SUMMARY

ARIEF SAFARI. System Design of Micro and Small Enterprises empowerment on safe Street Food for School Children (PJAS). Supervised by MACHFUD, ERIYATNO and HENY KUSWANTI SUWARSINAH.

Food is the most important basic human need, in which its fulfillment becomes major component of human rights to embody qualified human resources in Indonesia. However, there are still problems in the realization regarding to food safety issue where number of cases of food borne illness is still high, especially the Street Food for School Children (PJAS).

The purposes of this study are to identify factors that affect the performance of PJAS safety in MSEs, analyze models of food safety management that best suits to MSEs, formulate effective strategy for the MSEs empowerment implementation in ensuring the PJAS safety and to design its empowerment system involving various stakeholders.

This study used system approach, particularly the Soft Systems Methodology (SSM) through case study in Elementary School at Bekasi. The study was conducted in second quarter 2015 up to the beginning of first quarter 2016. Data was collected through field surveys, interviews, focus group discussions (FGD) and expert survey. Data analysis and system modelling was performed using several methods such as descriptive statistic, Analytical Hierarchy Process (AHP), Strategic Assumption Surfacing and Testing (SAST), Interpretive Structural Modeling (ISM).

Field survey involving 102 respondents showed that 91% of school children respondents have experienced health problems after consuming PJAS. 100% of MSE’s respondents do not use masks nor gloves during food/beverage preparation and 62% of them are still using well water as source of water for PJAS production and 86% of them use Food Additives. The results of expert survey with AHP techniques show Five Keys to Safer Food Model developed by WHO was selected as the most effective and efficient to be applied to PJAS MSEs.

Based on Rich Pictures, PQR analysis, CATWOE and EEE test, Root Definition is formulated as : "Empowerment system for PJAS MSEs through coaching/mentoring/facilitating as implementation of Five Keys to Safer Food model is gradually and integrated by Regency/City Government, BPOM, Technical Ministry and Schools. Considering limitation in funds and capabilities, compliances are increased in sanitary production processes and the use of food additives (BTP) which has impact on decreasing number of food borne illness cases in elementary schools.”

MSEs’ empowerment transformation activities in according to the Roots Definition, Purposeful Activity Model (PAM) is developed which are represented by the activities of coaching, mentoring and facilitation. Coaching activities may include socialization, counseling and training. Mentoring can be on site consultation or via electronic communication media. As for facilitation activities can be assistance in the form of funds or goods and other facilities for MSEs.

From the results of alternative strategies development for MSEs empowerment, there are 7 alternative strategies. By implementing the AHP,
strategy of strengthening in sanitary production infrastructure and providing decent and clean food stalls are selected as the most priority strategy. Referring to the strategic priorities, 12 strategic assumptions are identified. SAST result found that important strategic assumptions are active role and support of government, participation of PJAS MSEs and attention of the school to business’ conditions of MSEs at schools. All three assumption becomes pre-requisites to the strategy implementation.

Based on the design using ISM, two models of systems for strengthening the sanitary production infrastructure and food stall (PISPROPEN) are formulated, namely; Institutional model and Financial model. Institutional Model describes the diagrammatic operational interaction and synchronization of activities among institutions related to PJAS safety assurance. Financial Model is a diagrammatic model that describe sources of funds from multi-source financing for implementing PJAS safety assurance program.

Keywords: AHP, Food Safety, ISM, MSE, PJAS, SAST,