Analisis Implementasi Kebijakan Peraturan Kepala Badan Pengawas Obat Dan Makanan Nomor 5 Tahun 2015 Tentang Cara Ritel Pangan yang Baik Di Pasar Tradisional Jakarta Tahun 2019 = Analysis of Policy Implementation of Regulation National Agency Of Drug And Food Control Concerning Good Food Retail Practice In Traditional Market Jakarta In 2019

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Abstrak

ABSTRAK
Pangan merupakan kebutuhan dasar manusia yang paling utama. Aduan konsumen terhadap produk pangan menempati urutan teratas dengan proporsi 44,9%. Sarana ritel yang diperiksa (32.74%) belum menerapkan Cara Ritel Pangan yang Baik (CRPB). Pasar tradisional mempunyai peran strategis dalam pemenuhan pangan segar maupun pangan olahan. Namun kondisi pasar yang tidak terjaga hygiene dan sanitasinya dapat memberi celah terjadinya kontaminasi saat produk dijual oleh pedagang tidak sesuai ketentuan. Penelitian ini bertujuan untuk menganalisis kinerja implementasi Peraturan Kepala BPOM Nomor 5 Tahun 2015 tentang cara ritel pangan yang baik di pasar tradisional Jakarta, khususnya pada daging dan daging olahan dari aspek penyimpanan dan penyajian/pemajangan. Penelitian dilakukan secara kualitatif, melalui wawancara mendalam, observasi dan telaah dokumen. Kerangka konsep mengacu pada teori Van Metter Van Horn. Ada 10 pasar tradisional di 5 wilayah kotamadya provinsi DKI Jakarta yang menjadi lokasi penelitian. Hasil penelitian menunjukkan bahwa kinerja implementasi kebijakan cara ritel pangan yang baik di pasar tradisional Jakarta pada tahun 2019 belum optimal. Daging dan daging olahan yang dijual oleh pedagang pada tahap penyimpanan dan pemajangan/penyajiannya masih banyak yang belum dilakukan sesuai dengan Peraturan Kepala Badan POM tahun 2015 tentang Pedoman Cara Ritel Pangan yang Baik di Pasar Tradisional. Monitoring dan evaluasi belum optimal, Komunikasi belum optimal, banyak pedagang dan pengelola pasar belum mendapatkan sosialisasi kebijakan ritel pangan. Ukuran dan tujuan kebijakan belum jelas diketahui oleh pedagang ataupun pengelola pasar, sehingga menimbulkan perbedaan persepsi di lapangan. Disposisi pelaksana masih belum optimal (pemahaman,arah penerimaan dan intensitas) karena kurangnya sosialisasi. Karakteristik badan pelaksana belum optimal, masih mengalami kendala dalam fragmentasi tanggung jawab. Anggaran yang tidak dialokasikan khusus, fasilitas kurang, SDM terbatas menyebabkan sumber daya kurang optimal dalam implementasi kebijakan. Lingkungan sosial, ekonomi dan politik juga belum optimal dalam mendukung kebijakan. Harapan kedepannya agar kebijakan disosialisasikan lebih sering, secara berkala. Ketersediaan sumber daya dialokasikan untuk kebijakan ini.
<hr>ABSTRACT

Food is the most important basic human need. Consumer complaints about food products ranked top with a proportion of 44.9%. Retail facilities examined (32.74%) have not applied the Good Food Retail Practice (CRPB). Traditional markets have a strategic role in fulfilling fresh food and processed food. However, market conditions that do not maintain hygiene and sanitation can provide a gap for contamination. when the product is sold by the trader is not according to the provisions. This study aims to analyze the performance of Regulation National Agency of Drug and Food Control Number 5 2015 concerning Good Food Retail Practice in Traditional Market Jakarta, especially in processed meat and meat from the aspect of storage and display. The study was conducted qualitatively, through in-depth interviews, observation and document review. The conceptual framework refers to the theory of Van Metter Van Horn. There are 10 traditional markets in the 5 municipalities of the DKI Jakarta province that are the location of the study. The results of the study indicate that the performance of the implementation of policies on how to sell good food in Jakarta's traditional market in 2019 is not optimal. Processed meat and processed meat sold by traders at the stage of storage and display are still many that have not been carried out in accordance with the Regulation National Agency of Drug and Food Control Number 5 2015 concerning Good Food Retail Practice in Traditional Market. Monitoring and evaluation is not optimal, Communication is not optimal, many traders and market managers have not received food retail policy. The size and objectives of the policy are not yet clearly known by the traders or market managers, giving rise to different perceptions in the field. The implementing disposition is still not optimal (understanding and intensity) due to lack of socialization. The characteristics of the implementing agency have not been optimal, still experiencing obstacles in fragmentation of responsibility. A budget that is not specifically allocated, lacking facilities, limited human resources causes resources to be less than optimal in implementing policies. The social, economic and political environment is also not optimal in supporting policies. Hope in the future so that policies are socialized more frequently, regularly. Availability of resources is allocated for this policy.