

# Analisis Perilaku Pedagang dan Produsen dalam Penggunaan Formalin pada Mie Basah dan Tahu di Provinsi DKI Jakarta Tahun 2015 (Studi Kasus di Tiga Jenis Pasar di DKI Jakarta) = Behavior Analysis Traders and Manufacturers in the Use of Formalin on Wet Noodle and Tofu in DKI Jakarta 2015 (Case Study in Three Types of Market in Jakarta)

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## Abstrak

Tesis ini membahas analisis perilaku pedagang dan produsen dalam penggunaan formalin dalam mie basah dan tahu Propinsi DKI Jakarta Tahun 2015. Penelitian ini menggunakan metode kualitatif, desain studi deskriptif, pengumpulan data melalui studi literatur, pengujian Rapid Test Kit, wawancara dan observasi. Hasil penelitian menunjukkan pengetahuan, sikap, persepsi tentang formalin; sarana prasarana, metode produksi, ketersediaan pengawet; sanksi, penyuluhan, dukungan sosial, faktor pendapatan, dan strategi komunikasi merupakan faktor yang berperan pada perilaku penggunaan formalin dalam tahu dan mie basah. Penyuluhan dan pembinaan masyarakat, pedagang, produsen masih terbatas. Pengawasan sarana distribusi formalin belum optimal. Peneliti menyarankan pada sejumlah pihak untuk melakukan riset bahan pengawet yang aman, intensifikasi pembinaan pedagang dan produsen serta pemberdayaan konsumen.

.....This thesis discusses the analysis of the behavior of traders and producers of tofu and wet noodle in the use of formalin in its products in DKI Jakarta in 2015. This study uses qualitative, descriptive study design, with data collection through literature study, Rapid Test Kit, interview and observation. The results show that knowledge, attitudes, perceptions of formalin; facilities and infrastructure, methods of production and availability of preservative; punishments, counseling, social support, income factor, and communication strategy are the factors that play the of the behavior of the use of formalin in tofu and wet noodle production. Communication and supervisory for public, traders, manufacturers are still limited. Facilities of formalin distributions which is conducted by the government has not run optimally yet. Researcher suggests the number of parties to research safe preservatives, intensification of coaching traders and producers as well as consumer empowerment. Counseling and development to the community, traders and manufacturers are still limited. Supervision of distribution of formalin has not been optimal yet. As recomendation to the number of parties to do research on safe preservatives, intensification of coaching traders and manufacturers as well as consumer empowerment should be done.