

JOB'S TEARS COMMODITY SUPPLY CHAIN PATTERN IN THE HANJELI WALURAN MANDIRI TOURISM VILLAGE, SUKABUMI REGENCY

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Submitted: 24th January 2026; Revised: 7th February 2026; Published: 28st August 2026

ABSTRACT

Job's tears (Hanjeli) is a local food commodity developed as the economic base of the community in Hanjeli Tourism Village, Waluran Mandiri, Sukabumi Regency. This study aims to describe the supply chain pattern of Job's tears (Hanjeli) products, including product, financial, and information flows. The study employed a descriptive qualitative approach, with data collected through observation and in-depth interviews. Research informants consisted of farmers who are members of Women Farmer Groups (KWT) and Farmer Groups (Poktan), production house managers, and Hanjeli Tourism Village administrators. The results show that product flow moves from KWT and Poktan farmers to production houses, then to Hanjeli Tourism Village, and finally to visitors as end consumers. Financial flows run from visitors to the tourism village management, then to production houses, and become income for KWT and Poktan members. Information flow operates in a two-way manner to support coordination among actors. This supply chain pattern reflects the dual role of local actors as producers and processors, without intermediaries, allowing the full value of hanjeli products to be enjoyed by the local community and supporting the economic sustainability of the tourism village.

Keywords: Job's tears; local food; supply chain; tourism village

ABSTRAK

Hanjeli merupakan komoditas pangan lokal yang dikembangkan sebagai basis ekonomi masyarakat di Desa Wisata Hanjeli, Waluran Mandiri, Kabupaten Sukabumi. Penelitian ini bertujuan untuk menggambarkan pola rantai pasok komoditas hanjeli yang mencakup aliran barang, aliran keuangan, dan aliran informasi. Penelitian menggunakan pendekatan deskriptif kualitatif dengan pengumpulan data melalui observasi dan wawancara mendalam. Informan penelitian terdiri atas petani anggota Kelompok Wanita Tani (KWT) dan Kelompok Tani (Poktan), pengelola rumah produksi, serta pengelola Desa Wisata Hanjeli. Hasil penelitian menunjukkan bahwa aliran barang berlangsung dari petani KWT dan Poktan ke rumah produksi, kemudian ke Desa Wisata Hanjeli, dan berakhir pada pengunjung sebagai konsumen akhir. Aliran keuangan berjalan dari pengunjung ke pengelola desa wisata, kemudian ke rumah produksi, dan menjadi pendapatan bagi anggota KWT dan Poktan. Aliran informasi berlangsung secara dua arah untuk mendukung koordinasi antarpelaku. Pola rantai pasok ini menunjukkan adanya peran ganda pelaku lokal sebagai produsen dan pengolah tanpa melibatkan pedagang perantara, sehingga nilai tambah produk hanjeli sepenuhnya dinikmati oleh masyarakat lokal dan mendukung keberlanjutan ekonomi desa wisata.

Kata kunci: Desa wisata; hanjeli; rantai pasok; pangan lokal

INTRODUCTION

Tourism villages are a rural development approach that positions local communities as key actors in

managing their region's potential. The concept of tourism villages is not solely focused on tourism activities but also integrates social, economic, cultural,

and environmental aspects in a sustainable manner (Putra et al., 2025). Through tourism villages, local economic activity can grow alongside efforts to conserve resources and improve community welfare. Research by Risdawati & Hermansah (2022) shows that tourism villages can encourage local job creation and strengthen the village economy through community involvement in various productive activities based on local potential.

One form of development is a tourism village based on agriculture and local food. This model utilizes the agricultural sector not only as a food source but also as an educational tourist attraction and a driver of the creative economy. Cultivation, processing, marketing, and tourism activities are integrated into a mutually supportive system. Cors-iglesias et al. (2023) state that integrating agriculture and tourism (agritourism) can increase product value while shortening the distribution chain between producers and consumers. In this context, local food plays a strategic role as the basis for tourism village development. Besides reflecting regional identity, local food has economic potential when managed in an integrated manner from upstream to downstream. Its

development can increase income through product processing and direct marketing to tourists. Utami et al. (2023) stated that the utilization of local food integrated with community economic activities contributes to strengthening food systems and increasing household incomes.

One local food commodity with potential for development in the context of tourism villages is job's tears (*Coix lacryma-jobi* L.). Job's tears are a cereal crop that contains carbohydrates, protein, fiber, and bioactive compounds beneficial for health (Mayasti et al., 2021). Job's tears also have agronomic advantages due to their adaptability to various soil conditions (Dwipa & Martinsyah, 2022). Research by Azzahra et al. (2022) showed that job's tears have the potential to be developed as an alternative food commodity and raw material for value-added processed products at the local level.

In Sukabumi Regency, specifically Waluran Mandiri Village, job's tears are being developed as a superior commodity through the concept of the Job's Tears Tourism Village. The development integrates cultivation, educational tourism, processing, and product marketing to tourists. Products include rice, dodol

(sweet sticky rice), rice crackers (rengginang), job's tears (rice hanjeli), and non-food products such as soap and crafts. All activities involve local communities, particularly Farmer Groups (Poktan) and Women Farmer Groups (KWT), as key actors in the production and distribution system.

In developing a tourism village based on superior commodities, understanding supply chain patterns is crucial. The supply chain connects various actors, from input providers and farmers to processors and end consumers. A well-managed supply chain will impact product availability, quality, cost efficiency, and business sustainability (Hendrawan & Nasution, 2024). Conceptually, the supply chain encompasses the interconnected flows of goods, financial, and information that must be managed in an integrated manner (Purnama et al., 2021). The flow of goods describes the movement of products from upstream to downstream, the financial flow indicates the movement of payments from consumers to producers, while the flow of information serves as a means of coordination between supply chain actors.

Agricultural product supply chains exhibit unique characteristics, including perishability, seasonal

dependence, and fluctuations in harvest volume and quality (Fauziah et al., 2021). In the context of tourist villages, supply chains must also adapt to dynamic tourist demand. Research by Renaldi et al. (2025) shows that shorter agricultural supply chains integrated with local markets tend to provide greater economic benefits for producers than conventional supply chains.

Although various studies have examined agricultural product supply chains, studies on the supply chain patterns of job's tears (jasmine) in the context of tourist villages remain limited. Research on tourist villages generally focuses on aspects of tourism and community empowerment, while analysis of the flow of goods, finance, and information for primary commodities has been limited. Based on this, this study focuses on the supply chain patterns of job's tears (jasmine) in the Waluran Mandiri Hanjeli Tourism Village, Sukabumi Regency. The research questions include describing the flow of goods, finance, and information. This research aims to comprehensively describe the supply chain patterns of job's tears. The results are expected to contribute to academic research and serve as a reference for tourism village managers,

local governments, and agribusinesses in the sustainable management of local commodity supply chains.

RESEARCH METHODS

This study used a qualitative descriptive approach to describe and deeply understand the supply chain patterns of job's tears (jasmine) in the Hanjeli Tourism Village. A qualitative approach was chosen because this study focuses on the processes, flows, and activities of the supply chain, which require a contextual understanding and in-depth exploration of the phenomenon under study (Sugiyono, 2022).

The study was conducted in the Hanjeli Tourism Village, Waluran Mandiri Village, Waluran District, Sukabumi Regency, West Java. The location was selected purposively, considering that the village is developing job's tears as a leading commodity while integrating it with tourism village activities that involve the local community in all stages of the supply chain.

Informants were selected using purposive sampling, which involves selecting informants based on specific criteria relevant to the research objectives (Abubakar, 2021). The informants included job-tear farmers

who are members of the Women's Farmers Group (KWT) and the Farmers' Group (Poktan), job production house managers, and Hanjeli Tourism Village managers who coordinate and market. The number of informants was determined based on the principle of data saturation, which means the data collection process is stopped when the information obtained is repetitive and no new findings are found (Guest et al., 2020).

The data collection techniques used included observation and interviews. Observations were conducted by directly observing the job's tears supply chain activities, from cultivation on farmers' fields to processing at production facilities, and from product displays to sales in the Hanjeli Tourism Village. In-depth semi-structured interviews were conducted using interview guidelines to gather information on the flow of goods, financial flows, information flows, and activities at each stage of the supply chain.

The research instruments used consisted of observation and interview guidelines, developed based on the supply chain concept. These instruments included questions about the flow of goods, financial flows, and information, as well as activities at the

upstream, internal, and downstream stages. To support data collection, this study also used a voice recorder, a camera, and stationery.

Data analysis was conducted using qualitative descriptive analysis using the interactive analysis model proposed by Miles & Huberman (2014), which includes three main stages. The first stage is data reduction, the process of selecting and simplifying research data to align with the research focus. The second stage is

data presentation, which involves organizing the data into descriptive narratives, tables, and supply chain mapping. The third stage is drawing conclusions, which involves interpreting the data to obtain an overview of the supply chain pattern for the job's tears (jaw millet) commodity in the Hanjeli Tourism Village.

Furthermore, this study employed supply chain mapping techniques to visualize the flow and activities within the job's supply chain (Jaws Millet). Mapping was conducted by identifying actors at each stage, the types of flows occurring, and the activities undertaken. The mapping results are presented in diagram form to facilitate a comprehensive

understanding of the supply chain pattern.

To ensure data validity, source triangulation was used, comparing data obtained from various informants, such as farmers, processors, and tourism village managers, to ensure consistency of information. Furthermore, member checking was conducted by confirming interview results and the researcher's interpretations with informants to ensure the data obtained accurately reflected field conditions.

RESULT AND DISCUSSION

Overview of the Hanjeli Tourism Village

The Hanjeli Tourism Village is located in Waluran Mandiri Village, Waluran District, Sukabumi Regency. This village develops hanjeli as a superior commodity and serves as a basis for community economic development and a tourist attraction (Musyaffa et al., 2025). The development of the Hanjeli Tourism Village is driven by the potential of suitable land for hanjeli cultivation and the local community's initiative to improve welfare through the development of an agriculture-based creative economy. The Hanjeli Tourism Village offers an educational tourism concept that provides visitors with an experience to

observe and learn about the comprehensive hanjeli production process. Visitors can observe hanjeli cultivation directly on the land, participate in demonstrations of hanjeli processing into various products, and purchase hanjeli products as souvenirs.

To support the implementation of this educational tourism concept, the Hanjeli Tourism Village implements a management structure that involves various community groups in an integrated manner. Hanjeli farmers are members of the Women's Farmers Group (KWT) and the Farmers Group (Poktan), which not only act as raw material producers but also participate in processing and management activities within the tourism village. This management model creates integrated roles by involving the same actors across the supply chain, from production to marketing.

This management structure is implemented through a production house managed by the community, specifically members of the KWT (Cultivation Group) and Poktan (Farmers Group). The production house in Hanjeli Tourism Village consists of several units, each specializing in processing specific products, such as hanjeli rice, hanjeli dodol (sweet potato flakes), hanjeli rengginang (rice

crackers), hanjeli soap, and hanjeli bracelets. Processing is carried out using simple equipment but adhering to established hygiene and quality standards. All products produced by the production house are distributed to Hanjeli Tourism Village and are not sold independently by the production house. The Hanjeli House serves as an information center, product display area, and the main sales outlet in the tourist village. Through this system, visitors can view the various hanjeli products available and purchase them directly or as part of a tour package. These tour packages generally include specific hanjeli products, such as hanjeli porridge as an appetizer and hanjeli bracelets as souvenirs for each visitor.

Job's Tears Supply Chain Flow Pattern

The job's tears supply chain flow pattern in Hanjeli Tourism Village consists of interconnected goods, financial, and information flows. Goods flow from upstream to downstream, from farmers to end consumers, as a form of physical product distribution. Financial flows flow from downstream to upstream as payment for traded products, while information flows in both directions to convey price, demand, and product quality data to support coordination between stakeholders.

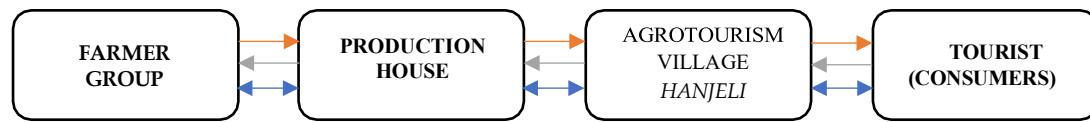


Figure 1. Job's Tears (Hanjeli) Supply Chain Flow

Where:

→ = Aliran Barang ← = Aliran Keuangan ↔ = Aliran Informasi

Flow of goods

The flow of goods in the job's job supply chain in Hanjeli Tourism Village follows a distribution pattern that begins with farmers who are members of the Women's Farmers Group (KWT) and Farmer Group (Poktan), then continues to the production house, then to the Hanjeli Tourism Village, and finally ends with visitors as the final consumers. The production process begins in the cultivated fields managed by KWT and Poktan members. After several months of planting, job's job is harvested as unhusked rice. The harvested job is then distributed directly to the production house without intermediaries. This is possible because the KWT and Poktan members who cultivate job's job are the same individuals as the production house managers, resulting in an integrated role in the supply chain.

At the production house, job's job undergoes a transformation process into various products with higher added

value. The processing is tailored to the characteristics and specifications of the desired product. To produce job's job rice, a series of processes are carried out, including hulling, cleaning, and sorting, resulting in ready-to-consume job's job. Hanjeli dodol is made by cooking hanjeli rice with brown sugar and coconut milk, a technique that requires special expertise to achieve the right texture. Hanjeli rengginang is made by mixing hanjeli rice with spices, forming or molding, drying in the sun, and frying. Hanjeli soap is produced by extracting oil from hanjeli seeds, which is then mixed with soap-making ingredients. Hanjeli bracelets, meanwhile, are made from hanjeli seeds, which undergo a process of cleaning, sanding, hollowing, and assembling into accessories.

Once the finished products are produced, all products from the various production houses are distributed centrally to the Hanjeli Tourism Village, specifically to the Hanjeli House, which

serves as a display and sales center. These products are then distributed to visitors through two different distribution channels. The first distribution channel is a direct sales system where products are displayed in a display case and visitors can make purchases according to their needs. The second distribution channel is through integration into tour packages, where several products, such as millet porridge and millet bracelets, are included in the tour packages purchased by visitors, so visitors automatically receive them as part of their travel experience.

The resulting flow pattern demonstrates the characteristics of a short food supply chain, where the distance between producers and end consumers is minimized. Short supply chains offer various advantages, such as better product transparency, better quality assurance, and closer

relationships between producers and consumers (Jia et al., 2024). Another unique feature of the flow of goods in this system is the vertical integration, where the same actors are involved in various stages of the supply chain, from production to distribution. This differs from conventional agricultural product supply chains, which generally involve different actors at each stage, such as farmers, collectors, traders, processors, and retailers (Dharmawati et al., 2020). Vertical integration offers advantages in the form of better coordination, reduced transaction costs, and more consistent quality control throughout the supply chain. A vertical integration system in the local food supply chain can also improve operational efficiency and ensure better product traceability, thereby increasing consumer confidence in the products offered.

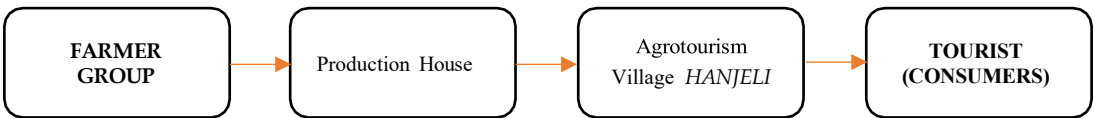


Figure 2. Flow of Job's tears (Hanjeli)

Financial Flow

The financial flow in the job's tears supply chain in Hanjeli Tourism Village runs from downstream to upstream, from visitors to Hanjeli

Tourism Village, then to the production house, and finally to the KWT and Poktan members. The flow begins when visitors make payments to Hanjeli Tourism Village, either for direct

product purchases or for tour packages that include job's tears. The village accepts cash or bank transfers. Prices for products and tour packages are determined through coordination meetings, taking into account production costs, market prices, and reasonable profit margins.

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After receiving payments from visitors, Hanjeli Tourism Village then pays the production house for the delivered products. Payments to the production house are made periodically. The payment amount includes compensation for the job's raw materials and for processing services provided by the production house. The purchasing price determination mechanism among production houses is based on mutual agreement, taking into account production costs and the value-added contribution from processing.

The payment received by the production house ultimately represents income for the KWT (Women's Group) members and the farmer's group (Poktan) that operates it. Because the person who grows and processes the hanjeli is the same, this payment includes dual compensation as the farmer providing the raw materials and the processor providing the processing services. This dual role model reflects vertical integration in the supply chain, enabling actors to obtain greater economic benefits.

The price structure at each level demonstrates increasing value-added from upstream to downstream. Unhusked hanjeli has a certain value at the farmer level; after processing into products like hanjeli dodol (sweetened hanjeli), its value increases; and when sold to visitors at the Hanjeli Tourism Village, its value increases even further. This increase in value reflects the added value created by processing and marketing.

Research by Saputra et al. (2018) on value chain analysis emphasizes the importance of equitable distribution of added value in the supply chain for the economic sustainability of actors. In the context of Hanjeli Tourism Village, the existing financial flow model has optimized the distribution of added

value to the local community, especially KWT and Poktan members who act as producers and processors.

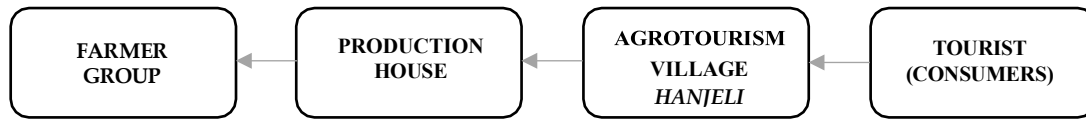


Figure 3. Aliran Keuangan Hanjeli

Information Flow

The flow of information in the job's tears supply chain in Hanjeli Tourism Village is two-way and plays a crucial role in maintaining coordination between actors. The flow of information from downstream to upstream includes information on market demand, consumer preferences, and production needs. This information is obtained from visitors to the tourism village, both through direct interactions and through social media. The input received includes the most popular product types, suggestions for quality improvements, and requests for new product development, which are then compiled by the Hanjeli Tourism Village management. The information received from visitors is then forwarded by the tourism village management to the production house as a production order. This communication includes the product type, quantity required, and delivery time. Based on this order information, the production house plans its raw material requirements for job's

tears. Furthermore, internal coordination between KWT (Women's Group) and Poktan (Farmer Group) members allocates job's tears from each member's land to the production house that needs it. This pattern demonstrates that the flow of information plays a key role in decision-making at every stage of production.

In addition to the flow of information from downstream to upstream, information also flows from upstream to downstream. This flow includes information on raw material availability, production capacity, and product condition and quality. Farmers provide the production house with harvest schedules, estimated yield volumes, and the quality of the resulting hanjeli. This information serves as the basis for the production house's processing plans. The production house then provides the Hanjeli Tourism Village management with information on product availability and estimated turnaround times, which is used for

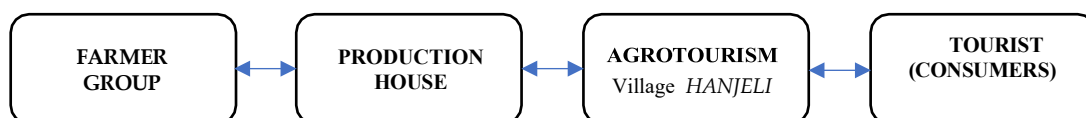
inventory planning and tour package management.

The communication channels used for this information flow are quite diverse. Formal communication is conducted through regular coordination meetings involving the tourism village management, representatives of the production house, and the administrators of KWT (Women's Group) and Poktan (Farmer Group). These meetings are used to discuss sales evaluations, production planning, task allocation, and strategic decision-making. Informal communication also occurs through WhatsApp groups that connect all supply chain actors, enabling rapid, flexible information dissemination. Face-to-face communication is also frequent because the supply chain actors are located relatively close to one another.

The Hanjeli Tourism Village management records information, including sales data, product stock,

orders to the production house, and the number of visitors. This recorded information is used as the basis for production planning and marketing activities. Although the recording system is still rudimentary, the available information has been able to support the coordination and smooth operation of the supply chain as a whole.

Effective information flow is a crucial factor in supply chain success. Alhamda & Wahyuningsih (2023) emphasize that information sharing is key to effective supply chain management. In the context of Hanjeli Tourism Village, geographic proximity and social relationships between stakeholders facilitate communication and expedite information dissemination. Furthermore, a high level of trust within the community contributes to the smooth flow of information without significant obstacles.



Gambar 4. Aliran Informasi Hanjeli

CONCLUSION

The supply chain for job's tears at the *Hanjeli Waluran Mandiri* Tourism Village is vertically integrated, eliminating the need for intermediaries.

Goods flow from farmers (KWT and Poktan) to production facilities, then to the tourism village, and finally to consumers. Financial flows from consumers to managers, then to

production facilities, generating income for both farmers and processors. Information flows in both directions between actors through direct coordination and communication channels. This pattern allows added value to remain local and supports the community's economic sustainability.

Authors declaration

The authors hereby declare that this research is original work conducted independently by the authors. This manuscript has not been published or submitted to any other journal. All authors have made significant contributions to this research and approved the final manuscript. **Consent to participate**

Authors are agreed

Consent to publication

The authors agree to publish this data

Conflict of interest

There are no conflicts of interest associated with this publication.

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