

GOVERNMENT RESPONSE TO CASSAVA TRADE GOVERNANCE IN LAMPUNG: FROM PRICE CRISIS TO POLICY ORCHESTRATION

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Abstract

This study examines the development of cassava trade governance in Lampung Province through a narrative policy analysis of 76 online news reports published between 2014 and 2026. The analysis compares four gubernatorial periods: M. Ridho Ficardo, Arinal Djunaidi, Acting Governor Samsudin, and Rahmat Mirzani Djausal. The findings show a gradual shift from market-based governance, initial government coordination, crisis mobilisation, to more formalised policy orchestration. In the earlier periods, cassava governance was mainly shaped by farmers, collectors, and processing factories, while government intervention remained limited. The 2024 price decline expanded the issue into a wider public-governance crisis. Under Rahmat Mirzani Djausal, the provincial government began to formalise its response through gubernatorial instruction and regulation on price arrangements, deduction practices, governance, and downstreaming. The study argues that strategic commodity governance requires actor coordination, institutional rules, and sustained government facilitation.

Keywords: *cassava governance; policy orchestration; Lampung.*

INTRODUCTION

Contemporary public problems increasingly exceed the institutional boundaries and analytical capacities of conventional government. Many policy challenges can no longer be isolated within a single sector, jurisdiction, or organisation because their causes are interdependent, their consequences are uncertain, and the actors involved define both the problem and its possible solutions differently.

Rittel & Webber (1973) conceptualise complex public challenges as wicked problems, namely problems that lack definitive formulations, objectively correct