

# The Relationship between the Support Factor from SME Actors and the Officer Support regarding the Acceptance of the Importance of Distribution Permits for Pempek SMEs in Palembang City

Yarnis<sup>1</sup>, Misnaniarti<sup>2</sup>, Yuanita Windusari<sup>3</sup>

<sup>1,2,3</sup>Faculty of Public Health, Universitas Sriwijaya, Indonesia  
[misnaniarti@fkm.unsri.ac.id](mailto:misnaniarti@fkm.unsri.ac.id)

## Abstract

*There are still many food products that do not have a P-IRT or a food production permit for household industries. This is influenced by the lack of knowledge of the procedure for obtaining a P-IRT certificate by industry players. The purpose of this study was to analyze the relationship between knowledge and acceptance of the importance of distribution permits for Pempek SMEs in Palembang City. This research method uses descriptive-analytic through cross-sectional design. The population in this study is Pempek SMEs. The sampling technique is a total sampling of 30 business actors. The results of the study showed that as many as (60.0%) received distribution permits from business actors, and the results of the analysis showed that there was a relationship between business actors' support and the acceptance of the importance of distribution permits for Pempek SMEs in Palembang City ( $p = 0.021 < 0.05$ ,  $OR = 10,000$ ). Based on the results above, it is concluded that business actors do not support the importance of distribution permits for pempek business actors in Palembang City, so it is suggested that all business actors raise more awareness regarding the issuance process of distribution permits so that their businesses can develop and the goods marketed and consumed by consumers are guaranteed cleanliness and health and do not interfere with public health.*

## Keywords

Distribution Permit; Pempek;  
Official; SMEs



## I. Introduction

According to Law No. 18 of 2012 concerning Food, it is explained that food is the most important basic human need and its fulfillment is part of human rights guaranteed in the 1945 Constitution of the Republic of Indonesia as a basic component for realizing quality human resources. The state is obliged to realize the availability, affordability, and fulfillment of consumption of sufficient, safe, quality, and nutritionally balanced food, both at the national and regional levels, evenly throughout the territory of the Unitary State of the Republic of Indonesia at all times by utilizing resources, institutions, and local culture. As a country with a large population, which, on the other hand, has natural resources and diverse food sources, Indonesia is able to meet its food needs in a sovereign and independent manner (Presidential Decree No. 18, 2012).

One of the foods that must be maintained in quality is frozen processed food. Frozen processed food is a high-risk food because it requires proper temperature regulation during handling, processing, distribution, and presentation at retail. In addition, the raw materials used to produce frozen processed foods mostly come from high-risk foodstuffs such as

poultry, fish, and meat. This is a challenge for SMEs because they are required to be able to produce products that meet quality and healthy food safety and quality standards (BPOM, 2019a).

Along with the development of science and technology in the food sector, various types of food products are developing very quickly, including frozen processed foods. The lifestyle that demands everything run fast also encourages the development of these products. Freezing food makes food preparation easier. In addition, freezing is believed to be a safe way of preserving food because it does not require the addition of preservatives (BPOM, 2019).

Based on the Ministry of Cooperatives and SMEs, Small and Medium Enterprises (SMEs) recorded that the contribution of the SME sector to Gross Domestic Product (GDP) increased from 57.84% to 60.34%. The culinary sector is considered the largest contributor to GDP, which is IDR 209 trillion, or 32.50%. SME's have absorbed a lot of workers, up to 97.22% in the last 5 years (Amalyah, 2021). Based on the results of previous research, the role of SMEs in economic development can reduce unemployment and continue to create new businesses in the culinary field, so they must improve quality and safety for consumers (Prasetyo, 2010). 2009).

Food safety refers to the condition and effort required to keep food free of biological, chemical, and other objects that can interfere with, harm, or endanger human health while also being compatible with religion, belief, and community culture (Government Regulation No. 86, 2019).

Based on the Strategic Plan of the Center for Drug and Food Control in Palembang for 2020–2024, food safety problems in Indonesia are generally dominated by problems related to the application of good manufacturing practices, including the use of food additives (BTP) that exceed the limit and the use of chemicals materials that are prohibited because they are dangerous for food, such as formalin, borax, and non-food coloring agents, especially at the household industry and SME levels (Asri Silvana Naiu, 2018). In terms of high-risk foods, it is better to pay attention to the Hazard Analytical Critical Control Point (HACCP) (Fais and Mahasri, 2020).

HACCP is a concept that aims to prevent things that can endanger consumer safety in the form of damage and or contamination of food ingredients by microorganisms that can cause diseases such as Salmonella, Escherichia coli, and coliforms. Microorganism contamination could happen during raw material acceptance, handling, storage, and distribution (Lestari, 2020).

This occurs as a result of not applying good sanitation and hygiene techniques from the beginning to the end of production; damage or contamination caused by cleaning agents, preservatives, containers in which to place products; conditions of clothing and employee attributes; temperature conditions of storage or processing; carelessness; as well as facilities and infrastructure that no longer meet standards; the cleanliness of the working environment is not considered so that, in principle, it does not meet the requirements for good and correct production methods (Dwi et al., 2021).

In this case, the empowerment of SMEs, BPOM, the Drug and Food Supervisory Body, is also committed to continuing to seek assistance and providing incentives that provide ease of doing business for SMEs. The purpose of these efforts is to continue to improve the capacity, quality, and competitiveness of SMEs. This effort is, of course, also very much in line with the Job Creation Act, which is the government's commitment to increasing the competitiveness of SMEs through accelerating licensing (BPOM RI, 2021).

According to (Purwaningsih et al., 2020), most SMEs are home industries that then crawl into business entities and legal entities. The activities given to SME actors are

assisting SMEs in creating trademarks as well as SME products that need to be certified for both distribution permits (NIE) and P-IRT specifically for home industry processed foods and beverages, as well as in the form of intellectual property protection, in this case, primarily brands. The Intellectual Property Rights System is a private right.

In the city of Palembang, there are 36,100 SMEs with various kinds of businesses such as food businesses, handicrafts, furniture, and so on. Pempek SMEs is one of the micro, small, and medium enterprises that produce Palembang special delicacies. Pempek is a Palembang specialty that is not only available in its hometown but is also known and loved almost all over Indonesia. Pempek is made using simple ingredients and is easy for consumers to consume, becoming a daily food for the community. Pempek is a processed food made from a mixture of groundfish, sago, and other additives (Farla et al., 2019).

The problem that is often faced by Pempek SMEs is that there is no distribution permitted. Of course, if the permit has been fulfilled, the processed food products produced will have high sales and trust. However, Pempek SME actors feel the processing costs and the difficulty of processing them, so there are still SME actors who do not apply for permits, making it difficult to distribute the products outside Sumatra and Java, in accordance with (Wiralestari et al., 2018), explaining that the limitations of SMEs in reaching the export market are due to the human resources of SMEs who do not understand the procedures, especially those related to licensing, fulfillment of certification, and standardization, so that it has an impact on SME export activities, and SME actors have less knowledge regarding the procedures and technologies that facilitate these activities.

Some SME actors still have not obtained distribution permits. The results of interviews showed that business actors who do not have funds to process the distribution permit also lack the understanding provided by assistant officers, so there are still many SME actors who do not support obtaining distribution permits (Ningtias et al., 2018).

Based on the background above, researchers are interested in conducting research related to "The Relationship between the Support Factor from SME Actors and the Officer Support regarding the Acceptance of the Importance of Distribution Permits for Pempek SMEs in Palembang City".

## II. Research Methods

This research was quantitative research with a cross-sectional research design. This research was conducted on SME actors in August 2021. The technique for taking SME actors was a total sampling of 30 SME actors who had received assistance. Each selected subject received informed consent as a sign that the respondent agreed to participate in the study. The data collection was done by giving a questionnaire for each variable. The Chi-Square test was used in the univariate and bivariate analyses.

## III. Results and Discussion

### 3.1 Univariate Analysis

**Table 1.** Respondent Frequency Distribution Based on Respondent Characteristics

No.	Research Variable	Frequency	%
1	Age		
	Young Age Group $\leq$ 30 Years	13	43,3
	Old		
	Adult Age Group $>$ 30 Years	17	56,7

	Old		
2	<b>Sex</b>		
	Male	14	46,7
	Female	16	53,3
3	<b>Education</b>		
	Elementary-Senior High School	14	46,7
	Diploma/Bachelor /Master degree	16	53,3
4	<b>Income</b>		
	≤ 2.5 Million	7	23,3
	≥ 2.5 Million	23	76,7
	Total	30	100%

Based on Table 1, it was found that the characteristics of respondents aged more than 30 years (56,7%), with female sex (53,3%), education level of Diploma/Bachelor/Master (53,3%), and income greater than or equal to 2.5 million (76,7%).

**Table 2.** Respondent Frequency Distribution Based on Income, Knowledge, and Trust

No.	Research Variable	Frequency	%
5	<b>Knowledge</b>		
	Low	13	43,3
	High	17	56,7
6	<b>Trust in Assistance</b>		
	Good	13	43,3
	Bad	17	56,7
7	<b>Obstacle &amp; Demotivated</b>		
	Good	15	50,0
	Bad	15	50,0
	<b>Total</b>	<b>30</b>	<b>100%</b>

Based on Table 2, it was found that the percentage of the respondents with high knowledge (56,7%), bad trust in their assistance (56,7%), and good obstacles and demotivated (50,0%).

**Table 3.** Respondent Frequency Distribution Based on the Ease of Access, Access Availability, Support from Business Actors, Officers' Support, and Assistance Policy Support

No.	Research Variable	Frequency	%
8	<b>The ease of access to the Distribution Permit Service</b>		
	Good	19	63,3
	Bad	11	36,7
9	<b>The Availability of Access to the Distribution Permit Service</b>		
	Good	22	73,3
	Bad	8	26,7

<b>10</b>	<b>Support from Business Actors in the Community</b>		
	Good	14	46,7
	Bad	16	53,3
<b>11</b>	<b>Support of the public service officer</b>		
	Good	18	60,0
	Bad	12	40,0
<b>12</b>	<b>Support or Government Policy</b>		
	Good	19	63,3
	Bad	11	36,7
	Total	30	100%

Based on Table 3 above, it was found that the percentages of good ease of access (63,3%), the good availability of access (73,3%), the lack of support of business actors (53,3%), the good support from public service officers (60,0%), and the good support from government policy (63,3%).

### 3.2 Bivariate Analysis

**Table 4.** The Relationship of Support Factors from Business Actors and the Acceptance of the Importance of the Distribution Permit for SME Actors

Business Actors'Support Factors	The Acceptance of the Importance of the Distribution Permit for SMEs Actors						P value
	No Accept		Accept		Total		
	n	%	n	%	n	%	
Unsupportive	10	62,5	6	37,5	16	100	0,021
Supportive	2	14,3	12	85,7	14	100	

Based on the table above, it is shown that the group of business actors that do not support accepting the importance of the distribution permit consists of 10 people (62.5%). This proportion is different from the group of business actors that are supportive, namely 2 people (14.3%). Statistically, the p-value of 0.021 shows a significant relationship between acceptance of the support of business actors and acceptance of the importance of distribution permits for Pempek SMEs in Palembang city.

**Table 5.** The Relationship of Support from the Public Officers of BPPOM and the Acceptance of the Importance of the Distribution Permit for Pempek SMEs Actor

Support from the Public Officers	The Acceptance of the Importance of the Distribution Permit for Pempek SMEs Actors						P value
	No Accept		Accept		Total		
	n	%	n	%	n	%	
Unsupportive	5	41,7	7	58,3	12	100	1,000
Supportive	7	38,9	11	61,1	18	100	

Based on the table above, it is shown that in the group where there is support from public service officers who do not accept the importance of distribution permits to business actors, as many as five people (41.7%), the proportion is different from the group where there is no support from public service officers, namely seven people (38.9%). The p-value of 1,000 does not show a relationship between the support of public service officers and the acceptance of the importance of distribution permits for Pempek SMEs in Palembang city.

Based on the results of the study, it was found that business actors did not support the importance of distribution permits, accounting for 10 people (62.5%), while the group of business actors who supported it was only 2 people (14.3%). Statistically, the p-value = 0.021 indicates that there is a significant relationship between the support of business actors and acceptance of the importance of distribution permits for Pempek SMEs in Palembang city. The research conducted showed that there was no support from officers for the importance of distribution permits for business actors, as many as five (41.7%). In contrast to the group, there was support from public service officers, namely seven people (38.9%). The p-value of 1,000 does not show a relationship between the support of public service officers and the acceptance of the importance of distribution permits for Pempek SMEs in Palembang city.

In this study, activities were carried out on Pempek SME actors who had received assistance on the importance of distribution permits under the supervision of the Palembang Drug and Food Control Center (BBPOM). According to (Astuti et al., 2021, SME actors are required to get permission from BPOM because they have distributed pempek by means of frozen food or frozen pempek. Local SME actors must immediately switch from a P-IRT permit to an MD distribution permit, namely a distribution permit issued by BPOM.

According to research (Purnaningsih et al., 2017), assistances for business actors or producers who will process of this distribution permit are very necessary to assist in the preparation of their products and overcome problems related to technical matters such as the process of applying for distribution permits. The assistance provided by the officers is in the management of P-IRT, which is carried out for SMEs, including the socialization of the importance of distribution permits and product standardization as an effort to develop quality and insight into SME human resources. It is carried out by providing knowledge and socialization regarding the importance of distribution permits and food production methods (CPPB), as well as training on food production standardization and food safety (Komalasari et al., 2020).

This research is in line with research conducted by (Pritanova et al., 2020) that found 20.7% of business actors did not want to register their products in order to have a distribution permit on the grounds that SME actors had a complicated process, while the distribution permit for BPOM MD is considered to be very strict in implementation, so business actors give up before applying for a distribution permit (Maryati et al., 2016).

In a study (Jupri, 2021), BPOM officers communicated to SME actors about food safety and security at the beginning of processing the P-IRT permit, which was about food safety and security. There are five keys to achieving food safety and security. The first is how to provide (purchase and store) safe raw materials. The second key is in food processing, where the production tools used must be separated from other kitchen tools. Then the third key is how to display the finished product safely. The fourth key is in the condition of the seller or production staff, where the seller must be in healthy, clean, and tidy condition, maintain cleanliness, and always wash their hands. Then the last key is in the cleaning and sanitation facility. Further assistance is needed, especially for the



registration of P-IRT distribution permits and the registration of halal certification (Kurniawan, 2021).

According to research conducted (Purnaningsih et al., 2017), the results obtained show that there are still at least 16 business actors who register distribution permits related to their products, namely 16.6% submitted to BPOM. Research (Faidati and Khozin, 2020) describes the identification of problems faced by SME actors, namely the processing of P-IRT certification, which is complicated and costly. Hence, many business actors are reluctant to register their products, but this certification will provide certainty to consumers that the food products produced are appropriate for consumption. SME actors often feel dissatisfied with service performance when making requests, so they feel reluctant to continue the process (Farla, M. Diah, and Widyanata, 2019). Research (Septya et al., 2022) actors must have the knowledge and understanding of the process flow of the P-IRT distribution permit so that they do not feel the lack of services provided when processing distribution permits. The results of the long process of SME actors after obtaining the SPP-IRT permit would increase the sales of SME products to a wider market. Furthermore, it would guarantee distribution permits and increase consumer trust.

The distribution permit certificate that has been obtained indicates that the product can be legally marketed or distributed with its marketing system, whether it is a direct marketing system or an indirect marketing system, by consigning it in shops, stalls, or other marketing places. Thus, business actors can market it with a wider reach (Ikhsan, 2016).

According to the researcher's assumption, the support of SME actors, the importance of distribution permits, and the support of food officers will produce quality and healthy frozen food for consumption.

#### IV. Conclusion

Based on the results of the research above, it can be concluded that there is a significant relationship between support from business actors and the importance of acceptance of distribution permits for Pempek SMEs, and there is no relationship between officer support and the importance of acceptance of distribution permits for Pempek SMEs in Palembang City. So, it is recommended for SME actors to have awareness and care about the health of consumers by collaborating with officers (BPOM). So, between SME actors and officers, there is good cooperation in order to produce quality and healthy products.

#### References

- Amalyah, R. (2021) "Identifikasi Dan Klasifikasi Umkm Pada Masa Pandemi Covid 19 Di Wilayah Dki Jakarta."
- Asri Silvana Naisu (2018) *Penanganan & Pengolahan Hasil Perikanan*.
- BPOM (2019a) "Peraturan Badan Pengawas Obat Dan Makanan Nomor 34 Tahun 2019 Tentang Kategori Pangan," *Badan Pengawas Obat dan Makanan*, hal. 1–308.
- BPOM (2019b) "Regulation of the Food and Drug Supervisory Number 13 of 2019 concerning the Maximum Limit of Microbial Contamination in Processed Food," *Indonesian Drug and Food Control*, hal. 1–48.
- BPOM RI (2021) "Badan pengawas obat dan makanan republik indonesia," *Bpom Ri*, 11, hal. 1–16.

- Dwi, L. *et al.* (2021) “Pirt sebagai upaya keamanan pangan bagi umkm guna memperluas peredaran pasar industri rumah tangga.”
- Faidati, N. dan Khozin, M. (2020) “Pemberdayaan Komunitas UMKM ‘Usaha Mandiri Sakinah’ Nogotirto, Gamping, Sleman, DIY Menuju UMKM yang Berdaya Saing,” *Berdikari: Jurnal Pengabdian Masyarakat Indonesia*, 2(2), hal. 88–93. doi: 10.11594/bjpmi.02.02.04.Nur.
- Fais, N. dan Mahasri, G. (2020) “Analysis Critical Control Point (CCP) in Frozen Surimi Production in PT. Bintang Karya Laut, Kabupaten Rembang, Propinsi Jawa Tengah,” *Journal of Marine and Coastal Science*, 8(3), hal. 98. doi: 10.20473/jmcs.v8i3.21159.
- Fardhiasi Dwi Astuti, Rokhmayanti Rokhmayanti, Siti Kurnia Widi Hastuti, M. I. dan Borneo, Qurry Amanda Izhati, Teti Sunia Anggraini Putri, L. T. M. (2021) “Prosiding Seminar Nasional Hasil Pengabdian kepada Masyarakat Universitas Ahmad Dahlan; e-ISSN: 2686-2964,” hal. 1411–1417.
- Farla, W., M. Diah, Y. dan Widyanata, F. (2019) “Pengaruh Keadilan Kompensasi Dan Kepuasan Kompensasi Terhadap Kinerja Karyawan Pada Umkm Pembuatan Pempek Palembang,” *Jurnal Ecoment Global*, 4(1), hal. 17. doi: 10.35908/jeg.v4i1.570.
- Ikhsan (2016) “Analisis Teknik Pengendalian Kolaborasi Balai Besar Pom Dan Dinas Kesehatan Dalam Penerbitan Sertifikat Pangan,” 7(July), hal. 1–23.
- Jupri, A. (2021) “Pentingnya Izin PIRT terhadap UMKM di Kelurahan Rekam untuk Meningkatkan Pemasaran Produk,” *Jurnal Pengabdian Magister Pendidikan IPA*, 4(4).
- Komalasari, E., Widiawati, D. dan Puteri, N. E. (2020) “Pendampingan Pengurusan P-IRT UMKM Pangan di Desa Cikidang, Sukabumi,” *Jurnal Pemberdayaan Masyarakat Universitas Al Azhar Indonesia*, 3(1), hal. 9. doi: 10.36722/jpm.v3i1.476.
- Kurniawan, M. F. (2021) “Peningkatan Eksistensi Umkm Di Jabodetabek Melalui Komunitas UKM ( USaha Kaum Milenial ) Di Era Pandemi,” 7, hal. 131–135.
- Lestari, T. R. P. (2020) “Keamanan Pangan Sebagai Salah Satu Upaya Perlindungan Hak Masyarakat Sebagai Konsumen,” *Aspirasi: Jurnal Masalah-masalah Sosial*, 11(1), hal. 57–72. doi: 10.46807/aspirasi.v11i1.1523.
- Maryati, T. *et al.* (2016) “Analisis Faktor Kendala dalam Pengajuan Sertifikat Halal . ( Studi Kasus: Pelaku Usaha Mikro , Kecil dan Menengah Makanan Beku diJabodetabek ),” *Jurnal Ilmu Produksi dan Teknologi Hasil Peternakan*, 04(3), hal. 364–371.
- Ningtias, A. D. *et al.* (2018) “Terhadap Peningkatan Izin Edar Produk Pirt Ikan Asap Kemasan Di Wilyah Blimbing,” 1(1), hal. 40–47.
- Perpres No 18 2012 (2012) “Undang-Undang Republik Indonesia Nomor 18 Tahun 2012,” hal. 262.
- PP No 86 (2019) “Peraturan Pemerintah Republik Indonesia Nomor 86 Tahun 2019 Tentang Keamanan Pangan,” *Peraturan Pemerintah Tentang Keamanan Pangan*, 2019(86), hal. 1–102.
- Prasetyo (2009) “Peran UMKM dlm Penanggulangan Kemiskinan & Pengangguran (Prasetyo, 2008),” 2.
- Pritanova P, R., Muhandri, T. dan Nurjanah, S. (2020) “Karakteristik dan Pemenuhan CPPOB Pelaku UMKM Online Produk Olahan Beku Daging Sapi dan Ayam di DKI Jakarta,” *Jurnal Ilmu Produksi dan Teknologi Hasil Peternakan*, 8(3), hal. 102–108. doi: 10.29244/jipthp.8.3.102-108.



- Purnaningsih, N., Mawasti, T. dan Saraswati, Y. (2017) “Analisis Kebutuhan Pendampingan dan Kompetensi Pendamping Pelaku Usaha Industri Jamu,” *Jurnal Jamu Indonesia*, 2(2), hal. 68–85. doi: 10.29244/jji.v2i2.34.
- Purwaningsih, E., Suhaeri, S. dan Ariyanti, E. R. N. (2020) “Branding Produk UMKM Kampung Wisata Bisnis Tegal Waru melalui Reputasi Merek dan Basis Informasi Teknologi,” *Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka Malang*, 5(1), hal. 60–69. doi: 10.26905/abdimas.v5i1.3392.
- Septya, F., Yulida, R. dan Andriani, Y. (2022) “Peningkatan Kapasitas Usaha UMKM di Kelurahan Labuh Baru Timur Kota Pekanbaru,” 1(1), hal. 36–45.
- Wiralestari, W., Firza, E. dan Mansur, F. (2018) “Pelatihan Perhitungan Harga Pokok Produksi dengan Menggunakan Full Costing Sebagai Dasar Penentuan Harga Jual Pempek pada UMKM Pempek Masayu 212,” *Jurnal Karya Abdi Masyarakat*, 2(1), hal. 46–52. doi: 10.22437/jkam.v2i1.5430.