

## INTISARI

Pengawasan terhadap pangan olahan di Gorontalo telah lama dilakukan, bahkan sejak Provinsi Gorontalo belum berdiri sendiri. Realita yang terjadi menunjukkan masalah keamanan pangan masih terjadi hingga saat ini. Penelitian ini bertujuan untuk melakukan analisis faktor – faktor penyebab ketidakpatuhan dan untuk mengetahui faktor apa yang paling berpengaruh terhadap ketidakpatuhan pelaku usaha pangan olahan terhadap peraturan pangan di Kota Gorontalo.

Penelitian ini menggunakan rancangan *mixed-method* yaitu metode penelitian kualitatif studi kasus yang dilanjutkan dengan metode penelitian kuantitatif observasional dengan pendekatan *cross sectional*. Pengumpulan data metode penelitian kualitatif dilakukan dengan mewawancarai pelaku usaha di bidang pangan olahan yang memenuhi persyaratan yang telah ditentukan sebelumnya, dan disertai dengan wawancara konfirmasi. Pengumpulan data juga dilakukan dengan metode *Focus Group Discussion* oleh personil instansi pengawas pangan olahan di wilayah Kota Gorontalo. Data metode penelitian kuantitatif didapat dari penyebaran kuesioner pada seluruh populasi pelaku usaha pangan olahan yang memenuhi persyaratan penelitian ini. Sumber data subyek penelitian diperoleh dari hasil pengawasan sarana pangan serta hasil pengujian produk pangan Balai POM di Gorontalo selama tahun 2018, 2019, dan semester pertama tahun 2020. Pengolahan data pada metode penelitian kualitatif dilakukan dengan memberikan kode, kategori dan subkategori pada pernyataan bermakna dari Responden Utama yang telah terkonfirmasi. Analisis data pada metode penelitian kuantitatif dilakukan dengan uji kelayakan model (*Goodness of Fit*), uji signifikansi parameter secara serentak dan parsial, serta uji kontribusi variabel dalam model dari analisis statistik regresi logistik ordinal.

Hasil penelitian kualitatif memperlihatkan bahwa faktor-faktor penyebab ketidakpatuhan pelaku usaha pangan olahan di Kota Gorontalo adalah faktor kurangnya pengetahuan tentang peraturan, faktor keuangan dengan subkategori permintaan konsumen yang tinggi dan sikap tidak mau merugi untuk mematuhi peraturan, faktor ketidakpedulian dengan subkategori sikap malas mematuhi peraturan, sibuk karena pekerjaan lain, serta sikap mengabaikan peraturan. Faktor penyebab lainnya adalah faktor sosialisasi peraturan yang belum dilakukan secara menyeluruh, faktor sosialisasi peraturan tidak efektif, faktor kurangnya frekuensi pemeriksaan/ inspeksi, dan faktor *punishment*/ penegakan hukum yang diberikan belum memberikan efek jera. Hasil analisis data pada metode penelitian kuantitatif menunjukkan bahwa faktor ketidakpedulian dengan subkategori sikap malas mematuhi peraturan merupakan satu-satunya faktor yang berpengaruh signifikan sekaligus sebagai faktor dominan penyebab ketidakpatuhan pelaku usaha pangan olahan di Kota Gorontalo.

Keyword: regresi logistik, produksi pangan, distribusi pangan, pelaku usaha

## ABSTRACT

Supervision of processed food in Gorontalo has been carried out for a long time, even since Gorontalo Province has not yet been independent. The reality shows that food safety problems still occur today. This study aims to analyze the factors causing non-compliance and to find out what factors most influence the non-compliance of processed food business actors with food regulations in Gorontalo City.

This study used a mixed-method design, namely a case study qualitative research method followed by an observational quantitative research method with a cross-sectional approach. Data collection for qualitative research methods is carried out by interviewing business actors in the processed food sector who meet pre-determined requirements and are accompanied by confirmation interviews. Data collection was also carried out using the Focus Group Discussion method by personnel of the processed food supervisory agency in the Gorontalo City area. Quantitative research method data were obtained from distributing questionnaires to the entire population of processed food business actors who met the requirements of this study. The data sources of the research subjects were obtained from the results of the supervision of food facilities as well as the results of testing food products from Balai POM in Gorontalo during 2018, 2019, and the first semester of 2020. Data processing in qualitative research methods was carried out by providing codes, categories, and subcategories to meaningful statements from respondents. Play confirmed. Data analysis on the quantitative research method was carried out by using the model's feasibility test (Godness of Fit), simultaneous and partial parameter significance tests, as well as testing the contribution of variables in the model from ordinal logistic regression statistical analysis.

The results of the qualitative research show that the factors causing the non-compliance of processed food business actors in Gorontalo City are lack of knowledge about regulations, financial factors with high consumer demand subcategories and an attitude of not wanting to lose money to comply with regulations, indifference factors with subcategories of lazy attitude to comply with regulations, busy because of other work, as well as the attitude of ignoring the rules. Other contributing factors are the socialization of regulations that have not been carried out thoroughly, the socialization of regulations is not effective, the factor of the lack of frequency of inspections/inspections, and the factor of punishment/law enforcement that has not provided a deterrent effects. The results of data analysis on quantitative research methods indicate that the indifference factor with the subcategory of being lazy to comply with regulations is the only factor that has a significant influence as well as the dominant factor causing non-compliance of processed food business actors in Gorontalo City.

**Keywords:** logistic regression, food production, food distribution, business actors