



Farmer's Preferences Towards the Use of Superior Varieties of Rice

Jaka Sulaksana, Ida Marina and Dinda Monicha

Agribusiness Department Agriculture Faculty Majalengka University, 45418 Majalengka,
West Jawa, Indonesia
jsulaksana@unma.ac.id

Abstract. This research aims to find out farmers' preferences for the use of superior rice varieties in Jatitengah Village, Jatitujuh District, Majalengka Regency and to know the correlation between farmers' decisions regarding preferences for using superior rice varieties in Jatitengah Village, Jatitujuh District, Majalengka Regency. Based on research on farmers' preferences for the use of superior rice varieties, Inpari 32, ciherang and sertani seeds are used, but in general in Jatitengah Village, Jatitujuh District, Majalengka Regency, Inpari 32 is more widely used. The correlation between farmers' decisions regarding preferences for using superior rice varieties has a value of 0.957 and correlation *Kendal* of 0.860.

Keywords: Preference, Rice, Varieties.

1.0 Introduction

1.1 Background

Paddy plant, as the main food crop, especially for Indonesian people, always receives great attention so that its development can increase its productivity to meet people's food needs. Regarding of Statistics [1], national rice production in 2021 was 54.42 million tons of GKG, a decrease of 233.91 thousand tons or 0.43 percent compared to rice production in 2020 which was 54.65 million tons of GKG. One of the government's efforts to guarantee and fulfill the availability of rice from a technical aspect, the technology used is the use of superior seeds. There are many varieties of seeds produced through research, but only a few are adopted by farmers. This is possible when conducting research does not take into account farmers' preferences and perceptions about the variety. Preference is a priority, choice, tendency and liking that a person can use to determine their choice [2]. The main choices for farmers in determining their attitude towards purchasing seeds are productivity (yield potential), pest and disease resistance and plant life of the seeds [3, 4].

This can be seen from history which shows that use in 1984 Indonesia succeeded in becoming self-sufficient in rice. However, in recent years rice productivity has slowed and tends to decline. This is partly due to the decreasing ability of existing varieties to produce higher yields. Development Rice breeding

© The Author(s) 2024

S. Gandaseca et al. (eds.), *Proceedings of the International Conference on Science, Technology and Social Sciences – Biology Track (ICONSTAS-BIO 2023)*, Advances in Biological Sciences Research 43,
https://doi.org/10.2991/978-94-6463-536-2_9

activities are starting to be directed towards developing rice varieties that have higher yield potential. The main characteristics of this variety are that it has erect and rice stems, wide and erect leaves, few shoots \pm 10 - 12 stems but is productive in producing panicles, long panicles and productivity is 30 - 50% higher than conventional superior varieties [5]. It is hoped that the discovery and development of this new type of rice will provide a leap in rice productivity.

Jatitengah Village, Jatitujuh District is one of the areas in Majalengka Regency, South Sulawesi Province. Jatitengah village has many large rice fields surrounded by hills and rivers. Almost all residents in Jatitengah Village work as farmers. We can see this in the following table:

Table 1. Harvest area and rice production on Jatitujuh District.

Year	Land area (Ha)	Production (Tons)
2017	4.340,5	21.845
2018	4.360	24.580
2019	4.360,10	25.890
2020	4.339,50	23.369

In Table 1 it can be seen that rice production in Jatitujuh District, Majalengka Regency experienced fluctuations, namely that the lowest rice production occurred in 2016, namely with total production of 21,845 tons with a land area of 4,340.5 Ha and rice production in the following two years continued to increase, namely in 2017 rice production increased to 24,840 tons with a land area of 4,360 Ha and rice production in 2018 was 25,890 tons with a land area of 4,360.10 Ha. Furthermore, in 2019 rice production and land area experienced a fairly large decline, namely with total production amounting to 23,369 tons with a land area of 4,339.50. This is caused by several factors, including land area, plant maintenance, changing seasons, fertilizer application, types of rice varieties used by farmers, and conversion of agricultural land.

Looking at the results of the rice plants in Table 1, of course it refers to the type or seeds used. In Jatitengah Village, Jatitujuh District, Majalengka Regency, since the last few years, local rice seed varieties have begun to abandon their types because their production is minimal. There are several local rice seeds that are often planted in Jatitengah Village, including Ciherang, Sertani and Inpari. Some of the advantages this variety has are that it has high productivity, is resistant to disease, has many offspring, is easy to obtain and has high selling power.

From the explanation above, researchers are interested in conducting research in Jatitengah Village, Jatitujuh District, Majalengka Regency, namely "The use of various superior rice varieties used by farmers in the area can influence the amount of rice production".

Preference is a concept, which is used in social sciences, especially economics. It assumes a reality or imaginary choice between alternatives and the possibility of ranking those alternatives, based on existing pleasure, satisfaction,

gratification, fulfillment, utility. More broadly, it can be seen as a source of motivation. In cognitive science, individual preferences enable the selection of goals. Preference also means a person's priority or preference for products, goods or services consumed or used [6].

Preferences can be assessed from the farmer's level of satisfaction between expectations and the quality of the results received. Expectations will determine the tendency to choose a product [7]. Preferences in choosing the varieties of rice seeds planted have an influence on the rice fields managed. Seed varieties that are not suitable for the characteristics of the land will cause the use of fertilizers, pesticides and planting patterns to be ineffective. Excessive use of chemicals will reduce the quality of agricultural land [8].

At the alternative evaluation stage, farmers form preferences for the brands in the choice set. A buyer's preference for a brand will increase if someone you like also likes the same brand [9]. Alternative evaluation is the stage where consumers evaluate options in relation to the expected benefits and narrow down the choices until the alternative is chosen. Farmers carry out assessments by evaluating product attributes and giving strength to farmers' confidence in the attributes of a Planting Program [10].

Based on the background above, it can be concluded that the problem formulation in this research is what are farmers' preferences for the use of superior rice varieties in Jatitengah Village, Jatitujuh District, Majalengka Regency? And how do farmers' decisions correlate with preferences for using superior rice varieties in Jatitengah Village, Jatitujuh District, Majalengka Regency?

2.0 Research Method

This research was carried out in Jatitengah Village, Jatitujuh District, Majalengka Regency over a period of approximately two months, namely from October 2021 to August 2022. The location was chosen deliberately with the consideration that in this location many farmers cultivate rice commodities with various types of superior varieties.

In this research, the type of data used is quantitative data. Quantitative data is a type of data that can be measured or calculated directly in the form of information or explanations expressed in numbers or in the form of numbers. The data sources in this research are primary data and secondary data. Primary data is data obtained from the first source, either from individuals or individuals, such as the results of interviews or the results of filling out questionnaires which are usually carried out by researchers.

Secondary data is data obtained from other parties or primary data that has been further processed and presented either by primary data collectors or other parties which is generally presented in the form of tables [11]. The data source is the subject source from which the data can be obtained. If the researcher uses a questionnaire or interview or in collecting data, then the data source is from the respondent, namely the person who answers the researcher's questions, namely written or verbal. This data

source in the form of respondents was used in the research. Primary data collection was obtained from farmer respondents and farmer respondents through interviews using questionnaires and direct observation in the field. Data from individual farmers: farmer identity includes: name, age, gender, last education, land area, and land ownership.

Population is a combination of all elements that have a similar set of characteristics for research purposes [12]. The sampling technique in this research is by method simple random sampling. Method technique simple random sampling is a sampling technique from members of the population that is carried out randomly without paying attention to the strata that exist in the population of rice farmers. The population of rice farmers is 300 people. To determine the size of the sample taken from the research population using the formula proposed by Slovin in Mustafa (2010:90) with a confidence level of 90% with a value of $e = 15\%$, which is as follows:

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

Where,

n = number of samples

N = number of populations

e = error rate in selecting sample members that is tolerated at 15%. Samples that can still be tolerated or desired are 15%

So,

n = 300

= $1 + 300 (0.15)$

= $38.709 \sim 39$

Thus, it can be concluded that the sample in this study used 39 rice farmer respondents. Data collection techniques are techniques or methods that can be used by researchers to collect data that are given to respondents to explore data in accordance with the research problem, namely:

1. Direct observation, namely a method of collecting data through direct observation or careful and direct inspection in the field or research location.
2. Structured interviews are interviews that are carried out in a planned manner guided by a list of questions that have been prepared previously. The collection technique used was a research questionnaire guide.
3. Documentation is the collection, selection and storage of information in the field of knowledge, collecting evidence such as images, quotes and other references.

2.1 Data Analysis Technique

The analytical tools used in this research to calculate farmers' preferences for superior rice varieties are utility, stimulus design, correlation and conjoint analysis.

Conjoint analysis is used to analyze farmers' preferences for the use of superior varieties of rice seeds.

3.0 Result & Discussion

3.1 Analysis of Farmers' Preference for the Use of Superior Rice Varieties

The characteristics of farmers and the process of purchasing rice seeds were studied and analyzed using descriptive analysis. Data and information are obtained from questionnaires, processed and presented in a more concise form that is easier to understand.

The attributes in this research include the type of seed used, productivity, selling price of grain, consumer demand, how to obtain seeds, and quality of rice. The results obtained are then presented based on the number of respondent farmers. The largest percentage of each result is the dominant factor of each variable analyzed.

Farmer preference is the choice of whether the farmer likes or dislikes the superior variety seeds used by the farmer. Consumer preferences show consumers' preferences from various existing product choices. The attributes of rice seeds can be influenced by the decision-making process, attitudes and preferences of farmers in using rice seeds. So, it is important to study farmers' preferences for rice seeds so that the government and producers can know farmers' behavior in deciding which rice seeds to plant. Farmers' preferences for superior varieties of rice seeds in this research include seed type, productivity, selling price of grain, consumer demand, seed purchases, and rice quality.

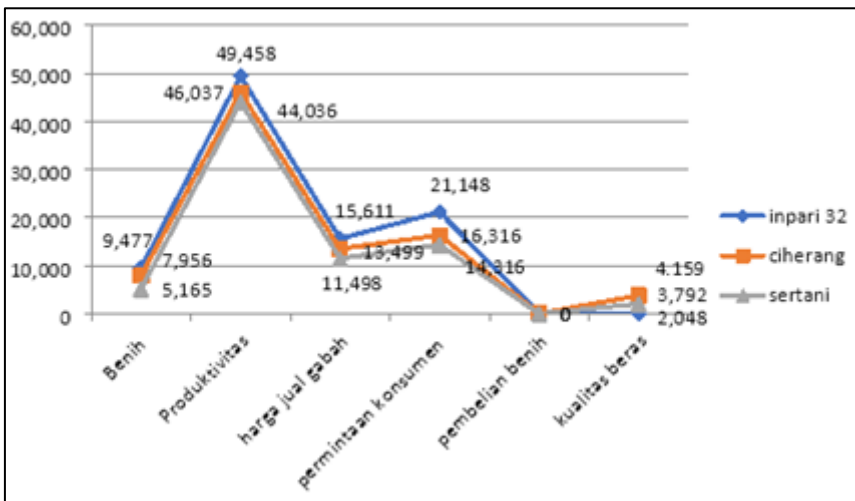


Fig. 1. Relative importance value of rice seed attributes.

Based on the research results in Figure 1, it is known that in determining the desired rice seed design attributes, the main attributes considered by the sample farmers were productivity and consumer demand. This is illustrated in the relative importance of rice seed attributes, namely the productivity of Inpari 32 seeds which received a value of 49.46%, Ciherang seeds 46.037 percent, while the ERTani seeds obtained a value of 44.036%.

Consumer demand for Inpari 32 seeds was 21.19%, Ciherang was 16.316% and Selamatni obtained a value of 14.316%, which means that sample farmers prefer rice seeds with a high level of consumer demand because if consumer demand is high, it will be easier for sample farmers to market their crops. The selling price of unhailed rice is 15.61% for Inpari 32, 13.499% for Ciherang and 11.498% for Serani. This is in line with research conducted by Ariwibowo [13] namely that sample farmers sold grain to collecting traders, because the procedure was simple and the prices offered were more expensive, the majority of farmers sold grain to collecting traders as agents of kongsi traders. In line with research by Sobichin [14], which states that the majority (87%) of farmers sell their crops to collectors using a slash system.

Inpari 32 seeds amounted to 9.48%, Ciherang seeds amounted to 7.956%, and accompanied seeds amounted to 5.165%. This shows that Inpari 32 rice seeds are higher in terms of farmers' preferences for selecting superior seeds compared to Ciherang seeds and Sertani seeds.

Sample farmers usually use rice seeds purchased from agricultural kiosks/shops or from breeders. However, there are still farmers who use seeds derived from grain from the previous season's harvest (save seeds). If certified potato seeds are not available, some farmers will switch to using potato seeds from the results of the previous planting season. The quality of rice is 4.16% and finally the purchase of seeds is 0.11%. Based on the research results of Syamsiah et al. [15], farmers' considerations in choosing rice varieties depend on characteristics other than yield such as the percentage of empty seeds, disease resistance, and demand conditions from final consumers (type of rice). You can see the table of differences between Inpari 32, Ciherang and Sertani seeds as follows:

Table 2. Differences of Inpari 32, Ciherang, and Sertani.

Information	Variety		
	Inpari 32	Ciherang	Sertani
Age	120 days	116-125 days	85 days
Plant height	97 cm	107-115 cm	115 cm
Grain weight	27.1 gr	27-28 gr	30 gr
Potential results	8.42 ton/ha	14 ton/ha	13 ton
Planting recommendations	600 meters above sea level	500 meters above sea level	500 meters above sea level
Leaf position	Upright	Upright	Upright

Crop shape	Upright	Upright	Upright
Grain color	Clean yellow	Clean yellow	Bright yellow
Grain shape	Medium	Long slim	Long contains
Resilience	Susceptible to brown planthopper biotypes 1, 2, and 3. Resistant to bacterial leaf blight pathotypes III, IV, VIII, and tungro las lanrang.	Resistant to brown planthopper biotypes 2 and 3, also resistant to bacterial leaf blight (HBD) Strain III and IV.	resistant to brown planthopper pests, bacterial leaf blight and cut neck.

Judging from table 4.10 above, it does have a relatively short lifespan compared to Inpari 32 and Ciherang, but the Sertani variety is not the farmer's preferred choice because it does not suit the conditions at the research site based on information from PPL and farmers. Likewise, the potential for production results has the highest production. This requires further research to prove the yield and productivity of the Sertani variety compared to the Inpari 32 and Ciherang varieties.

3.2 Conjoint Analysis Result

Based on the research results and the conjoint analysis steps that have been carried out in this research, the results of farmers' preferences for the use of superior rice seeds are obtained as in the following table:

Table 3. Results of conjoint analysis of rice seed attributes.

Importance values	Utility estimate	Standard error	Factor	Preference
49.46	0.699	0.123	Rice productivity	Height
	0.183	0.144	Height	
	-0.881	0.144	Currently Low	
21.19	0.345	0.092	Consumer brand	Height
	-0.345	0.092	Height Low	
15.61	-0.041	0.123	Selling price of grain	Rp. 5000/kg
	0.171	0.144	Rp. 4000/kg Rp. 5000/kg	

	-0.130	0.123	Rp. 5500/kg	
			Seed type	
9.48	-0.053	0.123	Conference	
	-0.114	0.144	Sertani	Inpari 32
	0.168	0.144	Inpari 32	
			Types of rice	
4.16	-0.018	0.092	Money	Pulen
	0.018	0.092	Pulen	
			Purchase of	
0.11			seeds	
	0.002	0.092	Toko Tani	Toko Tani
	-0.002	0.092	Breeder	

Rice productivity attributes consist of three levels, namely high, medium and low. Based on the research results as seen in Table 4.16 above, it shows that farmers like seeds with high productivity. This can be seen from the large and positive estimated utility value (0.699) and the small standard error value, namely (0.123). Rice seeds with medium and low productivity are less liked by sample farmers because their estimated utility values are low and negative, namely in the medium (0.183) and low (-0.881) categories. The main reason the sample farmers prefer rice seeds with high productivity is because it can improve the economic level of the sample farmers. This matter in accordance with research conducted by Syamsiah et al. [15], productivity is an important factor and an indicator of the success of rice cultivation. Apart from that, it is also assumed that the higher the productivity, the higher the income that farmers will receive.

Consumer demand attributes are divided into two levels, namely high and low. Based on research results, farmers prefer rice seeds with a high level of consumer demand. This can be seen from the large and positive estimated utility value, namely (0.345) and the low standard error value, namely (0.092), while farmers' seeds with low consumer demand are less liked by farmers. This can also be seen from the estimated utility value which is negative, namely (-0.345). The main reason the sample farmers prefer rice seeds with a high level of consumer demand is because if consumer demand is high, it will be easier for the sample farmers to market their crops.

Attributes The selling price of grain is divided into three levels, namely Rp. 4,000/Kg, Rp. 5,000/Kg, and Rp. 5,500/Kg. Based on the research results in Table 11, it can be seen that the sample farmers are rice seeds which have a selling price of IDR 5,000/Kg. This can be seen from the estimated utility value which is positive, namely (0.171) with a standard error value of (0.144), ample farmers like the selling price of grain at IDR. 5,000/Kg. because the profit obtained will be greater compared to the selling price of Rp. 4,000/Kg and Rp. 5,500/Kg because generally the selling price of

grain is IDR. 5,500/Kg if the farmer sells directly to the grain sales center, where the distance from the farmer's residence to the grain sales center is quite far and requires quite a large fee.

The next attribute that farmers consider in selecting superior variety seeds, based on the results of the Conjoint analysis, is the type of seed. The seed type attributes are divided into three levels, namely Ciherang, Inpari – 4, and Sertani. Sertani is preferred by the sample farmers. This can be seen from its positive estimated utility value (0.168) and its small standard error value, namely (0.144). This is because this type of Sertani rice seed has high productivity, is resistant to pests, is easy to obtain, this is in accordance with the characteristics of Sertani rice seeds explained by the Agricultural Research and Development Agency, apart from that, from the results of interviews conducted by sample farmers, they are already used to planting this type of rice. the accompanying rice.

The next attribute considered by sample farmers in selecting superior variety seeds based on the results of the conjoint analysis in Table 11 is the quality of rice which is divided into two levels, namely soft and fluffy. Seeds of superior varieties with fluffier rice quality are preferred by sample farmers seen from their estimated utility value which is positive, namely (0.018) with a standard error value of (0.092). The main reason the sample farmers prefer to plant rice seeds with a softer type of rice based on the results of interviews that have been conducted is because in general consumers prefer a texture that is soft and not hard and has a better taste than pera type of rice.

The seed purchase attribute is also one of the considerations for sample farmers in determining rice varieties. This can be seen in Table 11 of the results of the conjoint analysis that has been carried out. The seed purchase attribute is divided into two levels, namely at the farmer's shop and at the breeder. In general, sample farmers prefer to buy seeds at farmer's shops. This can be seen from the utility estimate which is positive, namely (0.002) with a standard error value of (0.092), this is because the distance between the residences of sample farmers and farmer figures is closer than with distance to the rice seed nursery.

Based on the results of the conjoint analysis that has been carried out, it can be concluded that the sample farmers in Jatitengah Village, Jatitujuh District, Majalengka Regency want rice seeds with high productivity, high consumer demand, and a selling price for grain of IDR. 5,000/Kg, Sertani variety, with Pulen rice and purchase seeds at the Tani Shop. It means that the productivity attribute is in quadrant one, which means the main attribute seen by farmers in using superior rice varieties is superior rice varieties with high productivity, this is due to high productivity. high, the economic level of farmers will also increase.

3.3 Importance Value

From the results of the analysis that has been carried out, an importance value is obtained, which is a combination of all respondents' opinions. The importance value is used to find out which factors are considered important by respondents in

choosing superior rice varieties. The results of the conjoint analysis for general importance values can be seen in the following table:

Table 4. Importance values of superior rice varieties attributes.

Attribute	Mark	Order
Rice productivity	49,458	1
Consumer demand	21,184	2
Selling price of grain	15,611	3
Seed type	9,477	4
Types of rice	4,159	5
Purchase of seeds	0,111	6

Based on Table 4, it can be explained that farmers think the reason for choosing superior rice varieties with the highest importance value is rice productivity with an importance value of 49.458 and the lowest is purchasing seeds with an importance value of 0.111.

3.4 Correlation Test

The validity and reliability of the conjoint analysis can be seen from the correlation value between the research data values, namely the combination of attributes and farmers' preferences for the use of superior rice varieties in Jatitengah Village, Jatitujuh District, Majalengka Regency which is produced from the conjoint analysis. The results of measuring the correlation value can be seen in the following table:

Table 5. Correlation test results.

Test statistics	Correlation value	Significant value	Information
Person's R	0,957	0,001	Valid
Kendalls' Tau	0,860	0,001	Valid

Based on Table 5, the person correlation value is 0.957 and the Kendal correlation is 0.860. These two values show the close relationship between the value of the research data and the value of farmers' preferences for the use of superior rice varieties in Jatitengah Village, Jatitujuh District. The significant value produced for these two correlations is 0.001, where this value is smaller than the 5% significance level (sig value <0.05) so it is stated that the results of the conjoint analysis are valid and reliable. Thus, testing of 39 sample farmers was acceptable in describing the preferences of rice farmers in Jatitengah Village, Jatitujuh District, Majalengka Regency.

4.0 Conclusion

Based on farmer preferences with analysis *spouse* can be concluded where farmer preferences are based on the desired rice seed attributes, namely productivity and consumer demand. This is illustrated in the relative importance of rice seed attributes, namely the productivity of Inpari 32 seeds which received a value of 49.46%, Ciherang seeds 46.037%, while Sertani seeds obtained a value of 44.036%. Consumer demand for Inpari 32 seeds was 21.1%, Ciherang was 16.316% and Sertani received a value of 14.316%. The selling price of unhailed rice is 15.61 % for Inpari 32, 13.499 percent for Ciherang and 11.498% for Serani. Inpari 32 seeds amounted to 9.48 percent, Ciherang seeds amounted to 7.956 percent, and accompanied seeds amounted to 5.165%. This means that it is important that this is in line with research conducted by Tommy Purba [4]. This shows that Inpari 32 rice seeds are higher in terms of farmers' preferences for selecting superior seeds compared to Ciherang seeds and Sertani seeds.

From the results of the correlation test, a correlation value between person and correlation was obtained *Kendal* of 0.860. These two values show the close relationship between the value of the research data and the value of farmers' preferences for the use of superior rice varieties in Jatitengah.

Acknowledgement. Special thanks to the University of Majalengka for the supporting for conducting of research and also for publication.

References

1. Statistics, C. B.: The production of rice in Indonesia. (2021)
2. Asri-Suci, P., Atih, R., Meidy, H.: Preferensi UMKM pedagang pasar tradisional curug agung baru terhadap sumber permodalan lembaga keuangan di Kecamatan Pedalarang. Universitas Islam Bandung Repository, 93-98 (2016)
3. Liana, T., Susilawati, Lion, E., & Toni, H.: Farmer's preference of source of seed new superior varieties character for rice seed production. *Agricultural Environment and Resources* **69**, 04005 (2023)
4. Purba, T., Tarningan, K., & Supriana, T.: Analisis sikap dan preferensi petani terhadap penggunaan benih padi varietas unggul di Kabupaten Langkat Sumatera Utara. *Jurnal Agrica* **15**(1), 35-47 (2022)
5. Ardiyansah, A., Zamzami, A., & Wulandari.: Rica variety identification system based on drone images to support seed certification process. *Indonesian Journal of Agronomy* **51**(1), 79-89 (2023)
6. Kusumaningrum, N. R., & Anggraini, B. A. P. E.: Consumer preference analysis of new complementary organic food products. *Jurnal Teknologi Industri Pertanian* **31**(3), 260-273 (2011)
7. Effendi, I., Najib, M., & Brandoko, K: Preference analysis and purchasing decision of fruit consumer in generation Y (Case of modern and traditional retail in Bogor). *Journal of Consumer Sciences* **4**(2), 61-75 (2019)

8. Siswanto, S. Y., Sule, M. I.S., Bari, I. N., & Hakim, D. L.: Peningkatan pemahaman petani tentang konservasi tanah dan air di Bayongbong, Ganut. Wikrama Parahita: Jurnal Pengabdian Masyarakat 5(2), 109-113 (2021)
9. Jamal, K., Kamarulzama, N. H., Abdullah, A. M., Ismail, M. M., & Hashim, M.: Farmer's acceptance towards fragrant rice farming: The case of non-granary areas in the East Coast, Malaysia. International Food Research Journal 20(5), 2895-2899 (2013)
10. Oudshoorn, F. W., Kristensen, T., van der Zijpp, A. J., & de Boer, I. J. M.: Sustainability evaluation of automatic and conventional milking system on organic dairy farms in Denmark. NJAS – Wageningen Journal of Life Sciences 59(1), 25-33 (2012)
11. Kuncoro, E. A.: PT samudera nusantara logistindo. Ekonomi dan Bisnis 1(1), 169-184 (2010)
12. Malhotra, N. K., & Dash, S.: Marketing research an applied orientation. Pearson Publishing (2011)
13. Ariwibowo, A.: Analisis rantai distribusi komoditas padi dan beras din Kecamatan patii kabupaten pati. Economics Development Analysis Journal 2(2), 1-9 (2013)
14. Sobichin, M.: Nilai rantai distribusi komoditas gabah dan beras di Kabupaten Batang. Economics Development Analysis Journal 3(3), 1-11 (2013)
15. Syamsiah, S., Nurmalina, R,m & Fariyanti, A.: Preferensi petani terhadap penggunaan benih padi varietas unggul di Kabupaten Subang Jawa Barat. Jurnal Lahan Suboptimal 3(1), 13-27 (2020)

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

