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The Relationship Of Entrepreneur Behavior In The Implementation Of Hygien Sanitation With Food Management In The Home Industry

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ABSTRACT

In Indonesia, there have been 115 extraordinary events (KLB) due to food poisoning. In addition, it is also known that food poisoning in Indonesia is caused by processed food products at home by 40.87% and processed food products by 24.35%. Home industry food in West Aceh as many as 48 businesses while in Johan Pahlawan District there are 40 businesses. This study aims to determine the relationship between entrepreneur behavior in implementing Hygiene sanitation with food management in home industries in Johan Pahlawan District, West Aceh Regency. This study is descriptive analytical with a Cross Sectional design, with a population of 40 with a sample in this study being 40 home industry entrepreneurs in Johan Pahlawan District. The sampling technique in this study used the Total Sampling method. Based on the results of the study, it shows that the independent variables (attitudes and actions) have a relationship with food management where Pvalue <α (0.05) while Knowledge has no relationship where Pvalue> α (0.05). To the relevant agencies to further improve counseling, supervision and monitoring of the Home Industry households and to the Home Industry household entrepreneurs to further increase their awareness of the importance of managing food properly.

Keywords: Hygiene Sanitation, Food Managemen

INTRODUCTION

Food is an important environmental component in improving health status, apart from being able to meet life's needs, it can also be a source of disease transmission due to the provision of food that does not meet health requirements, for this reason it is necessary to pay attention to aspects of hygiene and sanitation in food management so that the food served safe for consumption (Dinkes, 2000).

Cases of foodborne illness (foodborne disease) can be influenced by various factors. These factors include traditional food processing habits, unclean storage and presentation and not meeting sanitation requirements. One of those operating in the food service sector is processing food served outside the place of business on an order basis, which is called the home food industry (Ministry of Health No. 715/SK/V/2003).

However, many people are not aware, both entrepreneurs and consumers, who do not know that to start a food service business you must have a permit issued by the government, in this case the Health Service. Various requirements must be met when someone opens a service business, depending on the criteria or class of business. This is in accordance with Minister of Health Decree Number 715/MENKES/SK/V/2003 which regulates the requirements for Hygiene Sanitation for the Home Food Industry.

Data from the Food and Drug Monitoring Agency (BPOM) (2010) shows that in 2009 in Indonesia there were 115 extraordinary incidents (KLB) due to food poisoning. A total of 46 cases (40%) of food poisoning were caused by microbial contamination, and 22 cases (19.13%) were due to chemical poisoning and the percentage of food poisoning caused by the home food/catering industry reached 15.65%.

Based on the background above, the author wants to conduct research on the relationship between entrepreneur behavior in implementing sanitation hygiene and food management in home industries in Johan Pahlawan District, West Aceh Regency.

METODE

This type of research is analytical with a cross sectional design which aims to determine the relationship between entrepreneurs' behavior in implementing hygiene sanitation and food management in home industry in Johan Pahlawan subdistrict, West Aceh Regency.

The population in this study were all home industry food entrepreneurs in Johan Pahlawan District, West Aceh Regency, totaling 40 businesses. The sampling in this research was total sampling because the population was less than 100, so the entire population was sampled, namely 40 businesses.

This research analysis is used to determine the hypothesis by determining the relationship between the independent variable (independent variable) and the dependent variable (dependent variable) using the chi-square (X2) statistical test (Budiarto, 2001). Data analysis was carried out using computer equipment to prove the hypothesis, namely with the condition that the p value <0.05 (Ho was rejected) so that it was concluded that there was a significant relationship. Then, to observe the degree of relationship between these variables, the odd ratio (OR) value will be calculated.

Result

Table 1
Frequency Distribution Data on Entrepreneurial Knowledge in Home Industry in Johan Pahlawan District, West Aceh Regency.

No	Knowledge	Frequency	%
1	Good	26	65,0
2	Not good	14	35,0
	Total	40	100

Table 2
Data on Frequency Distribution of Entrepreneurs' Attitudes in Home Industry in Johan Pahlawan District, West Aceh Regency.

No	Attitude	Frequency	%

1	Positive	22	55,0
2	Negative	18	45,0
	Total	40	100

Table 3
Data on Frequency Distribution of Entrepreneurs' Actions in Home Industry in Johan Pahlawan District, West Aceh Regency.

No	Action	Frequency	%
1	Good	19	47,5
2	Not good	21	52,5
	Total	40	100

Table 4
Data on distribution of frequency of food management by entrepreneurs in home industry in Johan Pahlawan District, West Aceh Regency.

No	Food management	Frequency	%
1	Good	18	45
2	Not good	22	55
	Total	40	100

Table 5
Frequency Distribution of Knowledge with Entrepreneurs' Food Management in Home Industries in Johan Pahlawan District, West Aceh Regency.

Knowledge	Food management				Total		P	OR
	Good		Not good					
	f	%	f	%	f	%		
Good	15	57,7	11	42,3	26	100	0,062	5.000
Not good	3	21,4	11	78,6	14	100		(1,121-22,297)
Amount	18	45,0	22	55,0	40	100		

From the results of the chi square test, the P value = 0.062 is obtained and this is greater than α = 0.05, so there is no relationship between knowledge and food management for entrepreneurs in the Home Industry in Johan Pahlawan District, West Aceh Regency.

Table 6
Frequency Distribution of Attitudes with Food Management of Entrepreneurs in Home Industries in Johan Pahlawan District, West Aceh Regency.

Attitude	Food management				Total		P	OR
	Good		Not good					
	f	%	f	%	f	%		
Positive	15	68,2	7	31,8	22	100	0,003	10,714
Negative	3	16,7	15	83,3	18	100		(2,320-49,490)
Amount	18	45,0	22	55,0	40	100		

Source: primary data (processed in 2014)

From the results of the chi square test, the P value = 0.003 is obtained and this is smaller than α = 0.05, so there is a significant relationship between attitudes and food management of entrepreneurs in the Home Industry in Johan Pahlawan District, West Aceh Regency in 2014.

Table 7
Frequency Distribution of Actions by Entrepreneurs' Food Management in Home Industries in Johan Pahlawan District, West Aceh Regency.

Action	Food management				Total		P	OR
	Good		Not good					
	f	%	f	%	f	%		
Good	14	73,7	5	26,3	19	100	0,002	11,900
Not good	4	19,0	17	81,0	21	100		(2,674-52,959)
Amount	18	45,0	22	55,0	40	100		

Source: primary data (processed in 2014))

From the results of the chi square test, the P value = 0.002 is obtained and this is smaller than α = 0.05, so there is a significant relationship between actions and food management of entrepreneurs in the Home Industry in Johan Pahlawan District, West Aceh Regency.

Discussion

The Relationship between Knowledge and Food Management

Knowledge is the result of knowing and this occurs after people sense certain objects. Knowledge is a very important domain for the formation of one's actions. From experience and research results, it turns out that behavior that is based on knowledge will be more lasting than behavior that is not based on knowledge. Knowledge or cognitive is a very important domain for the formation of a person's actions (overt behavior) (Notoatmodjo, 2007).

The terms hygiene and sanitation cannot be separated from one another because they are very closely related. However, if we examine in more depth the meanings of hygiene and sanitation have differences, namely that hygiene is more directed at individual cleanliness, while sanitation is more directed at the cleanliness of environmental factors (Azwar, 1990).

At the research location, it was discovered that of the 26 respondents whose knowledge was good, 15 (57.7%) had good food management, while of the 14 respondents whose knowledge was not good, 11 (78.6%) had poor food management. Even though knowledge is not good, food management is not good, but on the other hand, good knowledge is only 37.5%, management is good, and a lack of entrepreneur knowledge or a lot of entrepreneur knowledge does not guarantee good management because someone's food management depends on that person's attitudes and actions.awareness.

The Relationship between Attitude and Food Management

Attitude is a reaction or response that is still closed from a person to a stimulus or object. Attitude clearly shows the connotation of appropriate reactions to certain stimuli, which in everyday life is an emotional reaction to social stimuli. Apart from being positive or negative, attitudes have different levels of depth (very hateful, somewhat hateful, etc.). Attitude is not the same as behavior does not always reflect a person's attitude, because it often happens that someone pays attention to actions that are contrary to their attitude. Attitudes can change by obtaining additional information about the object through persuasion and pressure from the social group (Sarwono, 1993).

Judging from environmental health science, the terms hygiene and sanitation have differences. What is meant by hygiene is a public health effort that studies the influence of environmental conditions on human health so that efforts arise to prevent the emergence of disease due to the influence of a bad health environment and create good environmental

conditions to ensure health maintenance. Meanwhile, sanitation is a public health effort that focuses on monitoring various environmental factors that influence human health (Azwar, 1990).

From the research location, it can be seen that from the results of the chi square test, the P value = 0.003 is obtained and this is smaller than α= 0.05, so there is a significant relationship between attitudes and food management of entrepreneurs in the Home Industry in Johan Pahlawan District, West Aceh Regency. 2014 is because entrepreneurs agree that food management must be done well, from providing ingredients to serving, it must be done well, in contrast to entrepreneurs whose attitudes are not good, they do not agree that what constitutes management is good and suitable for serving.

Relationship of Actions to Food Management

Action is an attitude that has not automatically materialized into an action (over behavior), so for an attitude to become a real action, supporting factors or enabling conditions are needed, including enabling facilities.

The definition of hygiene is health efforts by maintaining and protecting individual cleanliness. For example, washing hands to protect hand hygiene, washing dishes to protect the cleanliness of plates, throwing away damaged parts of food to protect the integrity of the food as a whole. Meanwhile, food sanitation is a preventative effort that focuses on activities and actions necessary to free food and drinks from all dangers that can disturb or damage health, starting from before the food is produced, during the processing, storage, transportation, until the moment the food is produced. and the drink is ready for consumption by the public or consumers.

Food sanitation aims to ensure the safety and purity of food, prevent consumers from getting sick, prevent the sale of food that will harm buyers, reduce damage or waste of food. For example, providing clean water for washing purposes, providing rubbish bins to accommodate rubbish so that rubbish is not thrown carelessly and scattered where it is sold (Ministry of Health of the Republic of Indonesia, 2004).

From the research location, of the 19 respondents whose actions were good, 14 (73.7%) had good food management, while of the 21 respondents whose actions were not good, 17 (81%) had good food management. From the results of the chi square test, it can be seen that the P value = 0.002 and this is smaller than α= 0.05 so that there is a significant relationship between actions and food management of entrepreneurs in Home Industry in Johan Pahlawan District, West Aceh Regency in 2014. It can be said that the increasing The better a person's actions, the better the results. For example, if a businessman acts well, his food management will also be good, and conversely, if a businessman's actions are not good, his food management will be bad.

CONCLUSION

Based on the research results, it shows that the independent variables (attitudes and actions) have a relationship with food management where Pvalue < α (0.05) while Knowledge has no relationship where Pvalue > α (0.05).

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