

## INCREASING THE CAPACITY OF NUTS PROCESSED CRAFTSMANSHIPS THROUGH A DISTRIBUTION PERMIT

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### ABSTRACT

Pasir Eurih tourist village as one of the three villages in Bogor. In order to build community economic participation, a cooperative has been formed, where processed nutmeg products are one of the products made by its members in addition to coconut, kedondong, spices and others. The problem faced by partners is that marketing is not optimal due to the lack of distribution permits. The processed nutmeg produced is fruit juice, syrup and nutmeg candy. The solution to this problem is the method of education, training and assistance regarding processing distribution permits for members of artisan cooperatives. Distribution permits are very important, in addition to increasing competitiveness, it also ensures the safety of food and beverage products when consumed by the public. The fulfillment of nutmeg processed product permits will help village businesses market their products more widely. This training activity on how to process distribution permits is an effort and strategy to increase the selling value not only as a souvenir product, but can have an impact on improving the economy of the local community and is sustainable.

**Keywords:** tourist village, superior products, marketing, distribution permit

### INTRODUCTION

The tourism sector is currently a key industry for many countries around the globe, including Indonesia. The rise of community-based tourism has led to the establishment of numerous tourist villages across the country. Pasir Eurih village stands out as one of these tourist villages, showcasing its cultural heritage and the natural beauty of its surroundings, making it a prominent destination with various attractions. According to data from Tamansari District, Pasir Eurih village comprises 59 neighborhood units (RTs) with a total population of 14,617 residents. Located in the Tamansari District of Bogor Regency, the village sits at an elevation of 500 to 700 meters above sea level, featuring a topography that includes 70% flat land and 30% hilly terrain. This village falls within the tourism development zone, which encompasses several attractions such as the Sindang Barang Cultural Village, Parahyangan Agung Jagatkhartha Temple, Curug Nangka Waterfall, Sukamantri Campground, Silkworm Agrotourism, and the Gunung Salak National Park Area. Additionally, this zone highlights unique cultural aspects from the Padjadjaran era, serving as a hub for footwear crafts and traditional arts. As a tourist village, the local community plays a crucial role in enhancing the economy, particularly in the culinary sector, by offering distinctive local souvenirs that reflect the village's identity.



Figure 1. Tourist village Pasir Eurih Bogor

One of the agricultural commodities that is quite abundant in Pasir Eurih village is nutmeg. The nutmeg plant (*Myristica fragrans houtt*) is a native Indonesian plant originating from Maluku and Papua. In current international trade, Indonesian nutmeg is known as banda nutmeg (banda nutmeg) and Indonesia is the world's largest nutmeg producer, around 70%. The nutmeg products traded on the world market are nutmeg seeds and essential oils. Based on 2017 West Java Province plantation statistics, Bogor Regency is the largest nutmeg

producer in West Java with a total area of 1,696 ha and produces a production of 490 tons and an average productivity of 508.98 kg/ha. Therefore, through self-help, local communities formed nutmeg-based food processing groups. This food processing group was founded by Mrs. Euis who was the driving force behind the nutmeg processing group. Various processed nutmeg products that have been produced include: syrup, juice, wedang, dodol, nastar, essential oils and nutmeg candy.

To enhance their businesses and support each other's marketing activities, these community groups established a cooperative under Deed of Establishment Number 518/417/BH/KPTS/DISKOPERINDAG/VI/2015. The cooperative, led by Mr. Deden Supandi, has 95 registered members. These members not only belong to Pasir Eurih village but also come from neighboring villages, which has led to the inclusion of various businesses, such as sandal and shoe crafting, alongside the production of processed nutmeg products. This cooperative serves as a vital support system for its members in managing their businesses, particularly concerning the marketing of their products, which currently relies on local outlets and the immediate community. As a result, the processed nutmeg products are primarily known only to a limited number of local residents or visitors. In reality, nutmeg products like syrup, fruit juice, candy, and dodol are excellent products that can serve as strategic souvenir icons. However, the marketing of nutmeg juice products faces challenges due to the absence of a distribution permit, leading to a diminished selling value for these items.



Figure 2. Fruit juice and nutmeg syrup will be registered for distribution permits.

To enhance the selling value of products, it is essential to obtain distribution permits for processed nutmeg products. This is crucial since consumers require these permits as assurance of the safety of food and beverages. According to Indonesia.go.id, entrepreneurs engaged in or starting a processed food business must acquire a distribution permit. This regulation applies to all processed foods, regardless of whether they are domestically produced or imported for sale in packaging. This requirement is outlined in the Regulation of the Head of the Food and Drug Monitoring Agency (BPOM) number 27 of 2017. Distribution permits for processed foods sold in Indonesia can be issued by regents or mayors through the One Stop Integrated Service Unit/OSS Application or directly by the POM Agency, depending on the food category and associated risk level. Food business operators must secure a distribution permit for any processed food they produce locally or import for retail packaging.

The obligation to have a distribution permit is excluded for certain processed foods produced by home industries. Home industries are required to have a Home Industry Food Production Certificate/SPP-IRT (PIRT number). The distribution permit for processed food issued by the POM consists of BPOM RI MD (for food produced domestically) and BPOM RI ML (for food produced abroad). By registering a product distribution permit, it is hoped that sales value can increase and marketing will be wider.

## METHOD

There are two approaches used in this community service activity, namely through qualitative methods by conducting field observations and in-depth interviews with business actors (Mr. Yaya) and the head of the tourist village cooperative (Mr. Deden Supandi). The second method is the method for carrying out activity procedures, namely by carrying out outreach and education about the importance of distribution permits for food products and how to register distribution permits.

According to Creswell (2017) Qualitative methods are research approaches that focus on in-depth understanding of social phenomena and human behavior. This approach emphasizes collecting rich and detailed descriptive data, as well as analyzing the meaning and interpretation of the research subject's experiences. The following are some of the main characteristics and methods in qualitative research:

Characteristics of Qualitative Methods:

1. Holistic Approach: Qualitative research considers the context and complexity of the phenomenon being studied.
2. Descriptive Data: Data collected is in the form of words, text, images, or artifacts, not numbers.
3. Iterative Process: Data collection and analysis is often done simultaneously and iteratively to identify themes or patterns.
4. Emphasis on Meaning: Researchers seek a deep understanding of the meaning that individuals or groups give to certain phenomena.
5. Participative and Subjective: Researchers are often directly involved in the context under study and interactions with participants.

Qualitative Data Collection Methods were carried out using (a) In-depth Interviews in order to explore participants' views, experiences and feelings through open questions and direct interaction. (b). Participant Observation: Researchers are involved in participants' daily activities to observe behavior and interactions in natural contexts, (c). Document Study: Analyze existing texts or documents to obtain information relevant to research.

The method for implementing this empowerment activity is carried out through several stages. These stages include:

1. The first stage, carry out a more accurate analysis of the problem by collecting data, facts and information related to the distribution permit processing process carried out by partners.
2. The second stage is to develop a joint activity plan through focused discussions involving all stakeholders. In this way, the activity plan will receive support and agree on a solution to the problem together.
3. The third stage is to prepare a work plan. The activity plans that have been obtained in the second stage are then made into strategic plan matrix tables which include activity objectives, location, scope, role of related parties, cost plans.
4. The fourth stage is to create technical implementation in a large table containing detailed time allocations. In this way, all interested parties can know what plans will be carried out by involving all resources in the management process which includes: planning, organizing, reporting and monitoring.
5. Fifth stage, implementation of activities that have been planned and agreed with partners, namely outreach activities regarding increasing marketing of processed nutmeg juice through distribution permits.
6. The sixth stage involves monitoring, evaluation, and the preparation of reports. The proposer will present the outcomes of the activities and share these results to facilitate a thorough evaluation, as well as discussions on sustainability and future development initiatives. The dissemination of these results will serve as a valuable learning experience for conducting future activities. Additionally, the findings will be documented as scientific articles for publication at the national level, ensuring that the output of this initiative has a promotional effect on the businesses operated by the partners.

In an effort to realize the activity plan, the proposer must receive support both morally and materially. In this activity, partners, namely supervisors and also groups of nutmeg processing craftsmen, also support in providing the necessary facilities and have a high commitment to supporting the success of this program so that this activity becomes a sustainable program. This is confirmed by a statement of willingness to cooperate from partners



Figure 3. Participants socialize on procedures for registering distribution permits in the Pasier Eurih tourist village

## RESULTS AND DISCUSSION

Vanya (2023) said that marketing is one of the most important aspects of a business, whether big or small. The reason is because marketing has a crucial role in achieving business goals, such as:

1. Increase Sales and Profits:

- **Reaching Potential Customers:** Marketing helps introduce products or services to a wider audience, including potential customers who don't yet know about your business.
- **Build Brand Awareness:** An effective marketing campaign can increase brand awareness and make your business more memorable to consumers.
- **Increase Customer Loyalty:** Marketing that focuses on building relationships with customers can increase their loyalty, so they are more likely to repurchase your products or services and recommend them to others.

#### 2. Understand Customer Needs and Wants:

- **Market Research:** Through market research, you can understand what customers need and want, so you can develop products or services that better suit their needs.
- **Customer Feedback:** Marketing allows you to collect feedback from customers, which can help you improve your products or services and provide a better customer experience.

#### 3. Increase Competitiveness:

- **Competitor Analysis:** Marketing allows you to analyze competitors' strategies and products, so you can position your business competitively in the marketplace.
- **Product Differentiation:** Effective marketing can help you highlight the uniqueness of your product or service compared to competitors.

#### 4. Building Relationships with Stakeholders:

- **Building Partnerships:** Marketing can help you build relationships with business partners, influencers, and the media, which can help you reach more customers and increase the credibility of your business.
- **Building a Community:** Marketing allows you to build a community around your brand, which can increase customer loyalty and encourage brand advocacy.

#### 5. Improves Business Sustainability:

- **Adaptation to Market Trends:** Effective marketing allows you to adapt to ever-changing market trends and ensures that your business remains relevant to customers.
- **Innovation and Creativity:** Marketing encourages innovation and creativity in the development of products, services, and marketing strategies, so your business can continue to grow and compete.

So marketing is not just about selling products or services, but also about building relationships with customers, understanding their needs, and providing value to consumers. With an effective marketing strategy, businesses can achieve their goals, increase profits and achieve long-term success.

For this reason, registering a distribution permit for nutmeg juice and syrup products is very important for wider marketing and for the progress of increasing the economic value of the local community.

In this Community Service (PKM) activity, business actors, namely craftsmen who are also members of cooperatives, are given education to understand the requirements for distribution permits for food/beverage products, namely that every processed food whether produced domestically or imported for trading in retail packaging must have a permit. distribution (Regulation of the Head of the POM Agency No. 27 of 2017). Distribution permits for processed food traded in Indonesia can be issued by the Regent/Mayor c.q. One Stop Integrated Service Unit or POM Agency according to food category and risk level. The distribution permit for processed food issued by the POM consists of BPOM RI MD (for food produced domestically) and BPOM RI ML (for food produced abroad). Of course, to get this distribution permit, you need to pay attention to the requirements, including :

1. Separate production location (separate from household)
2. Processed food is produced manually, semi-automatically, automatically or with certain technologies such as UHT, pasteurization, retort.
3. Type of food:
  - o Domestically produced/imported food is sold in retail packaging
  - o Fortified food
  - o SNI mandatory food
  - o Government program food
  - o Food intended for market testing
  - o Food additives (BTP)

Technical regulations: Head of BPOM Regulation No. 27 of 2017 concerning Processed Food Registration. Registration is submitted for every processed food, including those that differ in terms of:

1. Type of food
2. Type of packaging
3. Composition
4. Label design
5. Name and/or address of producer in Indonesia
6. Name and/or address of importer/distributor
7. Name and/or address of overseas manufacturer

The steps for registering BPOM processed food go through 2 stages, including registering a company account and registering processed food products. Processed Food Registration is carried out electronically/web-based via <http://e-reg.pom.go.id>

#### 1. Company Account Registration

Domestic Product Requirements (MD):

- NPWP
- NIB (if via OSS route)
- Business License (IUI/IUMK/SKDU)
- Production facility audit results (PSB) recommended by the local POM Center
- For alcoholic beverage products, you must use the IUI issued by the Central BKPM

#### 2. Food Product Registration

Low and Very Low Risk Processed Food Requirements:

- Composition
- Production process
- Production code explanation
- Explanation of shelf life/expiry period
- Label design
- Nutrient analysis results (except for micro and small businesses)
- Material specifications

Requirements for Medium and High Risk Processed Food:

- Composition
- Production process
- Production code explanation
- Explanation of shelf life/expiry period
- Label design
- Analysis results (microbial contamination, heavy metals, nutrients, certain BTP)
- Material specifications

Food Additives (BTP) Product Requirements:

- Composition
- Production process
- Production code explanation
- Explanation of shelf life/expiry period
- Label design
- Analysis results (for mixed and flavored BTP)
- Material specifications
- BTP producer permit (Domestic production)

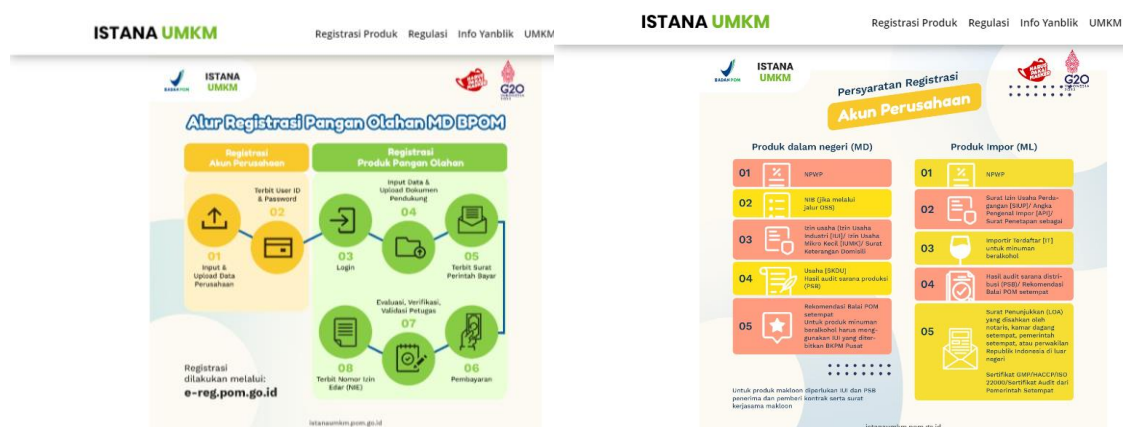


Figure 4. Requirements and process for registering distribution permits for domestic processed food products

## CONCLUSION

Pasir Eurih tourist village is one of the largest nutmeg producing villages in Bogor district, West Java. The local community through empowerment activities has become craftsmen in the nutmeg processing business, including essential oils, candy, syrup, fruit juice, sweets and others, where syrup and fruit juice are the superior products of this tourist village. However, marketing of products, especially drinks, is limited to tourists who come to visit and the local community or if there is a special order. This marketing limitation is because the nutmeg juice and syrup products do not yet have a product distribution permit. Where a distribution permit is the main requirement for a processed product to be sold on the market. The aim of this outreach is to increase public understanding about the importance of distribution permits and marketing strategies for superior processed nutmeg products, namely syrup and fruit juice drinks, to improve the community's economy in a sustainable.

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