

## EDUCATION ON THE PRODUCTION AND DISTRIBUTION OF MILLENNIAL CHICKEN WING MSMEs IN BEKASI CITY DURING THE PANDEMIC ERA COVID-19 FOLLOWING NATIONAL AGENCY DRUGS AND FOOD CONTROL (BADAN POM) STANDARDS

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### ABSTRACT

The era of the covid-19 pandemic is characterized by household and working mothers working from home and becoming teachers for their children at home. Other food options are needed to prevent boredom in providing food for the family. In addition, other food options are required to overcome the problem of time limitations in providing family food. The city of Bekasi, with a population of 2,803,283 people residing in 12 sub-districts, is an opportunity for MSMEs for ready-to-eat food in Bekasi City. Partners utilize this opportunity to open millennial chicken wing MSMEs with innovation. The problem with partners who have just passed the tourism D3 program in the pandemic era is not yet understood about the guidelines issued by the Food and Drug Supervisory Agency for the Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency Status in Indonesia. The practice of handwashing has also not been thoroughly carried out by production and distribution actors. From the situation analysis, this education program aims first to increase knowledge about the POM Agency Guidelines on The Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency In Indonesia. And then the increase in knowledge of how to wash hands properly (6 steps 20 seconds), and third, is to do poster installation how to wash your hands properly. There has been an increase in understanding from the socialization carried out by 12%. A correct handwashing poster has been installed near the handwash. From the entire educational program conducted, partners gave positive responses.

**Keywords:** covid-19, MSME, millennial, pandemic, production

### 1. INTRODUCTION

In the era of the Covid-19 pandemic, school children do distance learning at home. Homemakers and mothers who work at home need another food choice: ready meals during busyness working mom at home and become a teacher. In addition to preventing boredom, other food choices can also solve the problem of time limitations in processing and preparing food for his family. This situation opens up opportunities for entrepreneurs in providing ready-to-eat food such as millennial chicken wings produced by partners.

Partners in this activity are also affected by the difficulty of finding work in the era of the covid-19 pandemic. Self-employment is one of the most likely alternatives that can be done for recent graduates such as partners. Mitra is a group of young people, Tata Boga D3, from the School of Tourism in Jakarta. Some other friends are still studying in various study programs at the College. In particular, they have not received guidance education in the era of the covid-19 pandemic issued by the POM Agency to produce and distribute processed food.

The entrepreneur that the partner chooses is the millennial chicken wings. Millennial chicken wings are fried chicken products with flour to a crisp texture. The chicken part selected is only the wings. Fried chicken wings are served with various flavors, including Korean sauce, chili sauce, and tomato sauce. The seasonings used are trending and favored by young people or millennial groups.

On October 30, 2020, entrepreneurial partners were established in one of Narogong Housing East Bekasi houses. As young people, digital marketing strategies have been done. Most consumers buy such products by taking them away, by online transportation. Partners use the home terrace as a place of production and distribution (Figure 1). During this time, the capacity for the eat-in area is only four people. This entrepreneur is still classified as a micro-business. In this devotion program partner group is referred to as Small and Medium Micro Enterprises (MSMEs) millennial chicken wings.



Figure 1. Dining area (a) and production area (b)

In 2016, MSMEs in Bekasi City had reached approximately 203 thousand based on the National Economic Census. MSMEs provide accommodation and food drinking as many as 47,215 pieces (BPS Kota Bekasi, 2017). Although it was stated that the impact of covid-19 on food and beverage MSMEs amounted to 1.77%, it was also noted that the industries that experienced development in the covid-19 era were food after that pharmaceuticals, information technology, and communication (Rosita, 2020).

It is estimated that food and beverage MSMEs data has increased in recent years since the Covid-19 pandemic era. MSMEs of food and drink grow a lot from home businesses. In contrast, food and beverage MSMEs that survive are possible because they adapt to innovative products (Rosita, 2020). The growth also includes MSMEs of millennial children by producing and distributing food and beverage menu innovations that are trending and viral, such as partners.

So far, the government has socialized at least 3M, namely wearing masks, washing hands, and maintaining distance. This is explained in detail in the guidelines for processing and distributing processed food. For MSMEs such as partners, there are difficulties in applying consistently 3M, especially for washing hands and maintaining distance. In contrast, the use of masks can be carried out correctly. This is because it has become a partner habit during the pandemic era.

A practice that is still difficult for partners to do consistently is washing your hands and keeping your distance. For example, partners are somewhat tricky in maintaining a distance because the production kitchen is still less spacious, which is only 1.9 x 2.7 meters. Labor in the production and distribution section of two people difficulty keeping a distance can not be avoided when the order is significant. Although there are still problems with keeping a distance, partners have started limiting themselves to entering the production kitchen only when needed.

The practice of washing hands is also not consistent. A factor of forgetfulness causes inconsistency in hand washing. Another thing that causes you not to wash your hands when serving orders is the time rush. Distribution officers, in this case, including online motorcycle taxis, have not been invited to have a habit of washing hands. Hand washing is also not correct following how to wash hands six steps 20 seconds and as often as possible. Hand washing is imperative in preventing the transmission of covid-19.

The practice of handwashing has also not been thoroughly carried out by production or distribution actors. While the transmission of Covid-19 occurred, an increase in the number of exposures to covid-19 reached 2,174 people on August 26, 2020, increasing to 16,205 people on August 26, 2021, after a peak event of 48,821 people on July 18, 2021 (JHU CSSE Covid-19, 2021). The increase in new cases of Covid-19 in early 2022 makes hand washing on the production and distribution of millennial chicken wings necessary. For the writing of paper content, the template must be referred. It will make style and layout of the written paper easier. The ICCD Conference Committee expects that the authors follow these instructions, so the papers published in the conference proceedings are uniform, consistent and high-quality appearance. Therefore, your paper format should exactly follow this template. The committee will only include numbering, pagination and headings for Conference titles and groupings in the appropriate topic The

paper should be written in English. The paper content includes abstract, background, method, results and discussion, conclusion, and references. The paper can be completed with acknowledgment

## **2. METHOD OF IMPLEMENTATION**

The method carried out for the education program for the production and distribution of millennial chicken wing MSMEs in Bekasi City following pom agency standards consists of three parts. Each is a solution to the problems and goals that have been formulated. The first method is the socialization of the POM Agency Guidelines on The Production and Distribution of Processed Food during the Corona Virus Disease Health Emergency Status Period 2019 in Indonesia. The second is the socialization of the correct way to wash hands (6 steps 20 seconds), and the third is the installation of the right-hand washing poster. This method of educational service is carried out with the following steps:

### **Planning**

Planning involves partners discussing scheduling activities, i.e., socialization and poster installation. Socialization activities are carried out online. Among them is because young people are no strangers to zoom platforms. Poster installation is planned after the poster is received. The handwashing poster is located near the handwash. Education was conducted in the socialization of POM Agency guidelines on the production and distribution of processed food during the Covid-19 pandemic in millennial culinary businesses.

### **Implementation**

The implementation of socialization was carried out on Friday, December 3, 2022, from 9:00 – 11:30 am. The target number of participants in this activity is five people. There are two people from the center outlet East Bekasi, and three from the North Bekasi. Socialization activities allow partner friends who have beverage food entrepreneurs to participate. Participants are limited to 15 people only to be more focused, especially the main targets.

### **Evaluation**

Evaluation is done to measure the increase in understanding after socialization. Increased comprehension occurs when the post-test score is greater than the pre-test score. A post-test is a list of questions given at the end of socialization activities, and a pre-test is a list of questions given at the beginning of the action. Questions were given to socialization participants in the form of closed questions. Participants' responses are also needed to evaluate socialization activities. If the answer is positive, then socialization activities are considered successful.

Evaluation is also done by asking for responses from socialization participants as measured by a score of 1 - 5 (very dissatisfied to very satisfied). If the participants score 4-5, then socialization is successful. Suppose the overall education program for the production and distribution of millennial chicken wing MSMEs in Bekasi City in the Covid-19 Pandemic Era following POM Agency standards shows a positive response of partners. In that case, the program can be said to be successful.

## **3. RESULT AND DISCUSSION**

Education guidelines are carried out following the plan, namely with two socialization, called first and second education, and third education with poster installation. Socialization methods do education with the first and second. Socialization events are published with invitation flyers to partners and friends of partners who have similar businesses. Flyer invitations welcome attendees, and virtual backgrounds in zoom can be seen in Figure 2.

The distribution of invitations Figure 2 is done through WhatsApp to partners, and then partners distribute to partner friends, including D3 Tata Boga graduates who have similar businesses. Ten fellow partners requested the invitation. Socialization time is provided on Friday morning because the holiday partner / MSME outlet of millennial chicken wings is closed on Friday. Among them, they also want to understand the pom agency guidelines socialized.

The first education was carried out by socializing the POM Agency Guidelines on The Production and Distribution of Processed Food during the Corona Virus Disease Health Emergency Status 2019 in Indonesia. On Friday, December 3, 2021, socialization is planned at 09.00-11.30 am with a zoom platform. The participants who attended were more extensive than the target of 15 people. They consist of millennial chicken wing MSMEs, food and beverage businesses, and baby food. The magnitude of their curiosity was marked by asking questions during the discussion.

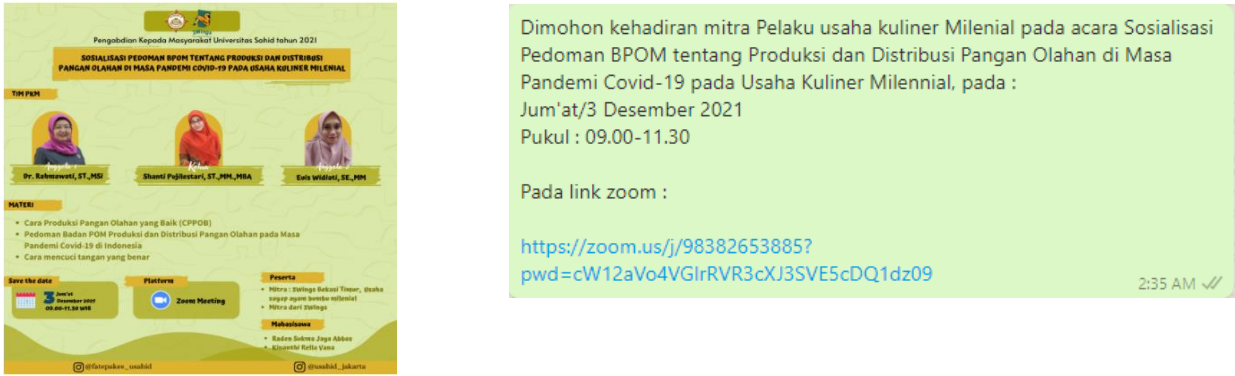


Figure 2. Invitation on the socialization of POM Agency guidelines on the production and distribution of processed food during the Covid-19 pandemic in millennial culinary businesses

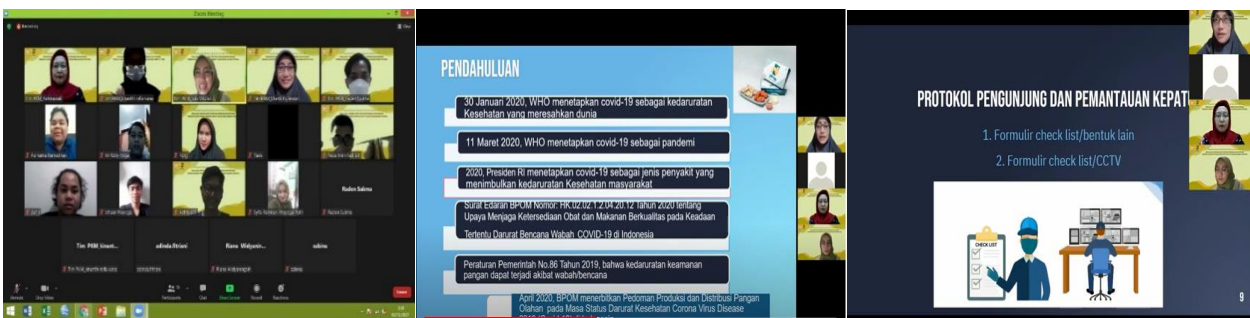


Figure 3. Socialization of guidelines for the production and distribution of millennial chicken wing MSMEs in Bekasi City in the Era of the Covid-19 Pandemic

The first education was carried out by socializing the POM Agency Guidelines on The Production and Distribution of Processed Food during the Corona Virus Disease Health Emergency Status 2019 in Indonesia. On Friday, December 3, 2021, socialization is planned at 09.00-11.30 am with a zoom platform. The participants who attended were more extensive than the target of 15 people. They consist of millennial chicken wing MSMEs, food and beverage businesses, and baby food. The magnitude of their curiosity was marked by asking questions during the discussion.

The second education is about socializing how to wash your hands properly. In the guidelines for production and distribution during the Covid-19 pandemic in Indonesia, hand washing is carried out with six steps and 20 seconds. During the pandemic era, as much as possible is done as often as possible, especially out of the toilet. Socialization of handwashing six steps 20 seconds using a video issued from the Ministry of Health (Figure 4). To further improve understanding, further explanation is carried out by the source at each step of hand washing. Hand washing should be done with soap and running water. The six steps are first to wet the hands, rub soap on the palm, then rub and rub both palms in a twisting direction. The second step is to scratch and rub both backs of the hands alternately. The third step rubs between the fingers until clean. The fourth step is to clean the fingertips alternately with a locking position. The fifth step rubs and rotates the thumb in turn. The sixth step is to place the fingertips into the palm then rub it slowly. Socialization of the correct way to wash hands can be seen in Figure 4.



Figure 4. Socialization of the right way to wash your hand

Both education was carried out in the socialization of POM Agency guidelines on the production and distribution of processed food during the Covid-19 pandemic in millennial culinary businesses. The whole socialization event can be viewed on the YouTube link <https://www.youtube.com/watch?v=dLxbqkI3VsQ> (Figure 5).



Figure 5. Publication of video socialization of BPOM guidelines on the production and distribution of processed food during the Covid-19 pandemic in millennial culinary businesses on Youtube

The socialization event was conducted pre and post-test to measure the increase in understanding of participants. Good pretest and post-test results also showed that socialization participants followed the event attentively. Pretest and post-test results can be seen in Table 1.

Table 1. Result of pretest and post-test participants socialization guidelines for the production and distribution of processed food during the covid-19 pandemic in Indonesia

No.	Indicator	Pre-test (%)	Post-test (%)	Growth (%)
1.	Participants who answered correctly when the issuance of Guidelines for The Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency Status in Indonesia	66.67	100	13.33
2.	Participants who answered correct hygiene of good employees in the era of the Covid-19 pandemic following guideline No.1	100	100	0
3.	Participants who correctly answer physical distancing following Guideline No. 1	6.67	26.67	20
4.	Participants who answered correctly on ready-to-eat food products sampled millennial chicken wings, how to buy according to Guideline No.1	100	100	0
5.	Participants who answered correctly how to wash their hands properly	80	86.67	6.67
<b>Increased understanding after socialization</b>		<b>70.67</b>	<b>82.67</b>	<b>12</b>

Table 1 shows an increase in participants' knowledge after the socialization of POM Agency guidelines on the production and distribution of processed food during the Covid-19 pandemic in millennial culinary businesses. Increase in participants by 12%. Some research suggests socialization by providing specific information education can increase participants' knowledge (Dairoh et al. (2019), Setyawati et al. (2021), and Pujilestari et al. (2019).

Conclusion: there are two questions where all participants can answer the pre and post-test perfectly, namely getting a score of 100. Both questions are about good employee hygiene and questions about how to buy ready-to-eat food products such as millennial chicken wings, according to the Guidelines for The Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency Status in Indonesia.

Pretest results (70.67%) showed before the socialization, and participants already knew the information of health protocol regulations of the covid-19 era quite well. It is alleged the partners are young people who are very close to the internet and social media. Information about covid-19 is easy to find on the internet and social media networks. After socialization, there was an increase in knowledge, with participants answering correctly by 82.67%.

The socialization of the POM Agency Guidelines on The Production and Distribution of Processed Food during the Corona Virus Disease Health Emergency Status Period 2019 (Covid-19) showed that participants gave a satisfaction score of 4.67, which was very satisfactory. As for the socialization of the correct way of washing hands, participants gave the same satisfaction value of equally 4.67 (delighted).

Most socialization participants do not yet know about physical distancing following the Guidelines for The Production and Distribution of Processed Food during the Corona Virus Disease 2019 (Covid-19) Health Emergency Status in Indonesia. Only 6.67% of the participants answered correctly. The guidelines regulated the distance between people in a dense area. After socialization, there was a 20% increase in participants' knowledge.

Socialization participants understood the question of proper handwashing because as many as 80% of participants answered correctly. After socialization of the correct handwashing, there was an increase in knowledge, namely participants by 86.6%. The government has widely done proper hand washing, but the importance of good hand washing in food and beverage MSMEs such as partners needs to be increased again. Increasing understanding of handwashing is expected to improve handwashing behavior in partners. From some studies, it is known that increased knowledge will enhance behavior (Bela et al., (2018), Pujilestari et al. (2019), Septiany et al., (2021), and Calvert et al. (2021)).



Figure 6. Submission and installation of correct handwashing posters

You are handed the correct hand washing poster (6 steps 20 seconds) to support the proper handwashing practice. The handwashing poster has been installed near the handwash. Although the handwash is still one by washing dishes, the correct hand washing poster is expected to remind the partner to wash hands properly. Even in the guidelines, the partner should often wash his hands, especially after the toilet. The submission of the poster and its installation can be seen in Figure 6.

From the installation of the poster, the partner expressed gratitude for the sign and will try to wash his hands properly six steps 20 seconds. As stated in the guidelines, you will even try to wash your hands as often as possible, especially after the toilet. Overall, partners positively responded to the education program for the production and distribution of millennial chicken wing MSMEs in Bekasi City following POM Agency standards

**4. CONCLUSIONS**

Education conducted through socialization succeeded in increasing the development of participants on guidelines for the production and distribution of processed food during the Corona Virus Disease 2019 (Covid-19) Health Emergency In Indonesia. This is shown in the pretest and post-test values; there is an increase of 12%. The correct handwashing poster (6 steps 20 seconds) has been submitted and installed near the handwash. Overall, partners positively responded to the education program for the production and distribution of millennial chicken wing MSMEs in Bekasi City.

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