

SOCIALIZATION OF STANDARD FOOD PACKAGING IN THE WOMEN PACKAGING OF STREET FOOD VENDOR COMMUNITY AROUND KRANJI MARKET, BEKASI CITY

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ABSTRACT

Packaging is important aspect in food safety, function as distribution and communication between producers and buyers. Food packaging in Micro Small and Medium Enterprises (MSMEs) are still many problems indeed in Bekasi city .One of the them is an industry that produces snack food. Some snack food packaging activities are carried out by the group of women community . The location of the group of women packaging of street vendor community located near Kranji Market in Bekasi City. Problems faced in this community was packaging is not appropriate yet, both on the design and standard of food packaging. Another problem is they still uses fire from candles to sealed plastic packaging. Therefore, socialization standard food packaging is needed to increase the knowledge of this community. Increasing knowledge one is expected to be practicing on food packaging design and standard . Other program is helping procurement of hand sealers to the this community. And it help reduce that there is no contamination during the packaging process. Packaging leaks can also be avoided. The results of the activity showed that socialization went smoothly and well. The discussion also running well because the socialization participants actively in discussing . The success of socialization is characterized by a high attendance rate (more than 100%) because not only women packaging of street food vendor present but also owners of home industry snack food are interested in attending. Besides there has been an increase in knowledge by an average of 30 percentages on the questions in the trainees. Success is also seen from the positive response of socialization participants. Hand sealer given to 2 MSMEs has been used to pack snacks. In the future, it is expected that with this activity the attitude and behavior to fulfill standard of food packaging will increase. Then food safety, distribution and information are improve correctly

Keywords: Socialization, food packaging, women packaging of street food community snack food

1. INTRODUCTION

The partner of this program is the community of women packaging of food street vendor. The partner located around Kranji market in Bekasi City, precisely the partners come from rural community the neighborhood of Jakasampurna Village, Bekasi City. The efforts carried out by the community of women of food street vendor are classified as Micro businesses. Bekasi city has a large number food MSMEs in the category of industry providing accommodation and the provision of small food and beverages listed total of 46,760 industry and macro businesses listed 427 pieces (Susenas Bekasi City, 2016).

The community of this program consist of approximately 8-10 people caused program conducted during Covid Pandemi 19 so it was limited. The activity of food packaging is done by 2 (two) women and carried out once every 2 (two) weeks. The work of packing snacks is done as a side activity during their have a spare time as a housewife.. The activity of packing food snacks becomes a side income of the partner's family. The product distributed in food street near the Kranji market.

Production Aspects

The snack food referred to in this paper is kebab chips. Kebab chips are made by utilizing pieces of kebab skin. Kebab skin comes from the home industry kebabs in other industry. The stages of the kebab kripik process can be seen in Picture 1.



Picture 1. Stages of the process of making kebab chips

Picture 1 shows that the stages of the process of making kebab chips consist of cutting, frying, drying, blending seasoning, and packaging. The process of cutting until the blending seasoning was done by a man in the community. The activity requires considerable force or energy. This is due to the use of heavy and large equipment, such as frying pans, filters and large tools

Packaging Aspects

Kebab chips after seasoning then the next process packaging process conducted by this community. This package function as protect the chips from contaminated. Packaging is very simple using plastic and sealing process using light from the candle. The packaging and label can be seen as picture 2 .



Picture 2. (a) Packaging with candles; (b) Packaging labels; (c) Stacking of kebab chips

Picture 2 a showed that packaging is done using fire candle packaging labels and piles of kebab chips. The packaging the kebab chips are put in plastic, then insert the packaging label. Then the plastic tip is folded, tightly using fire from the candle. The packaging labels used are very simple and has not fulfill standard packaging. The packaged chips are arranged stacked and tied to distributed to the market.

Identify The Problem

From the existing exposures, there is a gap in this community food packaging in micro-packaging businesses kripik kebab. Such as food packaging include packaging design labels that are less attractive and have not followed the standard of food packaging. (Pictyre 2b). The design of food packaging with deer picture is not in match with the content of the product. There is a 100% halal label that is not appropriate because not release from MUI. Brand

“SAHABAT BARU”, price information and production place is not appropriate. Other important information, such as the composition of raw materials have not been listed. From retail research in the UK obtained a selection of products from the number of products offered judging by the packaging label. In the future, the information in the label must be precise, the format of the writing easy to be understood, as well as the use of interesting colors (Ogundijo et al., 2021). The latest packaging labels in Indonesia have been regulated by the government through the Regulation of the Food and Drug Control Agency Number: 31 of 2018 concerning Processed Food Labels.

Another problem is the use of fire from fire of candle causes there to still be leaks that cause kebab chips to oxidize. It is believed that oxidation is the main cause of food damage during storage. Evidenced by the increase in the value of fatty peroxide will reduce the shelf life of snacks by up to 50% (Manzocco et al., 2020). Another danger of snack food can be contaminated, as usually partners work on the floor. A greater danger is that fires can occur when not careful. So after discussing with the partner there are 2 (two) problems, namely: lack of knowledge about food packaging and the simple food packaging tools.

Solutions

The solutions offered to carried out was socialization to this community of food packaging and procurement of food packaging tools . Socialization activities are conducted to increase the knowledge of partners. The discrepancies in design and label information strong influenced by knowledge of the actor , in addition to some research shows there has been a change in knowledge, attitudes and behaviors after intervention or upgrading the knowledge (Bela,*et al.* (2016); Nuryani and Paramata (2018) and Pujilestari, *et al.* (2019).

Procurement of simple food packaging tool is carried out in this program too, To help achieving food safety, distribution, and communication better (Mukhtar and Nurif, 2015). The availability of food packaging tools will minimize the danger of contamination . Packaging properly will also facilitate distribution without the threat of leakage. And the good label packaging will help communication clearly between the manufacturer and the consumer so it will increasing customer satisfaction.

2. METHOD

Participatory approach was conduct was conduct in this program. The first step was contacting partner groups through the Local of community empowerment institutions (LPM), Jakasampurna Subdistrict West Bekasi, Bekasi City which is authorized by the West Bekasi Sub-District Decree Number 147.1.2.39-Kc. BB/II/2019. This institution will support activities from

gathering the partner community until the implementation was completed, so that the program can run well. Partners community will be invited to discuss domestic food safety issues. Partners community will participate directly in the planning, implementation and evaluation of program.

Participatory approach is done by asking a problem in food packaging to the partner and affected the community feels that the problem will be their problem and also be solved together. From the results of the discussion, the socialization of food packaging is furthermore by providing knowledge about packaging and motivating participants to implement standard food packaging is planned to be done. On the other hand this program, it will be done by providing packaging tools to packing snacks, namely *hand sealer*.

3. RESULTS AND DISCUSSION

The result of socialization on the understanding of food packaging to the women packaging of street food vendor food vendors have a good response from the participants. The results of the initial test and after the socialization of knowledge of standard food packaging were seen from the questions asked in the questionnaire after the program some participants showed an improvement in the understanding of participants as shown in table 1 below. Tests are also conducted in addition to closed questions are also conducted with open questions to support the effectiveness of activities. Respondents consisted mostly of women with a maximum level of high school education and over 40 years of age. The results of the evaluation of the activity looked like in table 1 most of the participants showed an increase in the level of understanding of participants in several aspects of understanding about packaging, starting in terms of rules that must be met and also the knowledge of packaging itself.

Table 1 shows that most of the items asked increased, but not for the question of designing packaging from existing data participants who answered were indeed participants from Youth Community who were featured in socialization activities. At the first point there are still many participants who do not understand that packaging can act as a means of communication and marketing of products, therefore it is very important to understand about what information should be in the packaging and also techniques to make attractive packaging so as to attract customers to buy products. As well as the understanding of the rules about packaging as well as what information is mandatory is quite a lot of improvement. This point is also supported by open questions about the information that must be in the label that was originally at the time before the training the respondents mostly only answered 2 (Product name, Halal certificate, expired date) after the training partially answered at least 5 (product name, product composition, halal certificate, expiration date, circulation permit, product composition.)

Another aspect of concern is the increased understanding of participants in the types of materials that can be used for packaging and other types that cannot be used. During the activity participants are quite active in asking in techniques to make attractive labels because they do not have the capacity to design labels and the ability to use software.

The results of the discussion at the time of socialization obtained that from those who already understand about the content that must be in the label on a home-made industrial scale is difficult to meet permits such as IRT and also halal certification because the requirements are felt burdensome for the scale of the home industry. In addition, they also asked how to run their business running well during this pandemic. The activity was running as seen as picture 3 when the training was occur and documentation of hand sealer was provide to this community.

Table 1. Tabulation pretest results and post test participant.

No.	Indicators	Pre Test (%)	Post Test (%)	Gap Increasing (%)
1	Participants who answered the packaging not only functioned as a container only	30	60	30
2	Participants who answered were not yet aware of any rules about packaging	40	20	20
3	Participants who answered there were different types of packaging	70	100	30
4	Participants who answered all types of plastic can be used for packaging	40	30	10
5	Participants who answered that the need to understand the type and shape of the product to be sold against the type of packaging	40	80	40
6	Participants who answer must include a label in the packaging	70	100	30
7	Participants who answer must include halal symbol in label packaging	50	80	30
8	Participants who answered know the mandatory info listed on the packaging label	10	20	10
9	Participants who answer can design packaging	10	10	0



Picture 3.Documentation of program

4. CONCLUSIONS AND SUGGESTIONS

The activity result were quite effective in improving the understanding of the participants knowledge in standard food packaging and it was seen from the test results at the time before and after the discussion at the time of socialization about the rules and packaging there was an increased. However, to ensure the sustainability of the increase in business capacity, assistance is still needed in various aspects such as the ability to conduct marketing to expand the reach of the market so that digital marketing training can be a solution. In addition, training and mentoring in obtaining circulation permits or halal certificates are needed. Therefore, there needs to be cooperation not only from various parties to support this effort in the future such as academics, associations and also related agencies. So it will be topic of program in the next period program to help this community.

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