

PENGARUH PENGGUNAAN MEDIA VIDEO ANIMASI TERHADAP
PENGETAHUAN DAN PRAKTIK DALAM PENERAPAN GMP (GOOD
MANUFACTURING PRACTICES) LINGKUP KARYAWAN PABRIK
KERUPUK DI KLATEN

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INTISARI

Latar Belakang: GMP (*Good Manufacturing Practices*) merupakan pedoman bagi industri pangan dalam memproduksi pangan agar menghasilkan produk yang memiliki mutu baik, aman, serta laik untuk dikonsumsi. Salah satu syarat GMP (*Good Manufacturing Practices*) yaitu karyawan, artinya karyawan yang berhubungan dengan produksi harus menerapkan *personal hygiene*. Berdasarkan survey pendahuluan terdapat tenaga pengolah makanan yang memiliki pengetahuan baik 30%, cukup 40%, dan kurang 30% serta praktik cukup 30% dan 70% kurang dalam penerapan GMP (*Good Manufacturing Practices*) lingkup karyawan.

Tujuan: Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media video animasi terhadap pengetahuan dan praktik dalam penerapan GMP (*Good Manufacturing Practices*) lingkup karyawan Pabrik Kerupuk di Klaten.

Metode: Penelitian ini merupakan penelitian *quasi eksperimen* dengan menggunakan rancangan penelitian *Pre-test Post-test with Control Group Design*. Populasi pada penelitian ini yaitu 40 orang tenaga pengolah makanan dan sampel pada penelitian adalah 36 orang tenaga pengolah makanan dengan teknik pengambilan sampel *Probability Sampling* dengan metode *Random Sampling*.

Hasil: Hasil penelitian ini menunjukkan bahwa ada pengaruh penggunaan media video animasi terhadap pengetahuan dan praktik penerapan GMP (*Good Manufacturing Practices*) lingkup karyawan dengan *p-value* 0,000 untuk pengetahuan dan *p-value* 0,000 untuk praktik.

Kesimpulan: Penggunaan media video animasi efektif untuk meningkatkan pengetahuan dan praktik penerapan GMP (*Good Manufacturing Practices*) lingkup karyawan pada tenaga pengolah makanan Pabrik Kerupuk di Klaten.

Kata Kunci: GMP (*Good Manufacturing Practices*), Video Animasi, Pabrik Kerupuk

THE EFFECT OF USING ANIMATED VIDEO MEDIA ON KNOWLEDGE
AND PRACTICES IN THE APPLICATION OF GMP (GOOD
MANUFACTURING PRACTICES) SCOPE OF CRACKER FACTORY
EMPLOYEES IN KLATEN

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ABSTRACT

Background: GMP (Good Manufacturing Practices) is a guideline for the food industry in producing food in order to produce products that are of good quality, safe, and fit for consumption. One of the requirements of GMP (Good Manufacturing Practices) is employees, meaning that employees related to production must apply personal hygiene. Based on the preliminary survey, there are food processors who have good knowledge of 30%, 40% enough, and 30% less and 30% and 70% less practice in the application of GMP (Good Manufacturing Practices) within the scope of employees.

Purpose: This study aims to determine the effect of using animated video media on the level of knowledge and practice in the application of GMP (Good Manufacturing Practices) among the employees of the Cracker Factory in Klaten.

Methods: This study is a quasi-experimental study using a Pre-test Post-test research design with Control Group Design. The population in this study were 40 food processors and the sample in this study was 36 food processors using the Probability Sampling sampling technique using the Random Sampling method.

Results: The results of this study indicate that there is an effect of using animated video media on the level of knowledge and practice of implementing GMP (Good Manufacturing Practices) within the employee scope with a p-value of 0.000 for the level of knowledge and a p-value of 0.000.

Conclusion: The use of animated video media is effective to increase knowledge and practice of implementing GMP (Good Manufacturing Practices) within the employee scope of food processing personnel at the Cracker Factory in Klaten.

Keywords: GMP (Good Manufacturing Practices), Animated Video, Cracker Factory