


## Innovation and Hygiene Improvement Training with Content Creators and MSMEs in Improving the Culinary Industry in Indonesia

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### ABSTRACT

Artikel ini berkolaborasi dengan beberapa influencer Bali untuk meningkatkan kemampuan inovasi dan beberapa akademisi di bidang kesehatan untuk meningkatkan higienitas pada UMKM kuliner di Bali. Simpulan dalam artikel ini menunjukkan Peningkatan kemampuan inovasi yang penulis sosialisasikan adalah seputar pembuatan konten untuk meningkatkan jangkauan pemasaran. Ide konten kuliner bagi UMKM yang penulis sosialisasikan antara lain sebagai berikut: 1. Review Pelanggan. 2. Demo Persiapan Memasak. 3. Behind the Scenes. 4. Memperkenalkan karyawan di dapur atau admin. 5. Re-share postingan pelanggan: Umumnya, jika pelanggan Anda melihat postingan mereka di-reshare di akun bisnis kuliner Anda, mereka akan senang. Dengan demikian, Anda juga telah membuka peluang bagi pelanggan lain untuk turut membeli produk dari etalase Anda. Selain 5 ide di atas yang bisa Anda lakukan untuk menarik banyak perhatian dari pelanggan, Anda juga bisa melakukan sesi live streaming yang juga berguna untuk menambah kedekatan dengan pelanggan. Kelima ide tersebut penulis sosialisasikan dengan tujuan untuk mengembangkan usahanya agar semakin berkembang bahkan menembus pasar nasional. Tidak hanya mengembangkan kemampuan inovasi dengan membuat konten yang menarik, penulis juga mensosialisasikan mengenai hygiene pangan. Beberapa prinsip hygiene dan sanitasi pangan antara lain sebagai berikut: 1. Hygiene Perorangan 2. Hygiene Lingkungan. 3. Keamanan Bahan Baku. 4. Penanganan dan Penyimpanan yang Tepat. 5. Pelatihan dan Sertifikasi Hygiene. Dengan demikian, mutu dan keamanan pangan dapat terjamin dengan baik. Sosialisasi yang dilakukan penulis mengenai pengembangan kemampuan inovasi dengan membuat konten kreatif seputar kuliner dan peningkatan hygiene dan sanitasi pangan ini dilakukan dengan harapan agar UMKM di Bali dapat terus berkembang bahkan menembus pasar nasional serta mampu menciptakan Bali yang sehat karena pangan yang sehat.

This article collaborates with several Balinese influencers to improve innovation capabilities and several academics in the health field to improve hygiene in culinary UMKM in Bali. This conclusion in tis article show The improvement of innovation capabilities that the author socialized was around creating content to increase marketing reach. The ideas for culinary content for MSMEs that the author socialized include the following: 1. Customer Reviews. 2. Cooking Preparation Demo. 3. Behind the Scenes. 4. Introducing employees in the kitchen or admin.5. Re-share customer posts: Generally, if your customers see that their posts are re-shared on your culinary business account, they will be happy. Thus, you have also opened up opportunities for other customers to also buy products from your storefront. In addition to the 5 ideas above that you can do to attract a lot of attention from customers, you can also do a live streaming session which is also useful for increasing closeness with customers. The author socialized these five ideas with the aim of developing his business so that it can develop further and even penetrate the national market. Not only developing innovation capabilities by creating interesting content, the author also socializes about food hygiene. Some principles of food hygiene and sanitation include the following: 1. Personal

Hygiene 2. Environmental Hygiene. 3. Safety of Raw Materials. 4. Proper Handling and Storage. 5. Hygiene Training and Certification. Thus, food quality and safety can be guaranteed properly. The socialization carried out by the author regarding the development of innovation capabilities by creating creative content around culinary and improving food hygiene and sanitation is carried out with the hope that MSMEs in Bali can continue to develop and even penetrate the national market and be able to create a healthy Bali because of healthy food.



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## INTRODUCTION

Innovation ability is the ability to create an idea, product, service that is not recognized, accepted, and applied by society in everyday life. According to (Arianty 2016) innovation ability is the ability to produce an opinion, assumption of an object or practice that is new and can be accepted by society to be applied. Innovation is the result of utilizing knowledge, skills, and experience to create useful products and usually innovation is new to society (Singodimedjo 2012).

Innovation capability is the ability of a company to develop new products through a combination of innovation behavior, strategic capabilities, and internal technology (P. T. Kotler 2017). (Kotler 2016) said that innovation capability is the ability to create new business models formulated with various knowledge inspirations that are transformed into creative results. In the business world, the existence of innovation capabilities is very much needed to overcome problems such as the large number of competitors that are prone to causing saturation. In addition to competing and growing, innovation is also useful for surviving in the global economic situation. Good innovation will maximize the company's ability to create quality products. High product quality will build competition to be superior and have an impact on company performance. (P. Kotler 2009) stated that there are three indicators of the innovation capability variable, namely: market innovation, product innovation, and innovation process.

Based on this, the author has a mission to improve the Innovation Ability of MSMEs in the culinary field by means of socialization. In addition, the author is also aware of the hygiene possessed by MSMEs in the culinary field. Hygiene is a health effort by maintaining and protecting the cleanliness of its subjects such as washing hands with clean water and soap to protect hand hygiene. Sanitation is a health effort by maintaining and protecting the cleanliness of the environment from its subjects. For example, providing clean water for washing hands, providing trash cans to accommodate trash so that trash is not thrown carelessly. Hygiene and sanitation cannot be separated from one another because they are very closely related. For example, the hygiene is good because they want to wash their hands, but the sanitation does not support it because there is not enough clean water available, so washing hands is not perfect (Prananda, Idris, and Putri 2018).

To obtain food and beverages that are guaranteed in terms of quality and quantity, actions are needed, including food and beverage sanitation. Healthy food and beverages will make the body healthy, but contaminated food can cause disease. Thus, food and beverages consumed must be guaranteed in terms of quality and quantity (Fakhriani 2019). The principle of food and beverage sanitation hygiene is the control of four factors, namely place, equipment, people and food ingredients. In addition, there are six principles of food and beverage sanitation, namely the selection of food ingredients, storage of food ingredients, food processing, storage of cooked food, transportation of food and serving food. According to WHO (World Health Organization), food is all substances needed by the body, excluding water, medicines, and other substances for treatment. Food is an important part of human health considering that diseases caused by food can occur at any time .

Food and beverages are materials that are very much needed by living things for their survival (Susandini 2021). Food is important both to maintain life. Food provides energy and materials needed to build and replace tissue, to be active and to defend the body from disease (Adams, 2004). Based on

this, this article is a form of brief bookkeeping resulting from the author's socialization regarding the improvement of innovation and hygiene capabilities of culinary MSMEs in Bali as many as twenty MSMEs. The author also collaborates with a number of content creators in Bali.

### METHOD

This article collaborates with several Balinese influencers to improve innovation capabilities and several academics in the health field to improve hygiene in culinary UMKM in Bali. The methods and socialization tools in this article are as follows:

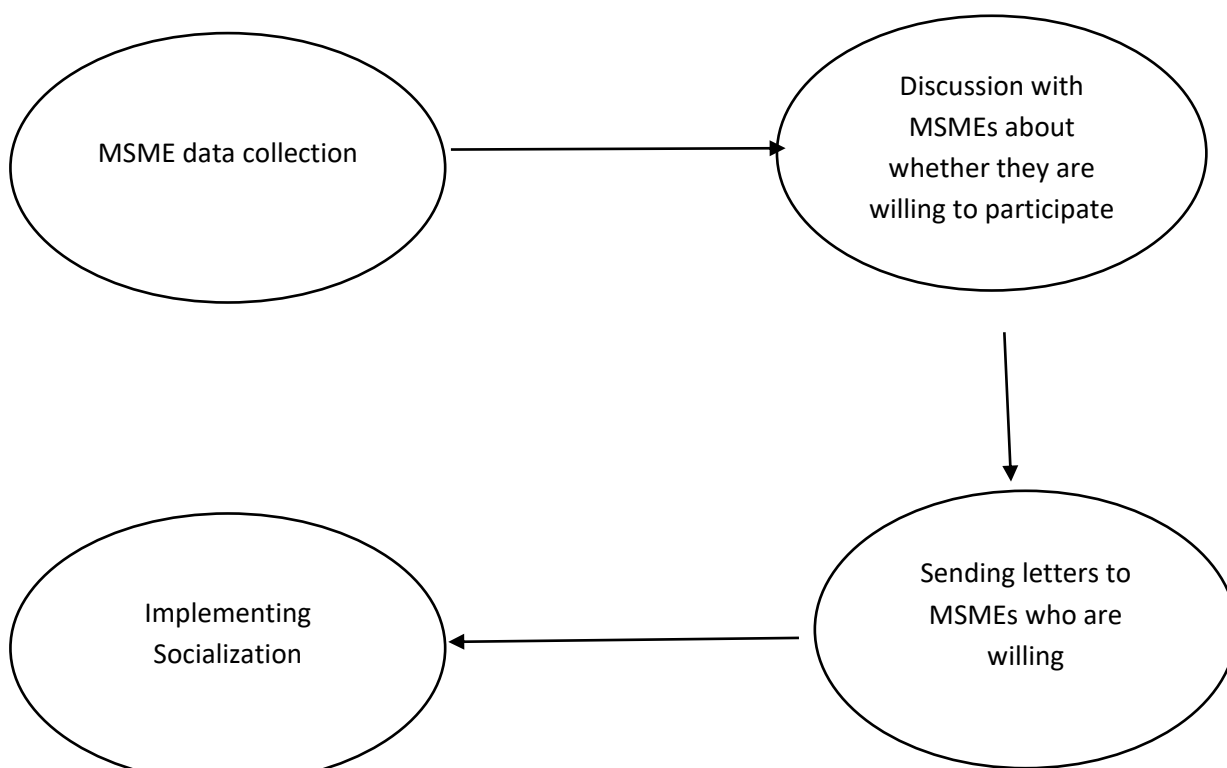


Figure 1. Socialization Flow

### RESULT AND DISCUSSION

#### Innovation and Hygiene

The root of the word literacy in Indonesian which is close to the idiom or word literacy is "alliteration", "transliteration", and also "literer" which means something related to the tradition of writing, and also "literator" or literary expert. In terms of language, literacy is an adopted word from the English word literacy which etymologically the term literacy comes from the Latin "litteratus" which means a person who learns. iteratus" which means a person who learns. According to (Sholihah 2016) literacy is an ability in a person to write and read. Meanwhile, Street defines literacy as personal self-development. The term literacy has expanded over time. Literacy is now not only interpreted as the ability to write and read but as Aronof said, that "... has instead come to be considered synonymous with its boped-for consequences".

Initially, literacy meant the ability to read and write in carrying out tasks related to the world of work and life outside of school. Then literacy meant being literate in information, technology, politics, critical thinking, and sensitive to the surrounding environment. So, it can be concluded that literacy is a person's ability to read and write. However, along with the development of the times, the meaning of literacy has become broader (Supriatna, Juhandi, and Rasipan 2022). Literacy can be interpreted as a person's ability to think critically, communicate, and develop themselves personally. Therefore, currently new terms have emerged in literacy, one of which is digital literacy. The concept of digital literacy began to emerge in the 90s which then became one of the crucial issues along with the increasing use of digital media. Paul Gilster - one of the figures who popularized the term digital literacy

and published his book in 1997 entitled *Digital Literacy*, stated that digital literacy is the ability to empower technology and information, an ability to use digital devices effectively and efficiently in various contexts such as: academics, careers, and everyday life (Supriatna, Juhandi, and Rasipan 2022).

Digital literacy is a person's ability to apply digital component operating skills in order to obtain, sort information, be creative, assume critically, interact well, collaborate with others, and care about the safety of goods or electronic media and the developing ethical context. Digital literacy in the context of education influences the development of knowledge about learning materials in order to arouse curiosity and creativity (Setyaningsih et al. 2019). According to (Kurniawati, Zuhroh, and Malik 2021) conducted a study on digital literacy empowerment in schools in England which emphasized that students were given the opportunity to participate in selecting parts of learning, students were directed to increase independence and communicate with each other using digital. The study showed that SDL skills cannot be separated from digital literacy and can improve learning independence well.

(Stefany 2017) stated that digital literacy is basically a further and comprehensive development of classical literacy (e.g. reading and writing), audio-visual literacy (related to electronic media), digital literacy (related to digital technology), and more comprehensively, namely new media literacy (related to the internet and web 2.0). According to Devri Suherdi, digital literacy is a knowledge and skill to use digital media, including modern communication tools or internet networks in finding, working on, evaluating, using information, creating information and utilizing it, wisely, intelligently, carefully, precisely, and of course obeying the law and regulations in order to foster positive communication and interaction in everyday life. Feri Sulianta also stated that digital literacy is a unity of attitude, understanding, skills in handling and communicating information and using knowledge effectively in various media and formats.

Bawden stated that digital literacy involves the following aspects (Solahudin 2022) : a. Knowledge assembly, namely the ability to build information from various trusted sources; b. The ability to present information including critical thinking in understanding information with awareness of the validity and completeness of sources from the internet; c. The ability to read and understand material and information that is not sequential and dynamic; d. Awareness of the importance of conventional media and connecting it with networked media (the internet); e. Awareness of access to networks of people who can be used as sources of reference and assistance; f. Use of filters for incoming information; g. Feeling comfortable and having access to communicate and publish the internet.

To improve students' Digital Literacy, the author took the initiative to improve students' digital literacy by socializing the use of Semantic Scholar. The author's socialization of Semantic Scholar is included in one type of study in the scope of Digital Literacy according to (Solahudin 2022). The author conducted this socialization on students taught by the author during lecture hours. Semantic Scholar is a scientific search engine developed by the Allen Institute for AI. It is not just a search engine like Google, but a tool specifically designed to search, index, and connect scientific research. What makes Semantic Scholar so special is its ability to understand the context and meaning of each article it indexes.

### **Innovation and Hygiene Improvement Training with Content Creators and MSMEs in Improving the Culinary Industry in Indonesia**

When conducting socialization to twenty culinary MSMEs in Bali, the author collaborated with local content creators and academics in the field of Health. The improvement of innovation capabilities that the author socialized was around creating content to increase marketing reach. The ideas for culinary content for MSMEs that the author socialized include the following (Mustik 2023): 1. Customer Reviews: Posts such as reviews are currently a keyword for business success. With review content, it not only triggers the desire of other customers to buy your products, but also strengthens the credibility of your business by building customer trust. 2. Cooking Preparation Demo: Know that the audience also likes how you prepare the ingredients that will then be processed into superior products in your restaurant. Variations for posts like this can be made into photo posts showing basic ingredients or videos containing the best foods from your menu. 3. Behind the Scenes: Give your audience a glimpse of the situation and conditions of your kitchen when processing a menu. This behind the scenes content is an interest that your audience must know, especially in special conditions, such as during the Covid-19 pandemic. This is related to the cleanliness and safety of the food production process. Show your customers that you implement guaranteed cleanliness in the kitchen. 4. Introducing employees in

the kitchen or admin: Occasionally you can create content that introduces the restaurant staff, who have been behind the scenes and behind the kitchen. You can instruct the staff to introduce themselves, show their talents, and share their hobbies. This will make customers feel close and familiar with your restaurant. 5. Re-share customer posts: Generally, if your customers see that their posts are re-shared on your culinary business account, they will be happy. Thus, you have also opened up opportunities for other customers to also buy products from your storefront. In addition to the 5 ideas above that you can do to attract a lot of attention from customers, you can also do a live streaming session which is also useful for increasing closeness with customers.

The author socialized these five ideas with the aim of developing his business so that it can develop further and even penetrate the national market. Not only developing innovation capabilities by creating interesting content, the author also socializes about food hygiene. Some principles of food hygiene and sanitation include the following (Setiawan 2024): 1. Personal Hygiene: Personal hygiene is the main principle in food hygiene and sanitation. Everyone involved in the food process must maintain their personal hygiene. This includes bathing regularly, washing hands with soap before and during the food process, and wearing clean and neat work clothes. In addition, people who are sick or have infectious diseases should also be avoided in the food production process. 2. Environmental Hygiene: Environmental hygiene is also very important in food hygiene and sanitation. In the food industry, food production and storage areas must always be clean. The room must be well ventilated to avoid the buildup of unwanted vapors and odors. Surfaces used to process food must be flat, durable, and easy to clean. In addition, production and storage areas must also be free from pests such as rats, cockroaches, and other insects. 3. Safety of Raw Materials: The principles of food hygiene and sanitation also include the safety of raw materials. The raw materials used must come from trusted sources and meet food safety standards. When receiving raw materials, be sure to check their completeness and quality. If the raw materials look questionable, it is better not to use them so as not to endanger the quality and safety of the food to be produced. 4. Proper Handling and Storage: Prioritizing proper handling and storage is an important principle in food hygiene and sanitation. Every food process must be carried out carefully and closely monitored. After processing, food must be stored at the right temperature to prevent bacterial growth and other damage. Storage and cooling equipment must also be kept clean and maintained at optimal temperatures to maintain food. 5. Hygiene Training and Certification: Finally, the principle of food hygiene and sanitation involves proper training and certification for everyone involved in the food process. Employees must be trained in the principles of food hygiene and safety. In addition, people directly involved in food processing must have valid certification to demonstrate understanding and skills in food hygiene. Thus, food quality and safety can be guaranteed properly.

The socialization carried out by the author regarding the development of innovation capabilities by creating creative content around culinary and improving food hygiene and sanitation is carried out with the hope that MSMEs in Bali can continue to develop and even penetrate the national market and be able to create a healthy Bali because of healthy food.

## **CONCLUSION**

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