



KOLABORASI PERGURUAN TINGGI DAN PEMERINTAH UNTUK MEMPERKUAT PEMBINAAN UMKM PANGAN DI TANGERANG

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Abstrak

Perkembangan Usaha Mikro, Kecil, dan Menengah (UMKM) di wilayah Tangerang meningkat signifikan, terutama pada sektor pangan olahan. Oleh karena itu, UMKM Tangerang memerlukan pembinaan berkelanjutan untuk memastikan keberlanjutan usaha serta pemenuhan standar keamanan pangan. Berbagai program pengabdian kepada masyarakat (PkM) telah dilakukan perguruan tinggi lainnya tanpa melibatkan lembaga pemerintah, sehingga sinergi pembinaan belum optimal. Program PkM ini menawarkan kebaruan berupa kolaborasi antara perguruan tinggi dan BPOM Tangerang dalam mendukung penguatan kapasitas UMKM pangan olahan. Tujuan program ini adalah peningkatan kompetensi pelaku UMKM dalam memahami dan menerapkan prinsip keamanan pangan, strategi pemasaran, serta percepatan proses perizinan dan registrasi produk pangan olahan. Program ini terdiri dari lima tahapan, yaitu koordinasi, persiapan, penyuluhan, pendampingan, serta evaluasi dan monitoring, dengan fokus pada peningkatan aspek produksi dan pemasaran. Hasil pelaksanaan menunjukkan peningkatan kompetensi peserta, tercermin dari kenaikan nilai *post-test* seluruh peserta. Pendampingan UMKM mencakup dukungan pembiayaan untuk pengadaan peralatan, pengujian laboratorium, dan fasilitasi percepatan perizinan telah membantu kelancaran operasional dan legalitas produk UMKM Tangerang. Secara keseluruhan, program ini memberikan kontribusi nyata terhadap pencapaian sasaran kinerja BPOM Tangerang dan peningkatan daya saing UMKM pangan.

Kata kunci: Keamanan, Kolaborasi, Pangan, Pembinaan, Tangerang

Abstract

The development of Micro, Small, and Medium Enterprises (MSMEs) in the Tangerang region has increased significantly, particularly in the processed food sector. Consequently, Tangerang MSMEs require continuous guidance to ensure business sustainability and compliance with food safety standards. Several community service programs (PkM) have been implemented by other universities; however, many were conducted without involving government agencies, resulting in suboptimal synergy in MSME capacity building. This PkM program offers novelty through a collaborative model between the university and BPOM Tangerang to strengthen the capacity of processed food MSMEs. The program aims to enhance MSME actors' competencies in understanding and applying food safety principles, improving marketing strategies, and accelerating the licensing and registration processes for processed food products. The program consists of five stages, including coordination, preparation, training, mentoring, and evaluation and monitoring, with a focus on strengthening production and marketing aspects. The results demonstrate an improvement in participants' competencies, as reflected by the increase in *post-test* scores across all participants. MSME mentoring included financial support for equipment procurement, laboratory testing, and facilitation of expedited product registration, which contributed to smoother operations and improved product legality for Tangerang MSMEs. Overall, this program provides tangible contributions to achieving BPOM Tangerang's performance targets and enhancing the competitiveness of food-related MSMEs.

Keywords: Capacity building, Collaboration, Food, Safety, Tangerang