



Strengthening MSMEs Food Safety: Collaborative PIRT Licensing Socialization in Pulau Besing Village with Puskesmas Merancang Ulu

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ABSTRACT

This community service activity (KKN) of Universitas Muhammadiyah Berau aims to increase the understanding and awareness of Micro, Small, and Medium Enterprises (MSMEs) in Kampung Pulau Besing regarding the importance of obtaining the Home Industry Food Permit (PIRT) as a form of legality for processed food products. Kampung Pulau Besing is one of the tourism-based villages in Berau with strong potential for developing local products as typical souvenirs. However, field observations show that most MSMEs have not yet fulfilled food safety standards and lack knowledge about the PIRT registration process. This program was implemented through a collaborative approach between the Community Service Program (KKN) Team of Universitas Muhammadiyah Berau and Puskesmas Merancang Ulu by conducting food safety education, explaining PIRT requirements, and introducing safe production practices. The results indicate that MSMEs gained better awareness of food safety, production hygiene, and the steps required to obtain PIRT certification. This activity is expected to motivate MSMEs to improve product quality, expand marketing opportunities, and enhance competitiveness in supporting Pulau Besing as a tourism village.



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INTRODUCTION

Pulau Besing Village is one of the villages located in Gunung Tabur District, Berau Regency. Administratively, Pulau Besing Village consists of three islands; Pulau Besing, Pulau Bungkung, and Pulau Sambuayan. Geographically, the village lies between 2°12'400'' N and 117°40'900'' E, with a total area of approximately 700 hectares (7,000,000 m²). Pulau Besing is well-known as a river-tourism village that offers natural attractions preserved in their pristine state. The village holds significant economic potential, particularly in the development of local products that can be marketed as unique souvenirs for tourists. Many raw materials for MSME products are sourced directly from the surrounding natural environment, enabling the creation of distinctive and authentic items that reflect the identity of the region.

Recognizing this potential, the Pulau Besing Village Government continues to promote creativity and local economic development through MSME assistance programs, the formation of business groups, and other initiatives aimed at strengthening the community-based economy. Local processed products have great potential to be marketed as part of the overall tourism experience in Pulau Besing.

However, based on findings from the Community Service Program (KKN) Group 1 of Pulau Besing Village, Universitas Muhammadiyah Berau, many food products produced by local MSMEs still do not have a Home Industry Food Permit (PIRT). A considerable number of MSME actors are not yet aware of the importance of PIRT certification or the procedures involved in obtaining it. This issue

is evident from the lack of standardized food-safety measures in several products, and the continued use of chemical additives, such as soda, in the production of food items like crackers.

The absence of PIRT certification limits the competitiveness of MSME products in Pulau Besing and restricts their ability to reach wider markets, despite the village's strong tourism potential. PIRT certification is crucial because it ensures that a food product is safe for consumption and has met the standards established by the Health Office. This certification governs food safety from the sourcing of raw materials to production processes and final packaging (Murwadji & Saraswati, 2019).

In response to these issues, KKN Group 1 of Universitas Muhammadiyah Berau implemented a program to raise awareness regarding the importance of PIRT certification and to inform MSME actors about the steps involved in obtaining it. This program aims to help MSMEs in Pulau Besing improve the quality, competitiveness, and marketability of their products, particularly as signature souvenirs of the tourism village.

RESEARCH METHODS

1. Time and Location

The socialization program on the importance of PIRT certification for Micro, Small, and Medium Enterprises (MSMEs) was conducted on 22 August 2025. The activity took place at the Office of the Head of Kampung Pulau Besing, located in Gunung Tabur District, Berau Regency.

2. Activity Description

This activity was carried out as an effort to raise awareness among Micro, Small, and Medium Enterprises (MSMEs) was actors in Kampung Pulau Besing regarding the importance of obtaining PIRT certification and understanding the procedures involved in its issuance. The implementation consisted of two main stages:

a. Coordination with Puskesmas Merancang Ulu

Mahasiswa KKN Universitas Muhammadiyah Berau invited Puskesmas Merancang Ulu to provide socialization on food safety and food handling, which serve as the initial requirements for the PIRT application process.

b. Socialization to UMKM Actors

Mahasiswa KKN, together with Puskesmas Merancang Ulu, conducted direct socialization to Micro, Small, and Medium Enterprises (MSMEs) was actors regarding the importance, benefits, requirements, and step-by-step procedures for obtaining PIRT certification. This activity included explanations, discussions, and question-and-answer sessions to ensure that UMKM participants understood the technical and administrative aspects of the PIRT process.

RESULTS AND DISCUSSION

One of the main programs carried out by KKN Universitas Muhammadiyah Berau in Kampung Pulau Besing was the socialization of the importance of PIRT certification for MSMEs' food products. Based on regulations issued by the Indonesian National Agency for Drug and Food Control (BPOM)—initially outlined in BPOM Regulation No. 22 of 2018 and later updated through BPOM Regulation No. 4 of 2024 concerning Guidelines for the Issuance of the Certificate of Compliance for Home-Processed Food (SPP-IRT)—PIRT serves as an official distribution permit for food products produced by *Industri Rumah Tangga Pangan* (IRTP). The certificate is issued by the Regent or Mayor through the local Health Office as proof that the food product meets the required food-safety standards (Hermanu, 2016).

Although PIRT certification is formally issued by the Health Office, Puskesmas Merancang Ulu plays a crucial technical role in the overall process. Puskesmas is responsible for delivering *Penyuluhan Keamanan Pangan* (PKP), inspecting production facilities, and providing technical recommendations to the Health Office. Therefore, the collaboration between KKN students and

Puskesmas Merancang Ulu aligns fully with official PIRT procedures and represents a critical prerequisite before certification can be granted.

This program is in line with the goal of the Kampung Pulau Besing Government to enhance the marketability of local MSME products. To expand market reach and strengthen competitiveness, PIRT certification is essential, as it verifies that the product is safe for consumption and has passed required compliance checks by the Health Office. PIRT regulates food-safety aspects ranging from raw materials and processing methods to production conditions and final packaging (Herlina & Yulia, 2020).



Figure 1. The food-safety socialization delivered by Puskesmas Merancang Ulu

The initiative was also motivated by increasing competition from modern food products that already possess complete laboratory testing and food-safety certifications. To build consumer trust, MSME food products must obtain proper certification such as PIRT (Ummah, 2020). Although produced on a small scale, MSME products that hold PIRT certification are recognized as safe because they undergo strict inspection and evaluation conducted by Puskesmas.

During the socialization session, Mahasiswa KKN Universitas Muhammadiyah Berau, in collaboration with Puskesmas Merancang Ulu, explained in detail the procedures for obtaining PIRT certification. They emphasized several key benefits of PIRT for MSMEs, including: wider market access, official authorization for product distribution, guaranteed safety and quality, increased product value, eligibility for entry into modern retail stores (such as minimarkets and supermarkets), and enhanced consumer confidence (Epriliyana, 2019; Doyan et al., 2020). These advantages directly support efforts to strengthen Pulau Besing's local products as attractive souvenirs for tourists.



Figure 2. the participants from the local community

The socialization also highlighted the importance of food safety and hygiene as foundational components in the PIRT application process. Based on technical guidance provided by Puskesmas Merancang Ulu, five essential food-safety principles were introduced:

1. Safe sourcing and storage of raw materials
2. Proper food processing, including separating production utensils from household kitchen tools
3. Safe display and storage of finished products
4. Personal hygiene of producers, including cleanliness, health status, and proper hand-washing practices
5. Adequate cleaning facilities and sanitation systems

Additionally, Mahasiswa KKN provided clear information on the administrative requirements for obtaining PIRT certification, which include:

- (1) a food-safety training certificate,

- (2) a declaration of compliance with applicable regulations,
- (3) a medical certificate,
- (4) a letter of non-objection from the local community,
- (5) a recent photograph,
- (6) a valid identification card (KTP),
- (7) a layout of the production location, and
- (8) a list of equipment, raw materials, and production processes used.

Through this program, MSME participants gained a clearer understanding of the importance of PIRT certification and the procedures required to obtain it. The socialization is expected to improve the safety, quality, and market reach of MSME products in Kampung Pulau Besing, allowing them to compete more effectively in both local and broader markets—particularly as signature souvenirs of the tourism village.

CONCLUSION

The socialization program on the importance of PIRT certification conducted by Mahasiswa KKN Universitas Muhammadiyah Berau in collaboration with Puskesmas Merancang Ulu successfully provided greater awareness and understanding among MSME actors in Kampung Pulau Besing. Through this activity, the participants gained essential knowledge regarding food-safety requirements, production standards, and administrative procedures necessary for obtaining PIRT certification.

The program also emphasized the crucial role of PIRT as a form of legal assurance that guarantees product safety, improves product quality, strengthens consumer trust, and expands market opportunities for local food products. With proper certification, MSMEs in Pulau Besing can increase their competitiveness, especially in the context of promoting unique local products as souvenirs from the tourism village.

Overall, this initiative is expected to support the development of a safer, more professional, and market-ready food industry in Kampung Pulau Besing. The collaboration between KKN students, Puskesmas Merancang Ulu, and the village community serves as an important step in empowering local MSMEs and enhancing the economic potential of Pulau Besing as a growing tourism destination.

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