

EKSPLORASI PENGETAHUAN DAN SIKAP PRODUSEN KERUPUK KULIT IKAN REMANG TERKAIT LABEL PANGAN DI KAWASAN PERINDUSTRIAN KERUPUK INDRAMAYU

Mia Aunillah Najdain

Abstrak

Sebanyak 20 dari 30 produsen yang menjual kerupuk kulit ikan remang dengan label pangan yang belum lengkap dan konsumen masih kurang memperhatikan label pangan yang ada pada kemasan produk. Penelitian ini bertujuan untuk mengeksplorasi pengetahuan dan sikap produsen kerupuk kulit ikan remang terhadap label pangan di Kawasan Perindustrian Kerupuk Indramayu. Wawancara mendalam pada 16 produsen dilakukan dengan pendekatan studi kasus dengan 7 (tujuh) domain yaitu konsep label pangan, pengetahuan terhadap label pangan, sikap terhadap label pangan, persepsi terhadap label pangan (gambar), keterampilan label pangan, perkembangan label pangan, dan strategi pemasaran. Hasil menunjukkan bahwa berdasarkan pengetahuan, sikap, dan keterampilan produsen kerupuk kulit ikan remang terhadap label pangan menyatakan bahwa produsen mampu membuat label pangan.

Kata Kunci: Label pangan, Pengetahuan produsen, Sikap produsen, Keterampilan produsen, Strategi pemasaran

EXPLORATION OF KNOWLEDGE AND ATTITUDES OF REMANG FISH SKIN CRACKER PRODUCERS RELATED TO FOOD LABELING IN INDRAMAYU CRACKER INDUSTRY AREA

Mia Aunillah Najdain

Abstract

As many as 20 out of 30 producers who sell remang fish skin crackers with incomplete food labels and consumers still pay less attention to the food labels on the product packaging. This study aims to explore the knowledge and attitudes of remang fish skin cracker producers on food labels in the Indramayu Cracker Industrial Area. In-depth interviews with 16 producers were conducted using a case study approach with 7 (seven) domains, namely the concept of food labels, knowledge of food labels, attitudes towards food labels, perceptions of food labels (images), food label skills, food label development, and marketing strategies. The results showed that based on the knowledge, attitudes, and skills of remang fish skin cracker producers on food labels, it was stated that the producers were able to make food labels.

Keywords: Food Labels, Producer Knowledge, Producer Attitudes, Producer Skills, Marketing Strategy