

STUDI KASUS PENERAPAN HIGIENE-SANITASI SELAMA PANDEMI COVID-19 PADA *MERCHANT BEST SELLER GOFOOD* KATEGORI JASABOGA A3 DI SEKITAR UGM

INTISARI

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Pandemi COVID-19 menuntut adanya penyesuaian berbagai sektor kehidupan, termasuk sektor pangan, khususnya industri jasaboga. Pergeseran pola transaksi pemesanan makanan untuk meminimalkan resiko transmisi virus COVID-19 merupakan salah satu contohnya. Aktivitas masyarakat pada layanan pemesanan makanan secara daring, salah satunya *GoFood*, menunjukkan peningkatan selama pandemi. Kemudahan akses, pilihan restoran dan menu yang luas serta interaksi yang minimal menjadi faktor pendorong pergeseran tersebut. Namun, layanan *GoFood*, yang didominasi oleh jasaboga kategori A3, memberikan tantangan baru dalam hal keamanan pangan. Pelanggan kesulitan mendapatkan akses terhadap penerapan higiene-sanitasi makanan pada *merchant GoFood* karena informasi tersebut tidak tersedia di aplikasi. Penelitian ini bertujuan untuk mengevaluasi penerapan higiene-sanitasi selama masa pandemi COVID-19 pada *merchant best seller GoFood* kategori jasaboga A3 di sekitar UGM.

Penelitian dilakukan menggunakan metode survei terhadap 30 *merchant best seller GoFood* yang dipilih secara acak. Pertanyaan dalam kuesioner yang berpedoman pada regulasi pemerintah dan *WHO* terkait higiene-sanitasi pangan digunakan untuk menilai praktik higiene-sanitasi *merchant* selama pandemi. Evaluasi hasil penilaian dilakukan melalui uji Kruskal-Wallis dan Mann-Whitney untuk menganalisis pengaruh profil pemilik dan profil *merchant* terhadap nilai higiene-sanitasi *merchant*.

Hasil penelitian menunjukkan, rata-rata nilai penerapan higiene-sanitasi selama pandemi pada *merchant* sebesar 70,07 atau pada tingkat mutu sangat baik. Parameter profil pemilik yang berpengaruh signifikan terhadap penerapan higiene-sanitasi, meliputi tingkat pendidikan, pengetahuan akan peraturan dan pengalaman sosialisasi. Sedangkan, parameter profil *merchant* yang berpengaruh signifikan terhadap penerapan higiene-sanitasi, meliputi kepemilikan izin usaha, jumlah karyawan dan sistem *shift*. Adapun parameter yang berpengaruh sangat signifikan adalah profil pemilik tentang pengetahuan akan istilah higiene-sanitasi.

Kata kunci: higiene-sanitasi, jasaboga A3, *GoFood*, COVID-19

CASE STUDY ON THE APPLICATION OF HYGIENE-SANITATION DURING THE COVID-19 PANDEMIC AT GOFOOD BEST SELLER MERCHANT IN FOOD SERVICES A3 CATEGORY AROUND UGM

ABSTRACT

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The COVID-19 pandemic demanded adjustments to various sectors of life, including food sector, especially food services industry. Shifting pattern in food purchasing to minimize the risk of COVID-19 transmission is one example. Customer activity on online food delivery, one of which is *GoFood*, showed an increase during the pandemic. Ease of access, extensive restaurant and menu choices, and minimal interaction are the driving factors behind it. However, *GoFood* service, which is dominated by food services A3 category, creates new challenges in food safety. Customers lack the information needed to accurately assess food hygiene sanitation practices at *GoFood* merchant because the information is not provided on the platform. This study aims to evaluate the hygiene sanitation practices during the COVID-19 pandemic at *GoFood* best seller merchants in the food services A3 category around UGM.

The research was conducted using a survey method to 30 *GoFood* best seller merchants selected randomly. Questions in questionnaires, guided by government and *WHO* regulations on food hygiene sanitation, were used to assess the practice of merchant hygiene sanitation during the pandemic. The evaluation of the assessment results was conducted through the Kruskal-Wallis and Mann-Whitney tests to analyze the influence of owner profiles and merchant profiles on the score of merchant hygiene sanitation.

The results showed, average score of hygiene sanitation practices during the pandemic at merchants was 70.07 or at a very good quality level. Parameters of the owner profiles that had a significant effect on the hygiene sanitation practices were level of education, knowledge of regulations and experience on awareness-raising program. Meanwhile, merchant profile parameters that had a significant effect on the hygiene sanitation practices were ownership of business license, number of employees and shift systems. The parameter that had a very significant effect was the profile of the owner about the knowledge of the hygiene sanitation term.

Keywords: hygiene sanitation, A3 food services, *GoFood*, COVID-19