



# Fostering culinary diversification, food hygiene, and sanitation: A community outreach initiative for MSMEs

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## ABSTRACT

This paper highlights a community outreach program aimed at promoting culinary diversification, enhancing food hygiene, and fostering sanitation practices among Culinary Micro, Small, and Medium Enterprises (MSMEs) in Serdang Wetan Village under BUMDES (Village-owned enterprise) Serdang Tirta Kencana, Tangerang, Indonesia. The primary objective of the outreach activities was to empower MSMEs with knowledge and skills to diversify their culinary offerings while ensuring compliance with essential food safety standards and sanitation guidelines. Through a cooking workshop and interactive demonstrations, participating MSMEs were introduced to new recipes, cooking techniques, and ingredient combinations that would enhance their menu options. The program also strongly emphasized food hygiene and sanitation practices to minimize the risk of foodborne illnesses and uphold public health standards. Participants received comprehensive training on proper food handling, storage, and preparation techniques, emphasizing maintaining a clean and hygienic environment within their establishments. Overall, this program underscores the significance of community-driven initiatives in bolstering culinary diversification, food hygiene, and sanitation for MSMEs. By fostering a culture of continuous learning and collaboration, this outreach program holds the potential to promote sustainable development and elevate the food industry in Serdang Wetan Village while ensuring the health and well-being of its residents and visitors alike.

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## 1. INTRODUCTION

Micro, Small, Medium, Enterprises (MSMEs) play vital roles in fostering local economic growth. SMEs in the culinary industry contribute to job creation, income generation, and the promotion of cultural heritage (Surya, et al., 2021). Further, the potential of MSMEs in the culinary sector also may promote local products and ingredients, supporting the growth of Indonesia's agricultural and food processing sectors (Eravia et al., 2015). Besides developing local products and experiences, the culinary sector can attract domestic and international tourists, contributing to the country's tourism industry (Park & Widyanta, 2022). However, the tourism industry is very dynamic. One of the tourism ecosystems that has experienced many changes is in the community environment village.

Thus, it is essential for the village community to always come up with something new and innovative to survive the industry. Innovation done by MSMEs are also known for contributing in enriching culinary experiences in Indonesia. These culinary innovations positively impact customer satisfaction and loyalty, ultimately benefiting the growth and sustainability of MSMEs (Sahi et al., 2023). Micro, Small, Medium Enterprises (MSMEs) in Indonesia plays important role in Indonesia' economic growth, since they are having the largest number of businesses (Alexandra et al., 2022). However, study by Hutahayan (2019) also mentioned the challenges faced by MSME culinary businesses in Indonesia. It discusses issues related to uncertainty of environment and intensity of competition, and business strategies toward business performance. This matter heightened the importance of cultivating the potential of MSMEs culinary in Indonesia, especially in rural communities. Furthermore, well-managed tourism attractions can attract international visitors, thereby creating opportunities for economic growth and cultural exchange in rural areas (Rosalina et al., 2023)

Beside that, diversification of culinary products, especially regional specialties, is needed as anticipation if a product that is usually sold has no value in the eyes of consumers, and can be part of a strong attraction to bring in tourists so they can increase partner income. In this case training and assistance will be provided in providing diversification and innovation ideas for food-based typical rural culinary products local. Expanding product offerings can attract a broader customer base and enhance revenue streams. The strategic diversification in culinary businesses can maintain competitiveness and sustainability (Batsakis & Mohr, 2017).

Serdang Wetan Village is a tourist village that has a lot of potential, such as thematic villages, fresh-water fishing, and culinary businesses. In addition, based on initial observations, the residents of Serdang Wetan Village have limited expertise in culinary, so village development is very dependent on the expertise of residents in the culinary field. Observations on the potential of village business units are also still focused on the culinary sector, one of which is a micro food business that supports the economic sector of the people of Serdang Wetan Village. Serdang Wetan Village is close to the residential area of Bumi Serpong Damai, Tangerang. This village has a recorded population of around 14 thousand people with an area of approximately 402 hectares and 4,616 households. With such a broad market potential, as well as residents' culinary expertise, the culinary diversification program, culinary products, and food hygiene and sanitation align with the village's needs to develop its culinary business.

Community Outreach activities partner with BUMDes (Village-owned Enterprise) Serdang Tirta Kencana, located in Serdang Wetan Village, Legok District, Regency Tangerang, Banten Province. MSMEs is a unit under BUMDes Serdang Tirta Kencana, which they were given set of program activities that are focused on people who have small businesses in the village to be fostered and given education, as well as assistance to market their products. In addition to managing Ecotourism Fish Village (Nu Desa Ecotourism), Serdang Tirta Kencana BUMDes also manages several MSMEs whose existence was formed with the founding of BUMDes Serdang Tirta Kencana in October 12, 2015 through a village deliberation forum. One of the business units in UMKM BUMDes Serdang Tirta Kencana is a culinary product business originating from small entrepreneurs in the village of Serdang Wetan. Culinary products sold in the village are for example; processed tofu, cakes, snacks, and beverage products. Based on the situation analysis, the variety of products sold it is still small and does not yet represent the typical culinary delights of Serdang Wetan village, including tofu fried cakes, rainbow cloudy cakes, various fried foods, cassava chips, and red ginger powder drinks. Furthermore, many culinary businesses in Serdang Wetan are still considered micro businesses and only produce and sold locally.

Despite all the potential that Serdang Wetan village had, there is also several problems mentioned and rooms for improvement are open. The needs of culinary diversification are increased, since mostly

the nature of food businesses in Serdang Wetan village were mostly managed by Housewives and the business itself were run as a side income of the family. Thus, there are a lot of culinary businesses that only focus on one or two products, and does not have any other product options that customer can choose. The products diversification is very much needed to ensure the the food businesses improve in terms of profits and more sustainable in the future (Hariyanti et al., 2023). On the other hand, since it is a personal business, most of the culinary business were produce locally and traditionally, without any health, hygiene, and specific sanitation measure, thus one of the needs to improve the quality of MSME culinary businesses is to enhance their understanding of food hygiene and sanitation.

This community outreach activity was a part of first of three program planned to enhancing culinary business in Serdang Wetan Village, under the grants from Kemendikbudristek 2023. Other two programs will be focusing on ICT-based program for culinary businesses, such as website profile, branding workshops/financial planning apps designed specifically for BUMDes Serdang Tirta Kencana MSMEs and personal food and beverage businesses consultation.

## 2. METHODS

The community outreach program activities are carried out in the form of implementation of stages that described in Figure 1. There are four steps needed in conducting these activities, such as site-visit and data collection, preparation, the activities, and evaluation stages.

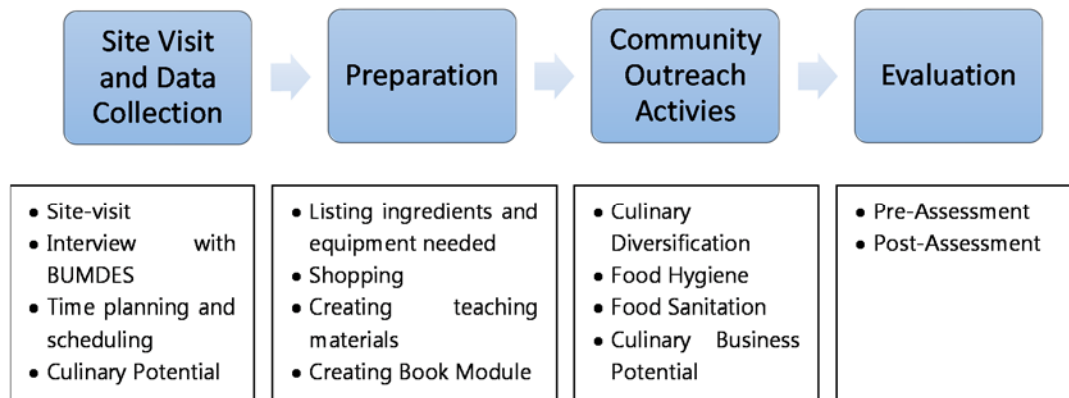


Figure 1. Stages implementing community outreach program

### Site-visit and Data Collection

Before initiating the site visit, thorough preparation is essential to maximize the potential findings. Researchers need to understand the unique cultural, economic, and social context of Serdang Wetan village. The team must conduct preliminary research to identify potential MSMEs involved in culinary activities, ascertain any existing challenges, and determine the areas where the village-owned enterprise can contribute.

Community outreach activities, such as site visits and interviews with key stakeholders like the director of the village-owned enterprise, are integral in gathering essential data for culinary diversification projects aimed at empowering MSMEs in Serdang Wetan village. By employing these methods, researchers can gain a deeper understanding of the village's culinary landscape, identify growth opportunities, and design effective strategies to leverage the community's culinary heritage for

economic development. Ultimately, culinary diversification can bring about positive changes, fostering economic sustainability and preserving cultural heritage for future generations.

### **Preparation**

The success of culinary diversification for MSMEs in Serdang Wetan Village depends heavily on preparing and organizing community outreach activities. By employing methods such as creating book modules on food hygiene and sanitation, organizing grocery shopping trips, listing necessary equipment, and crafting tailored teaching materials, researchers can effectively equip MSMEs with the knowledge and resources needed to thrive in the culinary industry.

### **Community Outreach Activities**

Through community outreach, local MSMEs in Serdang Wetan Village were introduced to food diversification and its immense potential to enhance culinary businesses. Participants learned that offering a diverse range of dishes attracts a broader customer base and taps into the village's culinary heritage, adding a unique selling point to their establishments. Emphasizing the value of utilizing locally-sourced ingredients in new and innovative ways, the outreach activities aimed to strengthen the connection between the culinary businesses and the community they serve.

### **Evaluation**

Comprehensive benchmark evaluation of community outreach programs in culinary diversification, food hygiene, and sanitation is crucial for determining the effectiveness and sustainability of these initiatives in Serdang Wetan Village. By carefully considering the evaluation criteria, stakeholders can make informed decisions on how to enhance further and refine the programs to support MSMEs better and promote the culinary heritage of the community. The critical evaluation criteria for benchmarking the success of the programs are divided into four criteria.

The first benchmark for the success of implementing the community outreach activities is to carry out the event according to the time and number of participants who joined the event, which has been determined so that there needs to be good cooperation between implementers and participants.

Secondly, Participation and Engagement of the participants. Evaluate the level of participation and engagement from the target audience (MSMEs in the culinary sector in Serdang Wetan). Measure attendance rates, feedback from participants, and their active involvement in workshops and training sessions. Thirdly, Knowledge and Skill Enhancement. Assess how the outreach programs have improved the participants' knowledge and skills in culinary diversification, food hygiene, and sanitation. Conduct pre-and post-assessments to measure knowledge gained and track skill improvements in creating new dishes and implementing food safety practices. Lastly, Feedback and Testimonials. Collecting feedback and testimonials from participants and stakeholders to gauge the overall impact and success of the programs. Positive testimonials can demonstrate the effectiveness and value of the outreach communities.

## **3. RESULTS AND DISCUSSIONS**

### **Results**

Several attempts were made to improve the culinary business in Serdang Wetan village. The following is the output of Community Service, which aims to improve the culinary business.

### Culinary discussions in Serdang Wetan Village

The key informant for this outreach activity is the director of the village-owned enterprise, Mr. Wibowo Budi Utomo. Engaging with this individual provides valuable insights into the current culinary landscape, existing infrastructures, resources available, and the readiness of SMEs to embrace culinary diversification. Conducting semi-structured interviews allows for open-ended conversations, facilitating the discovery of hidden opportunities and challenges (Ruslin et al., 2022). This activity was done a week before workshop started.



Figure 2. Culinary discussion with director of BUMDES Serdang Tirta Kencana

### Culinary products diversification

The community outreach activities were wrap using title “Diversifikasi Produk Kuliner, Sanitasi Higienis dan Penyajian Produk bagi UMKM Kuliner Serdang Wetan, Tangerang”. This workshop teaching material was led by invited speaker; Chef Muhammad Yusuf, one of the professional Chef and practitioners in Tangerang. The event held on 30 July 2023, in meeting hall in Serdang Wetan, owned by BUMDES Serdang Tirta Kencana, in Legok, Tangerang, Indonesia.



Figure 3. Community outreach activities poster

The highlight of the community outreach activities was the culinary diversification workshop, where participants learned to create a variety of dishes using one versatile mixture. For instance, they explored the potential of a beef and chicken meat (*bakso*) mixture to craft *tahu bakso* (tofu with meatballs),

steamed siomay, fried siomay, dumplings, and other innovative dishes. This hands-on approach not only encouraged creativity but also empowered SMEs with cost-effective solutions for diversifying their menu offerings.



**Figure 4.** Culinary diversification workshop

### **Food hygiene and sanitation**

Another critical aspect of the outreach activities was the emphasis on food hygiene and sanitation. Participants were educated about the importance of maintaining strict standards in handling, storing, and preparing food. Proper food hygiene practices not only ensure the safety of consumers but also enhance the credibility and reputation of the culinary businesses (Lee & Seo, 2020). By collaborating with professional chef/culinary expert, the outreach program provided essential insights and guidelines to maintain high-quality food safety standards.

Ensuring safe food practices is paramount in any culinary venture (Damayanti et al., 2016). To equip MSMEs with the necessary knowledge, researchers created pocket book that cover food hygiene and sanitation best practices using HACCP (Hazard Analysis and Critical Control Point) principles. These modules can include guidelines on proper food handling, storage, and hygiene protocols to maintain high-quality standards. HACCP principles are a practical tool for culinary businesses to enhance food safety and quality management systems (Ren et al., 2022).

### **Provision of tools and equipment to support Culinary Businesses in BUMDES Serdang Tirta Kencana**

The activity then continued with the provision of tools and equipment to support the culinary business in BUMDES Serdang Tirta Kencana, such as kitchen equipment and other equipment. This kitchen equipment was hoped could be a great tool for BUMDES Serdang Tirta Kencana to conduct another culinary activities/workshops/training to improve knowledge and skills of culinary businesses in Serdang Wetan Village.

### **Workshop program**

Community Outreach program for “Culinary Diversification, Food Hygiene and Sanitation” started from planning stage until finished from July 2023 until August 2023. However, the proposed program already been submitted for grants in Kemendikbudristek by March 2023. Below is the planning and schedule of the workshops.

Fostering culinary diversification, food hygiene, and sanitation: A community outreach initiative for MSMEs  
 Yoanita Alexandra, Ringkar Situmorang, Dinar Ajeng Kristiyanti

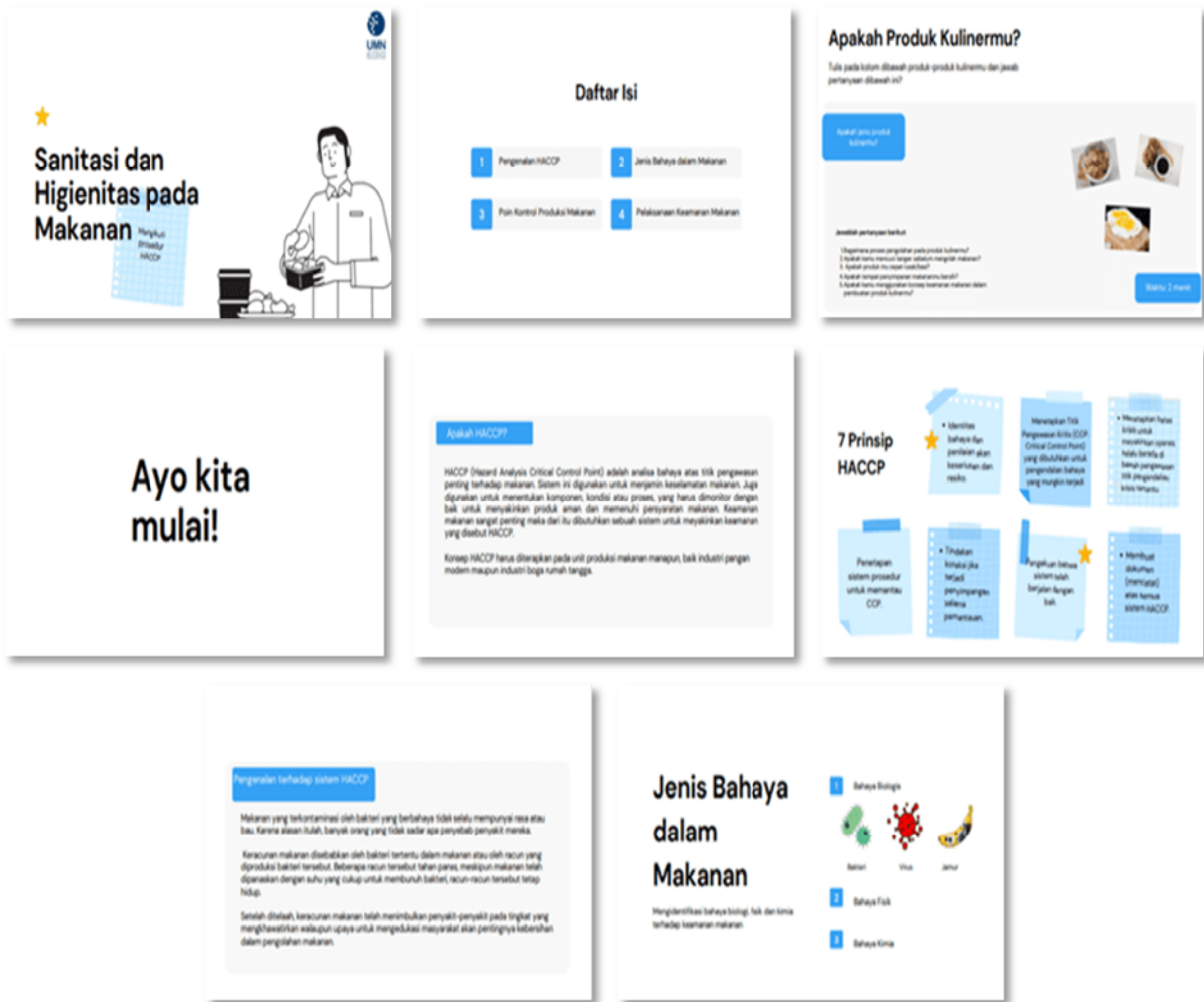


Figure 5. Pocket book material for food sanitation and hygiene



Figure 6. Provisions of tools and equipment

**Table 1.** Workshop schedule diversification, food hygiene, and sanitation

<b>Meeting 1:</b>	<b>Community Outreach Team with Director of BUMDes Serdang Tirta Kencana</b>
Activities	<ul style="list-style-type: none"> <li>- Site-visit survey</li> <li>- Interview with Director of BUMDes Serdang Tirta Kencana</li> <li>- Location and Workshop Planning</li> <li>- Community Outreach Program Planning with BUMDes</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- Pre-assessment of Village needs to improve Culinary Businesses</li> <li>- Set date and time for Workshops</li> <li>- Approval of Community Outreach Program planning as discussed with Director of BUMDes Serdang Tirta Kencana</li> </ul>
<b>Meeting 2:</b>	<b>Community Outreach Team with Invited Speaker (Chef Yusuf)</b>
Activities	<ul style="list-style-type: none"> <li>- Informing External Invited Speaker about the planning of workshop</li> <li>- Informing external invited speaker about the material needed to be mentioned in workshop</li> <li>- Listing Equipment and Ingredients needed</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- Invited speaker can be well-informed about the program, so the workshop can run smoothly and in-line with the master plan</li> <li>- Listing needed items and equipment for workshop preparation</li> </ul>
<b>Meeting 3:</b>	<b>Internal Meeting</b>
Activities	<ul style="list-style-type: none"> <li>- Planning Workshops</li> <li>- Division of tasks</li> <li>- Creating material for food hygiene and sanitation</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- To informed all internal team of the program, as well as distributing responsibilities in workshops</li> <li>- Creating Module Book for participants of Workshops.</li> </ul>
<b>Meeting 4:</b>	<b>Workshop Day with MSMEs BUMDes Serdang Tirta Kencana</b>
Activities	<ul style="list-style-type: none"> <li>- Cooking workshop for culinary diversification</li> <li>- Food Hygiene and Sanitation Materials</li> <li>- Submission of kitchen goods and equipment to BUMDes Serdang Tirta Kencana</li> <li>- Program Evaluation</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- Cooking workshop can be enjoyed and learned by the MSMEs</li> <li>- Materials of the workshop can be well accepted by the MSMEs</li> <li>- Enthusiasm and participations from the MSMEs</li> <li>- Positive feedbacks and recommendation from the participants</li> </ul>
<b>Meeting 5:</b>	<b>Internal Meeting</b>
Activities	<ul style="list-style-type: none"> <li>- Compiling Evaluation and Feedback from the participants</li> <li>- Event/Workshop evaluation</li> <li>- Compiling Data for next program with MSMEs Culinary in Serdang Wetan Village</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>- Documentation and filing data of evaluation</li> <li>- Using data effectively to plan next program with MSMEs Culinary</li> </ul>

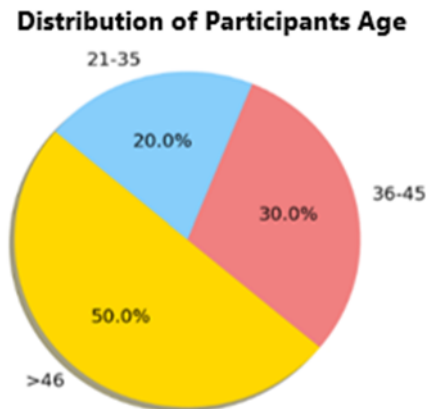
## Discussion

Community outreach program aimed at promoting culinary diversification, enhancing food hygiene, and fostering sanitation practices among Micro Small and Medium Enterprises (MSMEs) in Serdang Wetan Village. The program was designed collaboratively by local stakeholders, culinary experts, and universities to empower MSMEs with knowledge and skills to improve their culinary offerings while ensuring compliance with essential food safety standards and sanitation guidelines.



## Fostering culinary diversification, food hygiene, and sanitation: A community outreach initiative for MSMEs

Yanita Alexandra, Ringkar Situmorang, Dinar Ajeng Kristiyanti



**Figure 7.** Participant's age range

The community outreach program was conducted over a period of a month and comprised a series of meetings, workshop, training session, and interactive demonstration. Participants included 10 MSME owners from various culinary businesses within Serdang Wetan Village, with total 21 people be in the workshop, with most of the participants were above 46 years old and 100% of the participants is Woman whom mostly worked as Housewives. The training modules covered diverse culinary techniques, recipe development, food safety practices, and sanitation procedures. The program also featured educational materials such as pocket books distributed throughout the participants to raise awareness about the importance of culinary diversification and food hygiene. In the workshop, participants are learned the importance of having diverse menu in their culinary business. Further, having added value to their products can help them to sell outside the village and using e-commerce to maximize their sales. For instance, the menu learned in the workshop utilize one meat mixture to be several menus that can be sold for different prices. It also can be modified, and wrap in proper vacuum-sealed packaging, then can also be sold in different places, not only inside the villages.



**Figure 8.** Product results of the culinary diversification product workshop

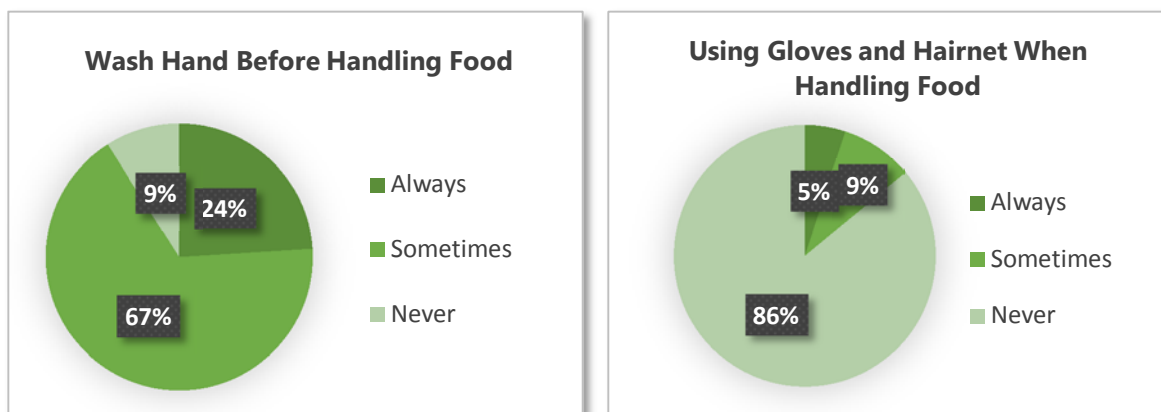
Moreover, in culinary diversification workshop, pre-assessment and post-assessment also been done to evaluate the effectiveness of the program. Pre-assessment was done before the workshop has begin and post-assessment were done after the workshop is over. In pre-assessment, the participants were asked in Short Answer format: "What kind of product did you sell?" Mean while in the post-

assessment, the participants were asked the development of menu diversification for their products. This assessment objective is also to stimulate the creativity of the participants to think what are their culinary products potential and the menu diversification in order to make the products they sell are diverse, which may attract larger market preferences. The result of comparison between pre-assessment and post assessment can be seen in Table 2.

**Table 2.** Food products diversification ideas

Food Products in Pre-Assessment (What They Sell)	Food Products in Post-Assessment (With Menu Diversification Idea)
<i>Aneka Bolu</i> (Sponge Cake)	<i>Keripik Bolu/Bagelen Bolu</i> (Dried sponge cake)
Chocolate Brownies	Peanut Butter Brownies, Red Velvet Brownies
Cassava chips	Sweet Potatoes chips
<i>Nasi tutug oncom</i> (Sundanese rice dishes)	<i>Tahu Ceria</i> (Fried Tofu)
Bamboo Shoot <i>Lumpia</i> (Springrolls)	<i>Risoles</i> Mayonnaise and <i>Raogut</i> (Springrolls with mayonnaise and vegetable filling)
<i>Biji Ketapang</i> (Ketapang seeds) Original	<i>Biji ketapang</i> with different flavourings
<i>Nasi Ayam Goreng/Bakar</i> (Indonesian Fried/roast Chicken with rice)	<i>Nasi Ayam Katsu</i> (Rice with chicken Katsu) and <i>Nasi Ayam Steak</i> (Rice with Beef Steak)
Birthday Cake	Birthday cake with different flavours such as black forest, chocolate, or strawberry.
<i>Nasi Bakar</i>	<i>Nasi Bakar</i> with variations of fillings, such as chicken, squid, beef, and salted fish.
Sweet Pudding	Jelly art, pudding cup, and other pudding products

In learning the importance of food hygiene and sanitation, participants learned with HACCP principles that usually used in culinary professional businesses. The Hazard Analysis and Critical Control Points (HACCP) system is a preventive approach to food safety that identifies, evaluates, and controls hazards throughout the food production process (Pombo Marques et al., 2012). In the context of community outreach activities focusing on culinary diversification, food hygiene, and sanitation for Micro, Small and Medium Enterprises (MSMEs) in Serdang Wetan Village, the implementation of HACCP plays a vital role in ensuring the safety and quality of food products (Awuchi, 2023). However, since the certification of HACCP could be expensive for the small businesses in Serdang Wetan, thus only the basic principles are learned.



**Figure 9.** Pre-assessment on hygiene and sanitation

## Fostering culinary diversification, food hygiene, and sanitation: A community outreach initiative for MSMEs

Yanita Alexandra, Ringkar Situmorang, Dinar Ajeng Kristiyanti

Pre-assessment about basic understanding on Food Handling were taken before the event begin. Participants were asked simple questions such as “Do you wash your hand before handling the Food?” and “Do you wear gloves and hairnet when handling the food?” As can be seen in Figure 8, most of the participants only sometimes using gloves and 86% of the participants never wear gloves and hairnet when handling the food. On the post assessment, done after the event has finished, all the participants (100%) show they understand the importance of washing hand before handling food and using gloves and hairnet when handling food.

As a result of the outreach program, MSME participants demonstrated significant progress in culinary diversification and innovation. New and creative recipes incorporating locally sourced ingredients were introduced, leading to a wider range of culinary offerings. Participants embraced fusion cuisine and experimented with traditional recipes, enticing customers with unique and exciting flavors. Furthermore, participants gained a thorough understanding of proper food handling, storage, and preparation techniques. They adopted a systematic approach to maintain a clean and hygienic environment within their kitchens, reducing the risk of foodborne illnesses. Compliance with food safety standards elevated the reputation of participating SMEs, instilling confidence in customers and encouraging repeat business.



**Figure 10.** Participants of culinary diversification workshop

#### 4. CONCLUSION AND RECOMMENDATIONS

In conclusion, the community outreach activities on culinary diversification, food hygiene, and sanitation for MSMEs in Serdang Wetan Village have yielded great results. The initiative has enriched the village’s culinary landscape, elevated food safety practices, enhanced sanitation standards, and fostered community empowerment. It is imperative to nurture and sustain the momentum generated by this program, ensuring the continued growth and prosperity of the culinary industry in Serdang Wetan Village. The outreach program contributed significantly to the culinary diversification of MSMEs in Serdang Wetan Village. Participants embraced creativity and innovation, introducing new and enticing recipes that incorporated locally sourced ingredients and celebrated the village’s culinary heritage. The enthusiasm of participants following the workshops was outstanding. Further, participants acquired comprehensive knowledge about proper food handling, storage, and preparation techniques, leading to reduced risks of foodborne illnesses following HACCP (Hazard Analysis and Critical Control Points) guidelines. By discussions one on one and interactive workshops, participants are eager to learn more about the food safety and hygiene. Pocket books given also enriched their materials and knowledge for food safety and hygiene. The outreach program instilled a culture of sanitation and cleanliness among the MSMEs in Serdang Wetan Village. Participants realized the importance of maintaining a hygienic environment and worked collaboratively to uphold sanitation standards. The outreach activities also fostered community empowerment, empowering MSME business owners with the knowledge and tools

needed to elevate their culinary businesses. The collective participation and collaboration demonstrated the strength of community-driven initiatives in achieving sustainable growth and development. As the outreach program concludes, it leaves behind a foundation for future sustainability in Serdang Wetan Village's culinary industry. The lessons learned, knowledge gained, and collaborative spirit cultivated during this program are valuable assets that can be built upon through continuous training and support. The engagement of local authorities, culinary experts, and stakeholders remains essential in sustaining and advancing the progress achieved. This program however is the first stage of the three stages community outreach activities of empowering MSME food and beverage in Serdang Wetan village. Further, the next stage of the activities is to initiate digital presence of the food businesses using Website Profile and online Apps for culinary calculator, specifically to calculate the financial aspects of the culinary businesses. The last step of the program is to do personal consultation for MSME food and beverage in terms of food diversification, food hygiene and sanitation, logo/banner consultation, website profile and application usage and editing, and general food and beverage businesses consultation.

The success of the community outreach activities on culinary diversification, food hygiene, and sanitation for MSMEs in Serdang Wetan Village provides a solid foundation for continuous improvement and long-term sustainability. To ensure that MSMEs maintain their culinary diversification efforts and adhere to high food hygiene and sanitation standards, regular and ongoing training sessions should be conducted. These training sessions can cover topics such as new culinary trends, food safety updates, and sanitation best practices. Encouraging MSME owners and staff to participate in these capacity-building programs will foster a culture of continuous learning and improvement. It is also recommended to form a dedicated food safety committee comprising representatives from local health authorities, MSMEs, and culinary experts that can strengthen food safety monitoring and implementation. This committee can conduct regular inspections, offer guidance on compliance with food safety regulations, and provide feedback on areas that require improvement. By involving various stakeholders, a collaborative approach to maintaining food safety standards can be ensured. Further, encouraging MSMEs to adopt sustainable culinary practices, such as sourcing locally produced ingredients and reducing food waste, can contribute to environmental conservation and support local farmers. Implementing sustainable practices aligns with the growing consumer demand for environmentally responsible dining experiences, which can attract eco-conscious visitors to the village. Continuous monitoring and evaluation of the impact of the outreach activities are essential for assessing the program's effectiveness and identifying areas for improvement. Collecting feedback from SMEs, customers, and community members can provide valuable insights into the program's outcomes and guide future planning. Periodic assessments can help maintain program relevance and ensure that the community's needs are being met effectively.

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Yanita Alexandra, Ringkar Situmorang, Dinar Ajeng Kristiyanti

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