689	0,643	1,555	Heteroscedasticity and multicollinearity do not occur

Based on the results of the heteroscedasticity test in the table above, the significance value of the Purchase Intensity variable was 0.335 and the Learning Resource variable was 0.689. Both values are greater than 0.05 so it can be concluded that the regression model does not experience symptoms of heteroscedasticity.

Furthermore, the results of the multicollinearity test showed that the two independent variables had a Tolerance value of 0.643 or greater than 0.10 and a VIF value of 1.555 or less than 10. Thus, it can be concluded that the regression model does not experience symptoms of multicollinearity so the regression model is feasible to use for further analysis.

3. MULTIPLE LINEAR REGRESSION ANALYSIS

1. Model 1 Testing

Model 1 testing was carried out to determine the effect of Purchase Intensity on local food MSME Income.

Table 6 Model I Multiple Linear Regression Results

Coefficient

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.547	2.539		1.003	.323
Purchase intensity	.860	.132	.736	6.520	.000

a. Dependent Variable: MSME Income

Based on the results of the multiple linear regression test on Model I, the regression coefficient value of the Purchasing Intensity variable was 0.860 with a significance value of 0.000. The significance value is smaller than 0.05 so it can be concluded that Purchase Intensity has a positive and significant effect on the income of local food MSMEs. The value of the regression coefficient of 0.860 indicates that every increase in Purchasing Intensity by one unit will increase MSME Revenue by 0.860 units assuming other variables are considered constant.

Table 7 Results of Model I Determination Coefficient

Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736a	.541	.529	2.12919

a. Predictors: (Constant), Purchase intensity

Based on the results of the determination coefficient test, an R Square value of 0.541 was obtained. This shows that the Purchasing Intensity variable is able to explain the influence on MSME Revenue by 54.1%, while the remaining 45.9% is influenced by other variables outside the study.

Table 8 F Model I Test Results

NEW ERA

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.691	1	192.691	42.504	.000b
	Residual	163.204	36	4.533		
	Total	355.895	37			

a. Dependent Variable: MSME Income

b. Predictors: (Constant), Purchase intensity

The results of the F test showed an F value of 42.504 with a significance value of 0.000. The value is less than 0.05 so that the regression model is declared feasible for use in the study.

2. Model II Testing

Model II testing was conducted to determine the effect of MSME Purchase Intensity and Income on Economic Learning Resources.

Table 9 Model II Multiple Linear Regression Results

Coefficient

Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.708	2.633		1.788	.082
	Purchase intensity	.209	.199	.185	1.048	.302
	MSME Income	.543	.170	.561	3.184	.003

a. Dependent Variable: A Source of Economic Learning

Based on the results of the multiple linear regression test in Model II, the significance value of the Purchase Intensity variable was 0.302. The value is greater than 0.05 so that the Purchasing Intensity variable does not have a significant effect on the Economic Learning Resources. Meanwhile, the MSME Income variable has a regression coefficient value of 0.543 with a

significance value of 0.003. This value is smaller than 0.05 so that MSME Income has a positive and significant effect on Economic Learning Resources.

Table 10 Results of Model II Determination Coefficient

Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708a	.501	.473	2.17777

a. Predictors: (Constant), MSME Revenue, Purchase Intensity

The R Square value of 0.501 shows that the variables of Purchasing Intensity and MSME Income are able to explain the influence on Economic Learning Sources by 50.1%, while the remaining 49.9% is influenced by other variables outside the study.

Table 11 F Model II Test Results

NEW ERA

Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.980	2	83.490	17.604	.000b
	Residual	165.993	35	4.743		
	Total	332.974	37			

a. Dependent Variable: A Source of Economic Learning

b. Predictors: (Constant), MSME Revenue, Purchase Intensity

Furthermore, the results of the F test showed an F value of 17.604 with a significance value of 0.000. Thus, the regression model is declared feasible for use in the study because it has a simultaneous influence on dependent variables.

DISCUSSION

1. The Effect of Food Purchase Intensity by the Free Nutritious Meal Program on the Income of Local Food MSMEs

The results of the study show that the intensity of food purchases by the Free Nutritious Meal Program (MBG) has a positive and significant effect on the income of local food MSMEs in Teko Village. These findings show that the higher the intensity of purchases made by MBG Program organizers, the higher the income obtained by MSMEs who are food suppliers. These results indicate that the MBG Program not only functions as a program to fulfill community nutrition, but is also able to create economic opportunities for local business actors.

This influence can occur because the MBG Program requires a regular and sustainable supply of foodstuffs. The high demand for food causes an increase in demand for products produced or marketed by local MSMEs. In economic activities, increasing demand will encourage an increase in the number of sales, which will have an impact on increasing revenue and income of business actors. The more often purchases are made and the larger the volume of orders received by MSMEs, the greater the opportunity to increase the income obtained.

In addition to the purchase frequency factor, the increase in MSME income is also influenced by the market certainty provided by the MBG Program. Before engaging in the program, most MSMEs only relied on sales to general consumers with uncertain levels of demand. After becoming a supplier of the MBG Program, business actors obtain a relatively stable market so that the risk of declining sales can be minimized. This market certainty allows MSMEs to increase production capacity, manage inventories better, and carry out business planning in a more targeted manner.

The findings of this study are in line with the theory of demand put forward in microeconomics which explains that an increase in demand for a good will increase the number of goods sold and have an impact on increasing producer revenue. In the context of this research, the MBG Program acts as a source of demand that is able to encourage MSME income growth through the purchase of food on a regular basis. The higher the demand created from the program, the greater the income received by business actors.

The findings of this study are also in line with the research of Basit and Ramadani (2025) which shows that the implementation of the Free Nutritious Meal Program has a positive impact on the economic development of the community through increasing business activities and local economic turnover. The similarity of these results shows that government programs involving local supply chains can create a multiplier effect for MSME actors. In the context of Teko Village, the increase in the intensity of food purchases by the MBG Program has become a source of stable demand so as to encourage an increase in the income of local food MSMEs in a sustainable manner.

Based on the results of observations and interviews, MSME actors in Teko Village revealed that their involvement in the MBG Program provided significant additional income compared to before the program was implemented. The existence of orders that are placed regularly provides opportunities for business actors to increase sales volume and expand business activities. Therefore, the results of this study show that the existence of the MBG Program is able to have a real economic impact on increasing the income of local food MSMEs.

2. The Influence of Local Food MSME Income on Economic Learning Resources

The results of the study show that the income of local food MSMEs has a significant effect on economic learning resources in Teko Village. These findings indicate that economic activities that develop in the community can be a real source of learning for students. The more MSME income

increases, the more diverse the production, distribution, and marketing activities that can be observed directly as an example of the application of economic concepts in daily life. This condition makes the community environment a contextual learning resource that is able to help students understand economic material in a more meaningful way.

This finding is in line with the research of Afianti, Suharlan, and Hamid (2025) who stated that the surrounding environment is an effective contextual learning resource because it allows students to connect learning materials with the reality of daily life. The results of this study are also supported by Iduard, Hasdin, and Idrus (2025) who explain that real-experience contextual learning is able to increase the meaning of students' learning. In addition, Wijanarko (2024) found that the use of the environment as a learning resource can increase students' awareness and learning independence. Therefore, the existence of local food MSMEs that are growing due to the intensity of purchasing the Free Nutritious Meal Program not only provides economic benefits for the community, but also provides authentic and relevant economic learning resources for students.

The main factor that causes MSME income to be a source of economic learning is because these income changes can be observed directly in people's lives. Students can see how a government policy is able to affect the economic activities of business actors. This condition makes learning economics more concrete than just learning theory through textbooks.

The results of this study support the theory of Contextual Teaching and Learning (CTL) put forward by Johnson (2002), which states that learning will be more effective if students are able to relate the material learned to the real situations they encounter in daily life. The increase in MSME income due to the MBG Program provides concrete examples of the concepts of demand, supply, production, distribution, and income that can be observed directly by students. Therefore, the economic phenomenon that occurs in Teko Village can be used as a source of economic learning that is contextual and relevant to the learning needs of the 21st century.

In addition, the results of this study also support the view that the community environment is one of the effective sources of learning. The economic phenomenon that occurs in Teko Village provides an opportunity for students to learn economic concepts directly through the conditions that occur in the surrounding environment. Thus, economic learning is not only theoretical, but also able to provide a more real and meaningful learning experience.

3. The Role of Local Food MSME Income as an Intervening Variable between Purchasing Intensity and Economic Learning Sources

The results of the study showed that the intensity of food purchases by the MBG Program did not have a direct effect on economic learning resources. However, the intensity of purchases has a significant effect on the income of MSMEs, and the income of MSMEs has a significant effect on the source of economic learning. These findings show that MSME income plays a role as an intervening variable in the relationship between purchasing intensity and economic learning resources.

However, the role of MSME income as an intervening variable in this study was identified based on the pattern of relationships between variables obtained through regression analysis. The intensity of purchases has been proven to have a significant effect on the income of MSMEs, and the income of MSMEs has a significant effect on economic learning resources, while the direct influence of purchase intensity on economic learning resources is not significant. This relationship pattern indicates that there is an indirect path that connects the MBG Program with economic learning resources through increasing MSME income.

The insignificance of the direct influence of purchasing intensity on economic learning resources shows that purchasing activities alone are not enough to become a source of economic learning. The purchase of food by the MBG Program is basically just an economic transaction activity. These activities only have educational value when they are able to produce economic impacts that can be observed by the community, one of which is in the form of increasing MSME income.

In other words, students do not directly get learning resources only from purchase transactions. Sources of learning arise when the transaction results in real economic changes, such as increased income, business development, increased employment opportunities, and increased welfare of business actors. These changes then become economic phenomena that can be studied in economics learning.

These findings show that the educational impact of the MBG Program occurs through indirect mechanisms. The MBG program first increases the demand for foodstuffs, then increases the income of MSMEs, and ultimately the increase in income becomes a source of contextual economic learning. This relationship path shows that the economic aspect is an important link between government policies and their use as a learning resource.

Theoretically, the results of this study support the view that contextual economic learning requires real phenomena that can be observed and benefited by the community. Therefore, increasing MSME income is a key factor that bridges the influence of the MBG Program on the formation of economic learning resources. These findings reinforce that the Free Nutritious Meal Program not only provides benefits in the health and economic fields, but also contributes to the development of economic learning that is more contextual, relevant, and close to the lives of students.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that the intensity of food purchases by the Free Nutritious Eating Program (MBG) in Teko Village is relatively high because it is carried out regularly and sustainably to local food MSME actors. The high intensity of these purchases has a positive impact on community economic activities, especially for MSME actors involved as suppliers of food for the program.

The results of the study show that the intensity of food purchases by the MBG Program has a positive and significant effect on the income of local food MSMEs. This is proven through the results of regression analysis which shows a significance value of $0.000 < 0.05$ with a regression coefficient of 0.860. This means that the higher the intensity of food purchases carried out by the MBG Program, the more the income of local food MSMEs in Teko Village will increase. The MBG program creates stable market demand so that it helps increase turnover and business sustainability of local MSME actors.

In addition, the increase in local food MSME income due to the MBG Program can also be used as a source of contextual economic learning. The results of the analysis showed a significance value of $0.003 < 0.05$ with a regression coefficient of 0.543. The economic activities that occur through the MBG Program provide a real example of the concept of demand, supply, distribution, and the role of the government in people's economic activities. Thus, the MBG Program not only has an impact on improving community nutrition, but also has an economic impact and educational value for the people of Teko Village.

Based on the results of the research and discussion, it can be concluded that the intensity of food purchases by the Free Nutritious Meal Program (MBG) has a positive and significant effect on the income of local food MSMEs in Teko Village. The results of the analysis show that the higher the intensity of purchases made by the MBG Program, the more the income of local food MSMEs will

increase. The increase in income occurred because the MBG Program purchases food regularly and sustainably, creating stable demand for MSME actors. Based on the results of the study, the MSME actors who are most involved as food suppliers are vegetable traders. The high demand for vegetables in the implementation of the MBG Program has caused vegetable traders to obtain an increase in sales volume which has an impact on increasing their business income.

In addition, this study also shows that the increase in local food MSMEs' income due to the MBG Program can be used as a source of contextual economic learning. Economic activities that occur through the involvement of MSMEs in the MBG Program provide a real example of the concept of demand, supply, distribution, and the role of the government in encouraging community economic activities. Therefore, the MBG Program not only provides benefits in terms of fulfilling community nutrition, but also provides an economic impact for local MSMEs and has educational value that can be used as a source of economic learning in the community.

L. Suggestions

Based on the results of the research that has been conducted, the author provides some suggestions as follows:

1. For the Government and the Managers of the Free Nutritious Meal Program (MBG)

The government and the management of the MBG Program are expected to continue to maintain and increase the involvement of local food MSMEs in the provision of food programs. The involvement of local MSMEs has been proven to be able to increase the income of business actors while supporting the economic growth of the village community. In addition, there is a need to expand opportunities for more MSMEs to be involved in the program so that economic benefits can be felt more evenly.

2. For Local Food MSME Actors

MSME actors are expected to continue to maintain product quality, supply quantity, and service consistency in order to be able to meet the needs of the MBG Program in a sustainable manner. In addition, MSMEs also need to improve their business management and financial management skills so that the increase in income obtained can be used for future business development.

3. For the World of Education

The results of this research can be used as a source of contextual economic learning that connects theory with real conditions in society. Teachers and students can make the MBG Program a real example in learning the concepts of demand, supply, distribution, income, and the role of the government in economic activities.

4. For the Next Researcher

The researcher is further expected to develop this research by adding other variables that have the potential to affect MSME income, such as business capital, production capacity, or marketing strategy. In addition, the research can be conducted with a larger number of respondents and a wider research area in order to obtain more comprehensive results.

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