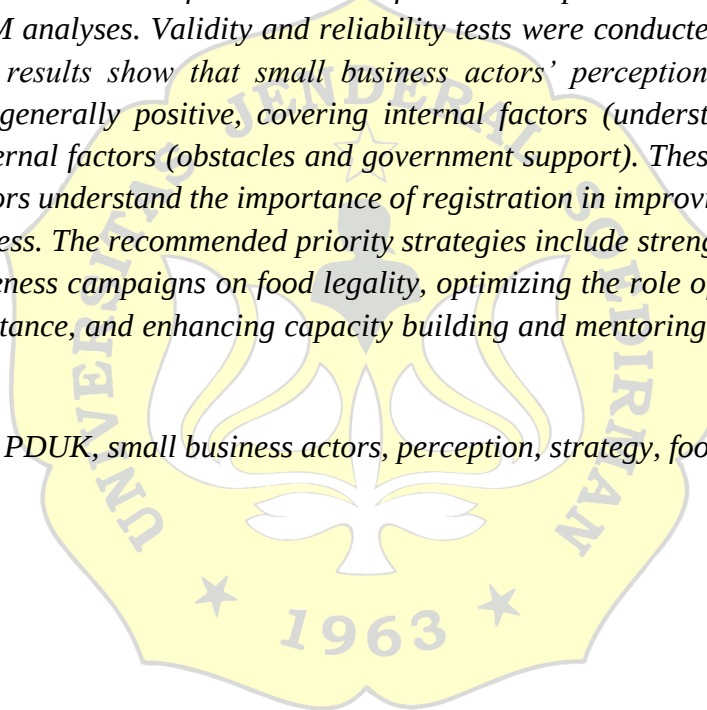


ABSTRACT

Indonesia, as an agrarian country, faces challenges in ensuring the availability of safe, high-quality, and sustainable food amid rapid population growth. The government has implemented the registration policy for Fresh Food of Plant Origin Produced by Small Businesses (PSAT PDUK) as a form of food safety assurance. However, its implementation at the district level is still constrained by limited knowledge, technical capacity, and resources among small business actors. In Banyumas Regency, only about 15% of 262 PSAT businesses have completed registration, indicating the need to enhance awareness, assistance, and institutional coordination. This study aims to analyze small business actors' perceptions of PSAT-PDUK registration and to formulate strategies for its improvement. Data were collected through a five-point Likert scale questionnaire to measure perceptions across five main aspects: understanding, ease, benefits, obstacles, and government support, complemented by in-depth interviews. The data were analyzed using descriptive quantitative methods, and the results were further used to formulate improvement strategies through SWOT and QSPM analyses. Validity and reliability tests were conducted using IBM SPSS version 25. The results show that small business actors' perceptions of PSAT-PDUK registration are generally positive, covering internal factors (understanding, ease, and benefits) and external factors (obstacles and government support). These findings indicate that business actors understand the importance of registration in improving product quality and competitiveness. The recommended priority strategies include strengthening education and public awareness campaigns on food legality, optimizing the role of local government in technical assistance, and enhancing capacity building and mentoring for small business actors.

Keywords: PSAT PDUK, small business actors, perception, strategy, food safety



ABSTRAK

Indonesia sebagai negara agraris menghadapi tantangan dalam menjamin ketersediaan pangan yang aman, bermutu, dan berkelanjutan di tengah pertumbuhan penduduk yang pesat. Pemerintah menerapkan kebijakan registrasi Pangan Segar Asal Tumbuhan Produksi Dalam Negeri Usaha Kecil (PSAT PDUK) sebagai bentuk penjaminan keamanan pangan. Pelaksanaan registrasi di kabupaten masih terkendala oleh keterbatasan pengetahuan, kapasitas teknis, serta sumber daya pelaku usaha kecil. Di Kabupaten Banyumas, hanya sekitar 15% dari 262 pelaku usaha PSAT yang telah menyelesaikan registrasi, menunjukkan perlunya peningkatan kesadaran, pendampingan, serta koordinasi kelembagaan. Penelitian ini bertujuan untuk menganalisis persepsi pelaku usaha kecil terhadap registrasi PSAT-PDUK dan merumuskan strategi peningkatannya. Data dikumpulkan melalui kuesioner berbasis skala Likert lima poin untuk mengukur tingkat persepsi terhadap lima aspek utama, yaitu pemahaman, kemudahan, manfaat, kendala, dan dukungan pemerintah, serta didukung dengan wawancara mendalam. Data dianalisis secara deskriptif kuantitatif, dan hasilnya digunakan sebagai dasar untuk penyusunan strategi melalui analisis SWOT dan QSPM. Uji validitas dan reliabilitas dilakukan menggunakan IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa persepsi pelaku usaha kecil terhadap registrasi PSAT-PDUK tergolong positif, mencakup faktor internal (pemahaman, kemudahan, dan manfaat) serta faktor eksternal (kendala dan dukungan pemerintah). Temuan ini mengindikasikan bahwa pelaku usaha memahami pentingnya registrasi dalam meningkatkan mutu dan daya saing produk. Strategi prioritas yang direkomendasikan meliputi penguatan edukasi dan kampanye kesadaran legalitas pangan, optimalisasi peran pemerintah daerah dalam pendampingan teknis, serta peningkatan kapasitas dan pembinaan bagi pelaku usaha kecil.

Kata kunci: PSAT PDUK, pelaku usaha kecil, persepsi, strategi, keamanan pangan

