

Legal Assistance For Micro, Small And Medium Enterprises Of Taro Chips In Tambakan Village, Blitar Regency, East Java Indonesia

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Abstract.

The importance of community empowerment and assistance in improving the quality of Human Resources, including infrastructure facilities to support business activities. MSMEs are a great opportunity to develop businesses, especially during the Covid 19 pandemic where there are many layoffs or a decrease in labor wages. Creative ideas, as well as expertise and skill, are very important in developing MSMEs. Chips are very practical because they are dry so they are more durable and easy to serve anytime. Chips are one type of snack product that is widely consumed and favored by the community so that it becomes a great opportunity in developing a taro chips business, one of which has great potential in earning income and improving the welfare of the people of Tambakan village, Blitar Regency. Through legality assistance activities, it is hoped that the community can start processing Home Industry Food Production Permits (PIRT). The legality of taro chips SMEs business actors can certainly increase their productivity because consumers feel safe with the products they consume so that it fosters consumer confidence which in turn can increase consumer purchasing power and is expected to be marketed outside the region. The taro chips product developed by partners that were previously only marketed in local villages with permits and existing brands is expected to continue to grow and increase the income of the local village community.

Keywords: Legality, Micro, Small and Medium Enterprises, Taro Chips

I. INTRODUCTION

Micro, Small, and Medium Enterprises or MSMEs need to be developed as one of the programs that can be a solution to economic recovery during the Covid-19 pandemic so that it can further accelerate the regional economy. The existence of MSMEs can support people's income, especially with various government assistance in efforts to develop MSMEs. MSMEs as a vehicle for business in exploring and maintaining the potential and traditions of the local community and are expected to be a means of absorbing community labor in the local area. The Indonesian government's support for the sustainability and progress of MSMEs is realized through regulatory products such as the enactment of Law Number 20 of 2008 concerning Micro, Small,

and Medium Enterprises (MSMEs). The enactment of regulations on MSMEs provides a strong legal basis for the empowerment and development of MSME business actors.

The existence of MSMEs in the regions indirectly creates jobs for the surrounding community so that the community can also earn additional income from the products produced.[1] Human resources are an important aspect in empowering MSMEs so that they need development and assistance in training, counseling, motivation to develop businesses, business activities, and innovations in developing businesses. The community service program in Higher Education which is also organized by the Universitas Pembangunan Nasional “Veteran” Jawa Timur aims to assist both from the legal aspect and the improvement and development of MSME productivity. One of these mentoring programs was carried out on taro chips SMEs in the village of Tambakan, Blitar Regency, Indonesia.

Taro tubers are one of the staple food products in several islands in Oceania. Taro is popularly grown in almost all areas in Indonesia because it is easy to grow in the fields and does not require difficult maintenance. One area in East Java that has the potential to produce taro is Blitar Regency, East Java. The use of taro as a staple food is in demand by the public. This encourages housewives in Tambakan village, Blitar district to process taro into chips. Chips are snacks or snacks in the form of thin slices that are very popular among the public because they are crunchy, savory, and not too filling. Chips are very practical because they are dry so they are more durable and easy to serve anytime. Chips are one type of snack product that is widely consumed and favored by the community so that it becomes a great opportunity in developing a taro chips business, one of which has great potential in earning income and improving the welfare of the people of Tambakan village, Blitar Regency.

The importance of community empowerment and assistance in improving the quality of Human Resources, including infrastructure facilities to support business activities. MSMEs are a great opportunity to develop businesses, especially during the Covid 19 pandemic where there are many layoffs or a decrease in labor wages. Creative ideas, as well as expertise and skills, are very important in developing MSMEs. The idea of selling both offline and online with the use of information technology so that it can survive in the local market and global market. In addition to various aspects of Human Resources and infrastructure, of course, it must be equipped with the legality in entrepreneurship so that it will further foster trust from consumers, both from business licensing to ensuring the safety of food consumed as an effort to increase purchasing power and public confidence in the food that is a business product.

II. METHODS

In the implementation of this community service activity, the method uses socialization and counseling to provide the public insight into the importance of business legality and how to manage business legality, the importance of good food production by health standards so that the food promoted is safe for consumption as

stated in legality, through business legality can further develop the production business. The method of assistance to partners in managing business legality includes the management of PIRT. The next method is evaluation and monitoring carried out after the activity took place to see the effectiveness and impact of the community service activities carried out.

III. RESULT AND DISCUSSION

Micro, Small, and Medium Enterprises, which are often abbreviated as MSMEs, are productive forms of business owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as stipulated in Law Number 20 of 2008. Various analysis of problems faced by partners in developing the taro chips business, among others, the production process of taro chips still uses traditional methods and there is no touch of technology; Each chopper uses a manual chopper, so in addition to being a long process, it is also prone to work accidents; Partners do not yet have insight regarding the processing of food products according to standards.

Not paying attention to product hygiene; Partners do not have a business license, so small-scale production with limited marketing; Product packaging only uses plastic, there is no attractive design so that it has not attracted consumer interest; Marketing is only in the scope of the village/sub-district. Not yet widely marketed. The production of taro chips carried out by Mrs. Sri Kusmiati in the village of Tambakan, Blitar is still done in a simply. So the production capacity is only 15 kg per month. In the village of Tambakan, there are about 10 people who are engaged in the manufacture of taro chips, but none of them have yet been produced in large quantities. Generally, marketing is only according to the residents' orders or entrusted to shops around the house. The process of making taro chips manually is carried out through the following stages.

- 1) Provision of raw materials: Raw materials are obtained from residents in the village of Tambakan and traditional markets in the local sub-district. To produce 10 kg of taro chips, it takes about 15 kg of taro tubers every day.
- 2) Peeling the skin: After the raw material for taro is available, the skin of the taro is peeled using an ordinary cutting knife. Because the taro skin is very thick, the peeling process must be carried out carefully until it is completely clean.
- 3) Washing: After peeling, the taro is then washed thoroughly.
- 4) Chopping: Chopping taro is done by using a manual chopper by hand. The thickness is adjusted to obtain crispy taro chips. Chopper with manual devices require considerable time and care work accidents

- 5) Toasting: After sliced into thin, sheets of taro are then fried until cooked and then drained manually
- 6) Once cool, taro chips ripe inserted into plastic packaging and packed using a sealer.



Fig 1. Packaging of Taro

Chips Taro Chips Ma'am Sri's production is quite attractive to the market, but because the production process is still limited and there is no business spirit from partners, marketing has never been done on a large scale. Even though this taro chips business has the potential to become a business with high turnover. From this situational analysis process, the community service team systematically compiles the problems experienced by partners. The UPN "Veteran" Jawa Timur community service team is looking for various solutions to provide assist in solving the problems faced by partners, including businesses that do not yet have a business license so that the marketing of taro chips production is still limited in the surrounding environment.

Various regulatory products were approved by the government to support the development of MSMEs and in 2021 the government ratified the Government to ratify Government Regulation of the Republic of Indonesia Number 7 of 2021 concerning Ease, Protection, and Empowerment of Cooperatives and Micro, Small and Medium Enterprises. Various facilities are facilitated by the Government to support the progress of MSMEs so that there is a need for socialization and assistance to the community to be able to take care of the legality of their business. Permission is a state administration decision that allows an act that is generally prohibited, but is permitted and is concrete in nature. Permits are intended as things that can make a positive contribution to economic effectiveness, especially to explore Regional Original Income (PAD) and encourage the rate of investment. Permits are granted by the government to creat safe and orderly conditions so that every activity is by its designation.

In addition, it is intended to increase PAD in the realization of regional autonomy [2]. The purpose of licensing for the community includes legal certainty, the certainty of rights, to be able to obtain facilities after obtaining a permit [3]. As well as the benefits of business licenses for MSMEs, among others, are: 1) guaranteed legal protection; 2) Provide convenience in developing a business; 3) Facilitate business

marketing; 4) Easier access to financing; 5) Obtain business assistance from the government [4]. Licensing is a series of processes for the issuance of State Administrative Decrees in the form of permit approval or permit refusal, starting from the application, examination, issuance, to monitoring the implementation of the permit. [5] Licensing is also the granting of legality to a person or business actor/certain activity, either in the form of a license or a business registration certificate. Permits are one of the most widely used instruments in administrative law, to guide the behavior of citizens. [6]



Fig 2. Legality Assistance Activities for Taro Chips UMKM

Through legality assistance activities, it is hoped that the community can start processing Home Industry Food Production Permits (PIRT). PIRT is a Home Industry Food permit certificate given by the Regent or Mayor through the Health Office. This certificate refers that the food produced has met the requirements and safety standards that have been determined as stipulated in the Regulation of the Food and Drug Supervisory Agency Number 22 of 2018 concerning Guidelines for the Granting of Certificates for Home Industry Food Production (SPP-IRT). To obtain the PIRT permit, the business actor must meet the requirements including having followed and followed the food safety instructor certificate; pass the inspection test of food product test facilities; comply with the food label legislation. SPP-IRT is valid for a maximum of 5 years from the date of issuance and can be extended through an application for SPP-IRT. The legality of a business entity in business activities is an identity that legalizes or confirms a business entity so that it gets protection with various legal documents and gains the trust of the public.

[7] The legality of taro chips UMKM business actors can certainly increase their productivity because consumers feel safe with the products they consume so that it fosters consumer confidence which in turn can increase consumer purchasing power and is expected to be marketed outside the region. The taro chips product developed by partners that were previously only marketed in local villages with permits and existing

brands is expected to continue to grow and increase the income of the local village community. In addition, the label in a product is also important because it becomes the identity of the product produced so that consumers can distinguish between one product and another, especially since many business actors produce taro chips, so of course, there must be innovation, creativity in processing taro chips, packaging that interesting and of course on food safety. With this training, it is hoped that later the people in the village of Tambakan, Blitar Regency can produce Taro Chips on a large scale so that they can create jobs and absorb labor so that it can reduce the unemployment rate automatically increasing people's purchasing power and the community's economy can develop.

IV. CONCLUSION

This community service is carried out to provide legal assistance, it is hoped that the community can start processing the Home Industry Food Production Permit (PIRT). The legality of taro chips SMEs business actors can certainly increase their productivity because consumers feel safe with the products they consume so that it fosters consumer confidence which in turn can increase consumer purchasing power and is expected to be marketed outside the region.

The taro chips product developed by partners that were previously only marketed in local villages with permits and existing brands is expected to continue to grow and increase the income of the local village community. With this training, it is hoped that later the people in the village of Tambakan, Blitar Regency can produce Taro Chips on a large scale so that they can create jobs and absorb labor so that it can reduce the unemployment rate automatically increasing people's purchasing power and the community's economy can develop.

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