

QUALITY IMPROVEMENT AND TESTING OF PROCESSED FOOD PRODUCTS OF SMALL AND MEDIUM ENTERPRISES (SME) IN SIDAMULIH VILLAGE, PANGANDARAN DISTRICT, WEST JAVA

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Abstract

The people of Sidamulih village have sufficient interest, expertise and appropriate and renewable technology, but there is no special guidance for small community business groups. Several groups of Micro, Small and Medium Enterprises of processed food products are constrained in marketing to a wider scope such as to super markets, due to suboptimal product quality and the absence of product information such as nutritional content and product expiration date. This is due to constraints on testing costs and MSMEs' ignorance of the importance of food product quality. The existence of tourism group coaching activities and community institution coaching activities that are still active in improving and testing the quality of processed food products of MSMEs are expected to bridge the interests of the community, especially MSMEs of processed food products to expand their marketing due to increased consumer confidence in product safety. The test results show that the nutritional content of processed MSME products varies, some products have good quality, some are not good. A similar thing happens with product expiry, where some have expiry periods that are too short, making them less suitable for long-term marketing. This problem needs to be followed up with briefings to related MSMEs on good food processing methods, so that processed MSME products will be of better quality and marketable. The next plan is to conduct training on Good Processed Food Processing Methods for MSMEs so that processed products will have better quality so that their marketing is wider.

Keywords: Food Quality, Small and Medium Enterprize, Sidamulih Village.

INTRODUCTION

Sidamulih Village is one of the oldest villages in Sidamulih Sub-district, Pangandaran Regency, West Java Province. The people of Sidamulih village have an interest in having sufficient expertise and appropriate technology and renewable technology, but there is no special guidance for small community business groups. In Sidamulih village there are already several groups of Micro, Small and Medium Enterprises of processed food products, but are constrained in marketing to a wider scope such as to supermarkets, this is partly due to the quality of products that are still less than optimal and the absence of product information such

as nutritional content and shelf life (expire date) of the product. Healthy and safe food is an important factor to improve the degree of public health, therefore the quality and safety of food both biologically, chemically and physically must always be maintained, so that people as users of these food products can avoid food-borne diseases or foodborne diseases and or food poisoning (Department of Health Republic Of Indonesia, 2000 in Rina 2008).

MSMEs in Sidamulih Village, Pangandaran Regency do not understand the importance of food product quality. The existence of tourism group coaching activities and the existence of coaching activities for community institutions that are still active as well as the improvement and quality testing of processed food products of MSMEs are expected to bridge the interests of the community, especially MSMEs of processed food products, to be able to expand their marketing due to increased consumer confidence in product safety.

The solution offered is to provide counseling on improving the quality of food products by means of good food processing and facilitating testing of nutritional content and shelf life, so that MSMEs will have a certificate of nutritional testing and expiration of their products. This is expected to improve and expand the marketing of MSME processed food products.

IMPLEMENTATION METHOD

1). Stages of the solution

For problems in the field of product quality improvement, counseling will be conducted on Good Processed Food Processing Methods (CPPOB) which are directly applied to products that have been made by MSMEs. CPPOB is a production method that pays attention to food safety aspects, among others by: Preventing the contamination of processed food by biological, chemical and other contaminants; Killing or preventing the life of pathogenic microorganisms; and controlling the production process. CPPOB is a basic requirement for the implementation of HACCP (Permatasari et al., 2019).

Counseling will be provided using a hands-on method of evaluating processed MSME products, with a maximum number of training participants of 20 people (consisting of 6 groups from 6 hamlets). Each group (per hamlet) of participants will receive a training module and product quality testing facilities (testing nutritional content and product expiration). Evaluation and sampling of partner/participant products will be carried out on the day of counseling and the results will be given 1-2 months after counseling. Post-counseling evaluation is carried out to measure understanding of quality improvement and to determine the quality of products that have been tested, as well as to assess how partners follow-up in applying the results of the counseling provided.

2). Implementasi Kepakaran.

The evaluation will be carried out by assessing the quality of the products and the results of the participants' processed product tests. The results of this activity are expected to be applied to one of the economic empowerment programs carried out by partners, namely improving product quality and testing certificates for MSME products in Sidamulih Village, Sidamulih District, Pangandaran Regency. It is expected that processed food products in Sidamulih village have good quality and can be marketed more widely because they already have a testing certificate.

RESULTS AND DISCUSSION

Food product businesses must have an understanding of the importance of food safety, therefore CPPOB is a system that must be learned to support it. Food safety is a condition and effort needed to prevent food from possible biological, chemical, and other contaminants that can interfere with, harm, and endanger human health and does not conflict with the religion, beliefs, and culture of the community so that it is safe for consumption (Food Law No. 18/2012).

Counseling on Good Processed Food Processing (CPPOB) which is directly applied to products that have been made by MSMEs. The counseling will be provided using the direct practice method of evaluating processed MSME products, with a maximum number of training participants of 20 people (consisting of 6 groups from 6 hamlets). Each group (per hamlet) of participants will receive a training module and product quality testing facilities (testing nutritional content and product expiry date). As a result, the counseling participants already know the Good Processed Food Processing Method (CPPOB), which is expected to bridge the interests of the community, especially MSMEs of processed food products, to be able to expand their marketing due to increased consumer confidence in product safety.



Figure 1. Opening of Community Service Activities in Sidamulih Village, Pangandaran Regency, West Java



Figure 2. One of the Process of Making Candied Coconut



Figure 3. Results of Product Manufacturing Training Activities in Sidamulih Village, Pangandaran Regency

The activity of improving and testing the quality of processed food products of MSMEs in Sidamulih Village, Sidamulih District, Pangandaran Regency, West Java Province was carried out on February 20, 2023. The implementation of the activity was carried out at the Sidamulih Village Hall. The participants of the activity were micro small and medium enterprises of food products totaling 11 people with 12 products. The implementation of the activity included explanations related to nutritional testing and expiration testing of processed food products as well as product sampling of 11 Sidamulih village MSMEs for analysis of nutritional testing and expiration testing.

Table 1. Participants and product samples of 11 Sidamulih village MSMEs for nutrition test analysis and expiry test.

No.	Name of Product	Owner	Address
1	Tempeh chips	Sulistiana sari	Pasir Muncang rt 002 rw 012
2	Etawa goat's milk	H. Sidin	Dusun cibeureum rt 002 rw 009
3	Banana chips	Suryana	Dusun cibeureum rt 003 rw 011
4	Cassava chips	Wawan	Dusun Karang Sari rt 002 rw 002
5	Sweet Ranggina	Eti sugiarti	Dusun Karang Sari rt 001 rw 002
6	Robusta coffee	Iis suningsih	Dusun Karangwangkal rt 001 rw 003
7	Banana chips	Kuswi	Dusun Karangwangkal rt 001 rw 004
8	Banana chips	Hernayati	Dusun Karanghonje rt 004 rw 006
9	Banana chips	Sugiarti	Dusun Karanghonje rt 002 rw 007
10	Tempeh chips	Anisah	Dusun Karanghonje rt 003 rw 008
11	Crude Ranggina	Bambang L.	Dusun Karanghonje rt 001 rw 007

Based on the test results on samples, the results of the nutritional content and expiration period of 11 MSME products were obtained, and stated in the test results certificate for the products. Complete test result certificates for each MSME product are attached, in the form of a Test Results Sheet.

CONCLUSION

The activity of facilitating the testing of nutritional content and expiration date of processed MSME products in Sidamulih Village, Pangandaran Regency was very well received by the product processing community. MSMEs get a certificate of test results that can be printed in their product packaging. The PPM grant from the Faculty of Engineering is very useful to help develop the potential of Sidamulih village, Pangandaran Regency, West Java.

Acknowledgement

The author would like to thank the Faculty of Engineering Pasundan University for funding this community service activity so that it can be carried out properly.

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