

Sosialisasi Penerapan Prinsip *Good Manufacturing Practice* (GMP) dalam Meningkatkan Daya Saing Produk Olahan Ikan yang Unggul di Kelurahan Mallawa, Kabupaten Barru, Sulawesi Selatan

(Socialization of the Implementation of Good Manufacturing Practice (GMP) Principles in Improving the Competitiveness of Superior Processed Fish Products in Mallawa Village, Barru Regency, South Sulawesi)

Nurlela Machmuddin*, Eka Merdekawati, Made Gayatri, Andini T. Tunggadewi

Sekolah Vokasi, IPB University, Bogor, Jawa Barat, Indonesia 16182

*Penulis Korespondensi: nurlela@apps.ipb.ac.id

ABSTRAK

Kegiatan pengabdian kepada masyarakat yang dilaksanakan di Kelurahan Mallawa, Kabupaten Barru, bertujuan untuk meningkatkan pemahaman masyarakat mengenai pentingnya penerapan Good Manufacturing Practice (GMP) dalam proses pengolahan pangan. Pelaksanaan program dilakukan melalui beberapa tahapan, yaitu persiapan, pelaksanaan, dan evaluasi. Tahap pelaksanaan mencakup kegiatan edukasi atau sosialisasi serta pelatihan/praktik langsung mengenai pembuatan abon ikan dan teknik pengemasannya. Pada tahap evaluasi, dilakukan penyebaran kuesioner untuk memperoleh umpan balik dari peserta. Rangkaian kegiatan yang diberikan meliputi: (1) edukasi mengenai prinsip dan tata cara pengolahan pangan yang baik (food handling); (2) pelatihan dasar accounting dalam penentuan harga pokok produksi olahan ikan; (3) penguatan aspek pemasaran melalui pelatihan strategi pemasaran produk olahan ikan; dan (4) pelatihan pengolahan limbah ikan menjadi pupuk organik cair sebagai upaya minimising waste. Produk utama yang dihasilkan dari sesi praktik adalah abon ikan. Hasil evaluasi terhadap kuesioner umpan balik menunjukkan bahwa dari 35 peserta, sekitar 80% menyatakan puas terhadap rangkaian edukasi dan pelatihan yang diberikan. Melalui proses pendampingan, terdapat beberapa peserta telah mulai mempraktikkan produksi abon ikan serta mempraktekkan melakukan pengemasan pada berbagai jenis produk lain seperti ikan teri dan beberapa produk lokal lainnya yang menjadi ciri khas mitra, seperti kunyit bubuk, sale pisang, dan asam mangga. Hasil kegiatan menunjukkan bahwa kombinasi pendekatan edukatif, praktik langsung, dan partisipatif efektif dalam membantu peserta mencapai tujuan program, terutama dalam meningkatkan kemampuan pengolahan ikan menjadi produk bernilai tambah dengan penerapan prinsip Good Manufacturing Practice (GMP). Untuk memastikan keberlanjutan penerapan praktik tersebut di tingkat masyarakat, dibutuhkan dukungan, keterlibatan aktif, serta pendampingan yang konsisten dari pemerintah dan lembaga terkait.

Kata kunci: olahan ikan, good manufacturing practice, daya saing

ABSTRACT

The community service activities carried out in Mallawa Village, Barru Regency, aimed to increase public understanding of the importance of implementing Good Manufacturing Practices (GMP) in food processing. The program was implemented in several stages, namely preparation, implementation, and evaluation. The implementation stage included educational or socialization activities as well as training/hands-on practice in making fish floss and packaging techniques. During the evaluation stage, questionnaires were distributed to obtain feedback from participants. A series of activities were provided, including: (1) education on the principles and procedures of good food handling; (2) basic training in accounting for determining the cost of fish processing; (3) strengthening marketing aspects through training in marketing strategies for processed fish products; and (4) training in processing fish waste into liquid organic fertilizer as an effort to minimize waste. The main product produced from the practical session was fish floss. To achieve these objectives, a series of activities were provided, including: (1) education on the principles and procedures of good food handling; (2) basic accounting training in determining the cost of production of processed fish; (3) strengthening marketing aspects through training in marketing strategies for processed fish products; and (4) training in processing fish waste into liquid organic fertilizer as an effort to minimize waste. The main product produced from the practical session was fish floss. The evaluation of the feedback questionnaire showed that out of 35 participants, around 80% expressed satisfaction with the series of education and training provided. Through the mentoring process, several participants have begun to practice fish floss production and packaging of various other products such as anchovies and several other local products that are characteristic of the partners, such as turmeric powder, banana chips, and mango tamarind. Overall, the results of the activities show that a combination of educational, hands-on, and participatory approaches is effective in helping participants achieve the program's objectives, particularly in improving fish processing skills to produce value-added products through the application of Good Manufacturing Practice (GMP) principles. To ensure the sustainability of these practices at the community level, support, active involvement, and consistent guidance from the government and relevant institutions are needed.

Keywords: fish processing, good manufacturing practice, competitiveness