

ABSTRAK

Evaluasi Program Pengembangan Desa Pangan Aman
melalui Gerakan Keamanan Pangan Desa di Daerah Istimewa Yogyakarta
menggunakan Kerangka Kerja RE-AIM

Latar Belakang: Pangan yang tidak aman menjadi penyebab berbagai macam penyakit. Salah satu upaya yang dilakukan Badan Pengawas Obat dan Makanan untuk mengatasi permasalahan keamanan pangan di Indonesia adalah pengembangan desa pangan aman melalui Gerakan Keamanan Pangan Desa (GKPD) secara nasional. Penggunaan kerangka kerja evaluasi RE-AIM dengan metode kualitatif akan membuat evaluasi program menjadi lebih komprehensif.

Tujuan: Melakukan evaluasi program pengembangan desa pangan aman melalui GKPD di DIY dengan menggunakan kerangka kerja RE-AIM (*Reach Effectiveness - Adoption Implementation Maintenance*).

Metode: Penelitian ini menggunakan metode evaluasi kualitatif dengan rancangan studi kasus deskriptif. Teknik *purposive* digunakan untuk mendapatkan informan sesuai kriteria inklusi yang digunakan, dengan jumlah total informan 73 orang. Lokasi penelitian di Desa Pandowoharjo, Desa Sendangsari dan Desa Mangunan, DIY. Data dikumpulkan melalui 6 FGD, 16 wawancara mendalam, observasi dan telaah dokumen. Kredibilitas data melalui triangulasi, *member checking* dan *peer debriefing*. Analisis data menggunakan *software Opencode* versi 3.6.2.0.

Hasil: *Reach:* program melibatkan perangkat desa, perwakilan masyarakat, penyedia pangan di desa, serta instansi kesehatan dengan faktor yang mendorong keterlibatan adalah kondisi keamanan pangan masyarakat dan harapan manfaat program, serta faktor penghambat adalah pembatasan jumlah peserta, kondisi kader/komunitas, dan kendala teknis. *Effectiveness:* program meningkatkan pengetahuan kader/komunitas yang terlibat namun praktik keamanan pangan belum dijalankan secara konsisten, dengan faktor yang berkontribusi antara lain adanya kader yang kurang aktif serta paparan keamanan pangan yang singkat. *Adoption:* terdapat hambatan adopsi praktik keamanan pangan masyarakat dan pelaku usaha pangan desa karena faktor ekonomi dan SDM, serta hambatan adopsi program oleh organisasi karang taruna. *Implementation:* membangun kapasitas komunitas, melibatkan peran masyarakat setempat dengan pembentukan kader dan pembina kesehatan wilayah. *Maintenance:* tindak lanjut penyebarluasan informasi oleh kader belum terprogram secara berkala, penganggaran program menggunakan APBDes tahun 2020 dengan kegiatan khusus maupun terintegrasi program lain serta sinergi dengan pemangku wilayah, monitoring program belum berjalan secara rutin dan optimal.

Kesimpulan: Program GKPD melibatkan pengambil kebijakan, masyarakat dan pelaku usaha di desa. Untuk meningkatkan efektivitas program, diperlukan desain program pelatihan yang lebih efektif sehingga praktik keamanan pangan akan lebih konsisten serta perlu adanya monitoring secara berkala.

Kata kunci: evaluasi program; RE-AIM; desa pangan aman; keamanan pangan

ABSTRACT

Evaluation of the Safe Food Village Development Program
through the Village Food Safety Movement in the Special Region of Yogyakarta
using the RE-AIM Framework

Background: Unsafe food is the cause of various disease. One of the efforts undertaken by the National Agency of Drug and Food Control to address food safety issues in Indonesia is the development of safe food villages through the village food safety movement. Using the RE-AIM evaluation framework with qualitative methods will make program evaluation more comprehensive.

Objective: To evaluate the development program for safe food villages through the village food safety movement in the Special Region of Yogyakarta using the RE-AIM (Reach Effectiveness - Adoption Implementation Maintenance) framework.

Method: This study used a qualitative evaluation method with a descriptive case study design. Purposive technique was used to obtain informants, according to the inclusion criteria used with a total number of 73 informants. The study sites were in Pandowoharjo, Sendangsari, and Mangunan Village, Yogyakarta. Data was collected through 6 FGDs, 16 in-depth interviews, observation and document review. To assure the data credibility, then triangulation, member checking, and peer debriefing were done. Data analysis using Opencode software version 3.6.2.0.

Results: The village food safety movement program is Profincial Office of the NADFC in Yogyakarta food safety intervention to develop a safe food village that is carried out with a supply and demand side approach through empowering cadres and village communities. **Reach:** the program involved the village officials, community representatives, food vendors in the village and health agencies with the factors that encourage involvement are the conditions of food safety community and the expected benefits of the program and inhibiting factors are restrictions on the number of participants, cadre/community conditions, and technical constraints.

Effectiveness: the program increases the knowledge of cadres/communities involved but food safety practices have not been carried out consistently, with contributing factors such as the presence of cadres who are less active and short exposure to food safety. **Adoption:** there are obstacles to adoption of community food safety practices and food vendors because of economi and human resources factors, as well as obstacles to the adoption of programs by youth organization.

Implementation: building community capacity, involving the role of local communities by forming community health worker (cadre) and regional health coaches. **Maintenance:** follow-up on disseminating information by cadres has not been programmed regularly, program budgeting using the 2020 village budget with special activities or integrated other programs as well as synergy with regional stakeholders, program monitoring has not been running routinely and optimally.

Conclusion: The village food safety movement program involves policy makers, the community and food vendors in the village. To increase the effectiveness of the program, a more effective training program design is needed so that food safety practices will be more consistent and periodic monitoring is needed.

Keywords: program evaluation; RE-AIM framework; safe food village; food safety