

Transformasi Produk Lokal Desa Dolokgede Kabupaten Bojonegoro Menuju Pasar Ekspor melalui Sekolah Inovasi Pangan dan Kemasan Berkelanjutan

(Local Product Transformation from Dolokgede Village, Bojonegoro Regency, Towards Export Markets through the School of Food Innovation and Sustainable Packaging)

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ABSTRAK

Ketimpangan daya saing produk Usaha Mikro, Kecil, dan Menengah (UMKM) pangan di pasar global menjadi tantangan utama akibat ketidakmampuan memenuhi standar kemasan dan keamanan pangan internasional. Program Dosen Pulang Kampung (DPK) IPB di Bojonegoro menginisiasi program pengabdian masyarakat untuk menjembatani kesenjangan tersebut. Tujuan utama kegiatan ini adalah mentransformasi produk lokal Desa Dolokgede agar memenuhi standar ekspor melalui 'Sekolah Inovasi Pangan dan Kemasan Berkelanjutan'. Metode yang digunakan adalah pendekatan deskriptif-partisipatif berbasis *community engagement*, melibatkan 50 pelaku UMKM, akademisi IPB, mitra industri (PT Thara Jaya Niaga Holding), dan mitra komunitas (Ademos). Intervensi utama meliputi edukasi, pelatihan intensif *Good Manufacturing Practices* (GMP) dan *Hazard Analysis Critical Control Points* (HACCP), serta pendampingan re-desain kemasan. Hasil program menunjukkan peningkatan kapasitas pemahaman peserta terhadap keamanan pangan yang terukur melalui *pre-test* dan *post-test*. Capaian utama adalah re-desain kemasan tiga produk unggulan (Ledre Bojonegoro, Kopi Kelor/Moringa Coffee, dan Keripik Pisang Coklat Lumer) menjadi kemasan premium yang fungsional, aman, dan ramah lingkungan. Selain itu, inovasi kemasan yang dihasilkan mendapatkan pengakuan nasional, dengan dua desain masuk sebagai finalis dalam PackStar Student Competition 2025. Program ini juga berhasil menginisiasi jejaring kolaborasi baru untuk akses pasar ekspor serta berkontribusi terhadap SDGs 8 (pekerjaan layak dan pertumbuhan ekonomi) dan SDGs 12 (konsumsi dan produksi yang bertanggung jawab). Sinergi Pentahelix menjadi kunci keberhasilan hilirisasi riset untuk pemberdayaan masyarakat.

Kata kunci: Bojonegoro, dosen pulang kampung, ekspor, inovasi kemasan, keamanan pangan, UMKM, SDGs

ABSTRACT

The competitiveness gap of food-based Micro, Small, and Medium Enterprises (MSMEs) in the global market is a primary challenge, stemming from an inability to meet international packaging and food safety standards. The IPB 'Dosen Pulang Kampung' (Lecturers Go Home) program in Bojonegoro initiated a community service program to bridge this gap. The main objective of this activity was to transform local products from Dolokgede Village to meet export standards through a 'School of Food Innovation and Sustainable Packaging'. The method used was a descriptive-participatory approach based on community engagement, involving 50 MSME actors, IPB academics, an industry partner (PT Thara Jaya Niaga Holding), and a community partner (Ademos). Key interventions included education, intensive training on Good Manufacturing Practices (GMP) and Hazard Analysis Critical Control Points (HACCP), and coaching on packaging re-design. The program results demonstrated a measurable increase in participants' understanding of food safety, assessed via pre-test and post-test. The main achievements were the re-design of three flagship products (Ledre Bojonegoro, Moringa Coffee, and Chocolate Banana Chips) into premium packaging that is functional, safe, and environmentally friendly. Furthermore, the resulting packaging innovations gained national recognition, with two designs entering as finalists in the PackStar Student Competition 2025. This program has also successfully initiated new collaborative networks for export market access and contributed to SDGs 8 (Decent Work and Economic Growth) and SDGs 12 (Responsible Consumption and Production). The Pentahelix synergy proved to be the key to the success of research downstreaming for community empowerment.

Keywords: Bojonegoro, export, food safety, lecturer goes home, packaging innovation, MSMEs, SDGs