

ACCOMPANIMENT IN MAKING HOME INDUSTRY PRODUCTION PERMIT (HIPP) AND PACKAGING DESIGN LABELS OF PROCESSED FOOD PRODUCTS IN THE HOUSEHOLD FOOD INDUSTRY

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ABSTRACT

Food small and medium enterprises (FSME) play an important role and have a very large contribution to the national economy. Packaged processed food SMEs are known as the Food Home Industry (FHI). Food produced by FHI is required to have a distribution permit in the form of the Household Industry Food Permit (HIPP) number listed on the label. Currently, there are still many processed household food products that are found and sold in the market without a Distribution Permit Number (DPN), such as HIPP. The purpose of this community service is to provide intensive guidance to food MSME doers, especially FHIs through technical guidance and assistance on HIPP and packaging label design for processed food products. The target of service is FHI doers. The activity was carried out in October 2021-January 2022 at Citayam Grande Housing, Citayam Village, Tajurhalang Districts, Bogor Regency with 3 stages of activities including: pre-activity stage, implementation stage, and post-implementation stage. The pre-activity stage of the preparatory meeting includes data collection and selection of FHIs to be assisted, discussion of mentoring plans and strategies, and preparation of technical guidance facilities and infrastructure. The implementation stage is carried out by providing assistance to selected FHI doers who plan to take care of marketing permits and plan to improve the packaging design and product labels as well as the implementation of technical guidance with a forum for women FHI doers in Citayam Village. While the post-activity stage is an evaluation of the entire program carried out using a pre-post program questionnaire related to program implementation accompanied by criticism and suggestions. This activity resulted in the issuance of HIPP to one representative of FHI doers during the mentoring and coaching process, besides that, food label redesign was also produced in accordance with label regulations by NADFC. The results of the pre-post guidance on technology showed that there was an increase in the knowledge score from 62.5 ± 16.6 at the time before being given the technical guidance to 86.7 ± 10.7 after being given the technical guidance. The FHI doers in Citayam Village suggested that more technical guidance and assistance programs be carried out, especially online using complex applications so that food product registration can be successfully published.

Keywords: Food home industry, packaging labels, processed food, accompaniment, technical guidance

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) have played a major role and have been the backbone of the Indonesian economy since the first until the digital era as it is today. MSMEs have proven to be resilient through various 'storms' such as economic recession and pandemics. Based on data from the Ministry of Cooperatives and SMEs, 99% of business units in Indonesia in 2019 were included in the MSME category with a range of 65 million business units and absorbed more than 123 million national workers. It is estimated that more than 60% of these MSMEs are engaged in the food sector. In DKI Jakarta itself, the micro and small industry (MSI) in 2019 was dominated by food with a total of 22,412 units. Food SMEs can engage in packaged processed food and ready-to-eat processed food. Packaged processed food SMEs are known as the Food Home Industry (FHI). Based on National Agency of Drug and Food Control (NADFC)'s regulation No. 22 of 2018 concerning guidelines for granting certificates for home industry food production, what is meant by FHI is a food company that has a place of business in the residence with manual to semi-automatic food processing equipment. The development of food MSMEs is still facing various problems, both internal and external. Internal problems that are often encountered include low capital, low quality of human resources (HR), problems in providing raw materials, and so on. Meanwhile, external problems are generally in the form of inability to enter the global market because they have not yet met the requirements and standards for food safety and quality.

The Food Law mandates that every person who organizes activities or processes for the production, storage, transportation, and/or distribution of food is obligated to meet the sanitation requirements and guarantee food safety and/or human safety. To carry out this mandate, according to PP 86 of 2019 concerning Food Safety, FHI food production is required to have a distribution permit in the form of an PIRT the Household Industry Food Permit (HIPP) number listed on the label. This HIPP's number is issued by the District/City Health Office after the business actor fulfills the requirements to obtain a Home Industry Food Production Permit (HIPP). Even though there are regulations

and provisions, based on the NADFC report, there are still many foods that are sold in the market without having a distribution permit number (DPN), either in the form of MD/ML or HIPP. Processed food that does not have a DPN is categorized as illegal food and cannot be traded.

In several big cities in Indonesia, such as Solo, data shows that most food and beverage MSMEs in Solo Raya do not yet have strong competitiveness in the market, where 60% of the production technology for both products and packaging is done using conventional technology (manual). From the packaging side, it was found that only 17% of packages that were “close to” had selling power. The problem of low awareness of the importance of packaging is due to the limited understanding of MSME actors on the importance of image, quality and appearance of packaging and the limited means of packaging services that can increase the competitiveness of MSME products (Suherlan *et al.* 2018).

Partners not yet have sufficient knowledge and information regarding which food categories must have a NADFC’s distribution permit and which ones need a HIPP distribution permit from the Health Office due to limited access to information and secondary education. In line with the study by Zuraya (2020) the majority of MSMEs, especially FHI, are estimated to have an education level at the middle level. One of the obstacles that hinder the development of MSMEs is the weak quality of human resources. In addition, many MSME doers do not yet understand the procedures or procedures for product registration and what requirements must be met. In addition to the problem of managing distribution permits, other problems faced by many food MSME actors are related to food packaging and labeling. Food packaging in addition to functioning to protect food from external environmental influences, maintain quality and maintain product food safety, also functions as a means of product promotion. Good and attractive packaging accompanied by informative and appropriate food labels will strengthen branding and provide added value for food MSME products which in turn will increase the competitiveness of these products on a national and even global scale.

Based on the problems above, it is deemed necessary to conduct intensive guidance to partners who are FHI, especially those who have not received food safety intervention yet through technical guidance related to food regulations related to distribution permits as well as labels and packaging to ensure the quality and safety of the products produced. at the same time to increase the potential of MSME products to be more competitive. Through this technical guidance activity, it is hoped that partners can understand the requirements and procedures for applying for marketing permits and can create innovative, attractive, and in accordance with laws and regulations, food packaging and labels.

2. METHODS

The community service program in the form of debriefing on food regulations related to distribution permits and optimizing labels and packaging for MSMEs / Food Household Industries (FHI) is carried out using the offline method. To support this activity, there are 2 (two) stages to be carried out, namely the pre-activity stage and implementation stage.

Pre activity preparation

- a. preparatory meeting to discuss program plans and strategies including materials and resource persons
- b. FHI’s data collection to be intervened
- c. preparation of assistance for selected FHI’s partners
- d. preparation of technical guidance facilities and infrastructure which includes the manufacture and distribution of technical guidance instructions, development of technical guidance media (technical guidance materials, leaflets/booklets related to the Household Industry Food Permit (HIPP) registration procedures and packaging/labels), preparation of pre and posttest materials, preparation of facilities for offline and online tutoring such as laptops

Implementation of activities

- a. FHI’s Partner Accompaniment

Selected FHI’s partner was appointed based on data and recommendations from community leaders who have rengginang businesses but have not yet registered their products. Assistance is carried out at least twice a month for the process of collecting documents for food product registration requirements for 3 months. Assistance is carried out until the product PIRT comes out and then a sharing session on the registration process of food products in the technical guidance activity is held with other FHI’s doers in Citayam Grande, Citayam Village.

- b. Pre – Post test

The pre-test is used to determine the extent of prior knowledge of the technical guidance participants regarding the procedures and requirements that must be met in order to obtain a PIRT distribution permit. Pre-test questions also

include questions related to the type and function of packaging as well as labeling provisions in accordance with laws and regulations. The post test is carried out after the material has been given and aims to determine the extent to which the knowledge and understanding of the technical guidance participants has increased.

c. Submission of materials

The material for technical guidance that was delivered was divided into 2 major materials, namely: (1) regulation of distribution permits and (2) food packaging and labels. The material delivery session will also be equipped with a simulation of good food packaging and label designs, complying with regulatory provisions and providing the most optimal 'branding' benefits.

3. RESULTS AND DISCUSSION

Partners are SMEs that have limited resources but the products from partners have the potential to be developed better. Based on the results of observations and partner hearings, they are categorized into small-scale the Food Home Industry (FHI)'s with products in the form of *rengginang* made from glutinous rice, with a total production range of 80 liters of glutinous rice per month. The selling price of the product is still relatively cheap at Rp. 20,000.00/pack with a net profit of only Rp. 5000.00 per pack. Partner marketing is still word of mouth, but partners have entered the MSME community in the Depok area. The product packaging is still simple, only with clear plastic with a squeezing that still does not yet meet food safety. Partner products are also still not registered with a Household Industry Food Permit (HIPP) and not yet have a brand and product logo image for branding.



Figure 1. FHI's partner with *rengginang* products

Table 1. File requirements and processing time for FHI's partner HIPP

No.	The requirements	Status	Week-					
			1	2	3	4	5	6
1	Business Identification Number (BIN)	not yet		x				
2	Taxpayer Identification Number (TIN)	not yet		x				
3	Photocopy of ID card	done	x					
4	3 x 4 passport photos, 3 sheets	done	x					
5	Domicile letter from the sub-district office	done	x					
6	Location/building plan	not yet				x		
7	Certificate of sanitation and health inspection of the business location from the community health services	not yet		x				
8	Application letter for food/beverage production permit to the Health Districts Office	not yet			x			
9	Samples of food/beverage products	done	x					
10	Food/beverage product labels	not yet					x	
11	The results of laboratory tests recommended by the the Health Districts Office	not yet						x
12	Food Safety Extension Certificate to get HIPP	done	x					

FHI's partner accompaniment

FHI's partner assistance begins with making a list of requirements to identify the files that need to be completed. Based on several file requirements in Table 1, it shows that partners still lack 6 files out of a total of 12 file

requirements. The files that are already available to partners include: photocopies of ID cards, photographs, domicile letters, food products, and food safety instructor certificates to obtain the Household Industry Food Permit (HIPP).

Before registering for a business identification number (BIN), the partner was assisted in obtaining a taxpayer identification number (TIN) via online as a condition for managing an BIN, which is a requirement for making HIPP's for food products. The entire partner HIPP's process is carried out online following the OSS (Online Single Submission) guidelines. This OSS application system allows FHI's doers to register their products in an electronically integrated application starting from the processing of a BIN which is carried out in the second week of mentoring. In addition, partner was also accompanied by the process of making a letter of sanitation and health checks for business locations from local health centers offline (Figure 2).

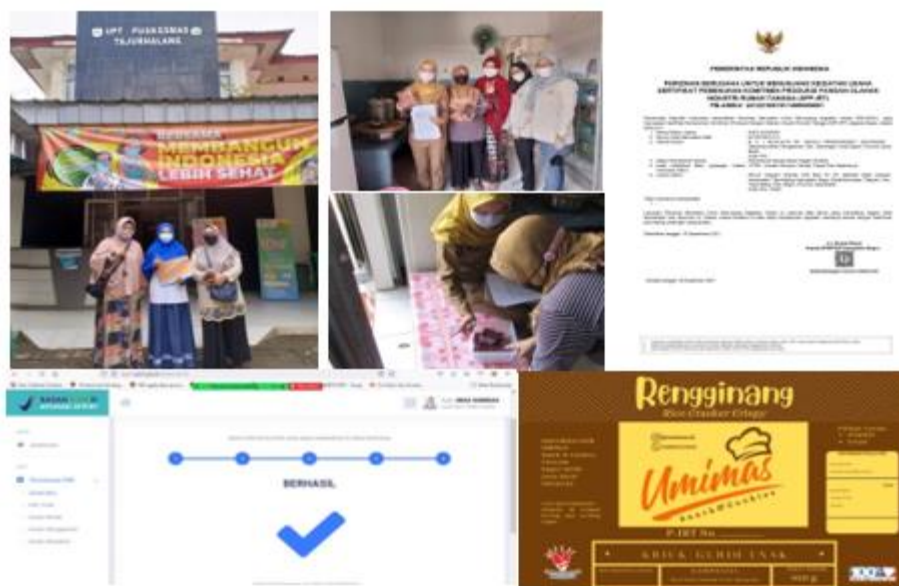


Figure 2. HIPP's registration process

Furthermore, in the 3rd week of mentoring, partners are accompanied and asked to make an application for a food production permit to the health office which automatically provides a draft application in the OSS system. After several files have been uploaded, the Sahid University's team will carry out the HIPP process on the <https://spirt.pom.go.id> page which is integrated directly from the OSS application. The design of location and building plans as well as food labels that meet the labeling requirements are made by the Sahid University's team as a complete upload requirement in the HIPP process. Based on the process of assisting FHI's partners in this community service activities, a business identification number, taxpayer identification number, a certificate of sanitation and health for business locations from the community health centers, food label design, and the Household Industry Food Permit (HIPP) for the *rengginang* products are produced. The management process takes about 3 months and the entire registration process is carried out through an online application.

Food product registration technical guidance

After the implementation of mentoring for FHI's partner, followed by technical guidance provision of food regulations related to marketing permits and labels and packaging to food home industry (FHI) doers, this activity was successfully attended by 12 FHI's doers from Citayam Village. All FHI's doers are housewives who have a side business of processed food products that have been running for at least 6 months. This technical guidance is carried out to provide the latest knowledge on how to register processed food products through the OSS application. This activity was carried out offline for 3 hours starting with pre-test, giving material, post-test and forum group discussion (FGD).

Based on the results of the questionnaire, it can be seen that there was an increase in the average score from before giving the material from 62.5 ± 16.6 to 86.7 ± 10.7 after giving the material. Most of the participants quite understood how the process of registering food products was, although before giving the material most of the participants still considered that all types of processed food products must be registered by the HIPP, after the technical guidance was understood that there were several food products that must be registered. The results of the FGD also showed that the food registration process through the OSS application often encountered technical problems such as manuals that were too complicated to understand and also applications that were sometimes difficult to access when an error occurred

due to signal interference. Thus, many FHI’s doers hope that in the future the service provider can facilitate assistance or direct interactive question and answer consultation on the OSS application website page or HIPP’s registration.



Figure 3. Technical guidance for providing food regulations to FHI’s doers

4. CONCLUSION

The assistance program for the registration of processed food products went well, partners managed to get a the Household Industry Food Permit (HIPP) for *rengginang* products and a new label design that was in accordance with NADFC rules. Meanwhile, the technical guidance for the Provision of Food Regulations related to Distribution Permits and Labels and Packaging to the Food Home Industry (FHI) players is needed more intensely in the future. The food registration process through the OSS application often has technical problems so that in the future it is hoped that the service provider can facilitate interactive direct question and answer consultation or consultation on the OSS application website page or HIPP’s application website.

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