

# SOCIALIZATION OF CONSUMER PROTECTION, PIRT LICENSING PROCEDURES, AND MARKETING STRATEGIES FOR TRADERS IN PAGUYUBAN DADI MAJU, MAYANG VILLAGE, GATAK DISTRICT, SUKOHARJO REGENCY

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## Abstrak

Penelitian ini menyelidiki pentingnya sosialisasi perlindungan konsumen, prosedur perizinan PIRT (Produk Pangan Industri Rumah Tangga), dan strategi pemasaran efektif bagi pedagang kaki lima di Paguyuban Dadi Maju, Desa Mayang, Kecamatan Gatak, Kabupaten Sukoharjo. Kendala utama yang dihadapi oleh Paguyuban ini meliputi rendahnya tingkat penjualan dan kepercayaan konsumen, serta kurangnya pemahaman tentang prosedur perizinan dan strategi pemasaran. Untuk mengatasi hal tersebut, diadakan kegiatan sosialisasi yang mencakup tiga fokus utama: perlindungan konsumen, prosedur perizinan PIRT, dan strategi pemasaran. Pelaksanaan kegiatan ini melibatkan kunjungan langsung ke mitra dan dilaksanakan dengan menerapkan protokol kesehatan pasca pandemi Covid-19. Hasil kegiatan menunjukkan antusiasme tinggi dari mitra yang merasa kesulitan dalam mencari solusi sebelumnya. Sosialisasi ini berhasil meningkatkan pemahaman mitra terhadap pentingnya perlindungan konsumen, tata cara perizinan PIRT, dan penerapan strategi pemasaran yang efektif. Dengan demikian, diharapkan pedagang Paguyuban Dadi Maju dapat meningkatkan kepercayaan konsumen, memperluas jangkauan pasar, dan bersaing lebih baik di era modern ini.

**Kata kunci:** Perlindungan Konsumen, PIRT, Strategi Pemasaran, Pedagang Kaki Lima, Paguyuban Dadi Maju

## Abstract

This study investigated the importance of socialization of consumer protection, PIRT (Home Industry Food Products) licensing procedures, and effective marketing strategies for street vendors in Paguyuban Dadi Maju, Mayang Village, Gatak District, Sukoharjo Regency. The main obstacles faced by this group include low sales and consumer confidence, as well as a lack of understanding of licensing procedures and marketing strategies. To overcome this, socialization activities covered three main focuses: consumer protection, PIRT licensing procedures, and marketing strategies. The implementation of this activity involves direct visits to partners and is carried out by implementing health protocols after the COVID-19 pandemic. The activity results showed high enthusiasm from partners who found it challenging to find solutions before. This socialization succeeded in increasing partners' understanding of the importance of consumer protection, PIRT licensing procedures, and the implementation of effective marketing strategies. Thus, it is expected that Paguyuban Dadi Maju traders can increase consumer confidence, expand market reach, and compete better in this modern era.

**Keywords:** Consumer Protection, PIRT, Marketing Strategy, Street Vendors, Paguyuban Dadi Maju

## INTRODUCTION

Consumer protection, PIRT licensing procedures, and effective marketing strategies are critical components in ensuring business success and sustainability (Best & Struwig, 2023; Kant et al., 2023; Mandal, 2022; J. Y. Park et al., 2022; Venkatesan, 2022), especially in the context of small traders and entrepreneurs in local communities (Ilham, 2024; Windiastuti, 2022). In the case of Paguyuban Dadi Maju, located in Mayang Village, Gatak District, Sukoharjo Regency, these aspects play an essential role in fostering a thriving business environment. This article investigates the importance of socializing consumer protection, PIRT licensing procedures, and implementing robust marketing strategies for merchants in these communities.

Dadi Maju is the name of a group of street vendors in Mayang village, Gatak District, Sukoharjo Regency, which was formed in 2022. Paguyuban Dadi Maju houses several traders, especially those who sell food such as cakes, bread, cilok, market snacks, categories, etc. Geographically, Mayang

Village is located not far from Kartasura Market, Kartasura Sukoharjo District. Mayang Village, Gatak District, Sukoharjo Regency itself, is one of the northern sub-districts of Sukoharjo Regency. It gradually began to increase its function as a service center for its hinterland area.

Among the hinterland areas of Gatak are villages in Gatak District and sub-districts adjacent to Gatak District, such as Baki District, Grogol District, and Kartasura District. Gatak District is now one of the sub-districts that has begun to improve government services, education, health, and socio-economy services. Gatak Market has long been a trade center for both Gatak residents and residents around Gatak District. From morning, noon, to evening, there is always economic activity both in and around the market. By looking at these conditions, it is clear that access to the location of street vendors under the umbrella of Paguyuban Dadi Maju is not located in the center of crowded economic activity such as markets. However, the area is not too far, less than 2 kilometers.

So far, Paguyuban Dadi Maju has been running, but the obstacles faced are not yet high sales and market demand for the products sold because the lack of public trust in them causes them. In addition, another problem that becomes an obstacle is related to the right marketing strategy amid increasingly fierce competition in this modern era so as not to lose to other traders, especially those who sell the same products as traders in Paguyuban Dadi Maju.

With existing limitations, even though it is in a rural environment, this merchandise still has the opportunity to develop to be more significant. The potential to increase the amount of market demand is not impossible in the business world. Of course, this must be done with hard effort and accompanied by the proper steps so the business remains, especially now that competition in household industries is increasingly mushrooming.

In addition to creating a distinctive taste for the resulting product, the real effort that needs to be made so that the business can develop is to make innovations or breakthroughs, one of which is in the proper marketing strategy aspect. In addition, consumer protection also needs to be provided so that consumers trust the product because they feel safe and comfortable when enjoying the products sold. This will affect the amount of market demand.

Consumer protection is fundamental to building trust and credibility in the market (Karsono et al., 2021; Kharisma et al., 2023). Educating merchants in Paguyuban Dadi Maju about consumer rights, fair trade practices, and mechanisms for handling consumer complaints is essential to fostering positive business-consumer relationships. By ensuring that consumers are treated fairly and provided with quality products and services, businesses can build a loyal customer base and enhance their reputation within the community (Fahmi, 2014; Haryanto et al., 2022). Paguyuban Dadi Maju traders should be well informed about the PIRT (Home Industry Food Products) licensing procedure to ensure the safety and quality of their food products. This includes understanding the requirements for obtaining a PIRT license, complying with food safety standards, and maintaining hygienic production practices. Compliance with PIRT regulations safeguards consumer health and opens up opportunities for merchants to expand their market reach by supplying to larger retailers and participating in food-related events and exhibitions (Haryani et al., 2023; Macmud & Bustaman, 2022).

The main problems faced by Paguyuban Dadi Maju in Mayang Village, Gatak District, Sukoharjo Regency, which is also a partner of the service team, include: 1) There is no understanding of consumer protection, so partners need to get socialization so that partners can provide comfort to consumers to increase trust in purchasing products from partners; 2) Partners do not understand the Procedure on Proposing Home Industry Food Licensing (PIRT); 3) Not yet optimal marketing efforts so that partners need to get socialization about marketing strategies so that consumer demand can increase and the profits obtained are even more significant. From the problems faced by Paguyuban Dadi Maju, Mayang Village, Gatak District, Sukoharjo Regency, the solutions to the issues offered by the service team for Paguyuban Dadi Maju are 1) Consumer Protection Socialization; 2) Socialization of Procedures on Proposing Home Industry Food Licensing (PIRT); 3) Marketing Strategy Socialization.

## **METODE**

### **Method of Activity Implementation**

The implementation of this service activity is in the form of socialization about Consumer Protection, PIRT Study Procedures, and Marketing Strategies. It will be done by visiting direct partners under the auspices of the Dadi Maju Association in Mayang Village, Gatak District, Sukoharjo Regency. Although service activities were implemented after the COVID-19 pandemic, we still implemented health protocols but rather loose, such as wearing masks for those who are sick with

Acute Respiratory Infections (ARI) and washing hands. This activity began with a visit by the service team to partners located in Mayang Village, Gatak District, Sukoharjo Regency, Consumer Protection Socialization, PIRT Licensing Procedures and continued with marketing strategy socialization.

**Expertise of the Implementation Team**

Table 1. Expertise of the Implementation Team

Name/Position	Expertise/ Field Expertise	Duties in the Community Service Team
Ian Aji Hermawan S.H., M.H. (Chief)	Constitutional Law	His task is to plan and coordinate the implementation of Community Service activities with members, evaluate, prepare, submit, and prepare the final report, fulfill promised outputs, and be responsible to LP2M UNU Surakarta.
Lintang Pamugar Mukti Aji, S.E., M.M. (Member)  Endah Kristiani, S.E., M.M. (Member)	Management  Financial Management and Accounting	His duties are to assist the Chief Executive in implementing Community Service activities, help prepare facilities and infrastructure, program implementation, and activity documentation, assist in evaluating and submitting final reports, and be responsible to the head of the implementation team.
Wijang Waskita NIM. 2174201032  Milanda Putri F. NIM. 2161201007	Students of the Faculty of Law  Students of the Faculty of Economics	His task is to assist in implementing this community service activity, which includes helping prepare facilities, documenting activities, and making reports.

**Activity Timeline Plan**

The timeline plan for Community Service activities is as follows:

Table 2. Research Activity Plan

No.	Community Service Activities	Time
1	Making proposals for service activities	Thursday-Jum'at, 27-28 July 2023
2	Submission of proposals for service activities	Friday, August 4 2023
3	Implementation of service activities a. Visit to Partner (FGD) b. Consumer Protection Socialization c. Socialization of PIRT Licensing Procedures d. Marketing Strategy Socialization	Friday, August 11 2023 Friday, August 25 2023 Wednesday, September 13 2023 Saturday, September 26 2023
4	Final Report Submission	Saturday, September 30 2023

**RESULTS AND DISCUSSION**

The problems faced by partners and solutions offered by the Community Service Team turned out to be accepted by partners with enthusiasm, and they were very excited because, indeed, partners were challenging finding a way out. The implementation of Community Service Activities, namely

Consumer Protection Socialization, PIRT (Home Industry Food) Licensing Procedures, and Marketing Strategies for Traders in the Dadi Maju Community, Mayang Village, Gatak District, Sukoharjo Regency in 2023 can be explained as follows:

**1. Activity Timeline**

The timeline plan offered at the beginning of the visit to the Partner has changed because it adjusts to the busy life of the Partner, and the average Partner asks for this Community Service activity to be held during the third week of each month. The timeline change will also indirectly change the deadline for submitting the Final Report on Community Service Activities from Saturday, September 30, 2023, to Thursday, December 28, 2023.

**2. Activity Timeline Plan**

Table 3. Activity Timeline Plan

No.	Community Service Activities	Time
1	Making proposals for service activities	Thursday-Jum'at, 27-28 July 2023
2	Submission of proposals for service activities	Friday, August 4 2023
3	Implementation of service activities a. Visit to Partner (FGD) b. Consumer Protection Socialization c. Socialization of PIRT Licensing Procedures d. Marketing Strategy Socialization	Friday, August 11 2023 Friday, August 25 2023 Rabu, 13 September 2023 Saturday, September 26 2023
4	Final Report Submission	Saturday, September 30 2023

**3. Changes to the Activity Timeline**

Table 4. Change Photo activities

No.	Community Service Activities	Time
1	Making proposals for service activities	Thursday-Jum'at, 27-28 July 2023
2	Submission of proposals for service activities	Thursday-Jum'at, 27-28 July 2023
3	Implementation of service activities a. Visit to Partner (FGD) b. Consumer Protection Socialization c. Socialization of PIRT Licensing Procedures d. Marketing Strategy Socialization	Friday, August 11 2023 <b>Thursday, September 21 2023</b> <b>Thursday, October 19, 2023</b> <b>Wednesday, November 22 2023</b>
4	Final Report Submission	<b>Thursday, December 28, 2023</b>

**4. Partner Troubleshooting (Solutions)**

Problem-solving from partners and solutions offered by the service team are as follows:

a. Consumer Protection Socialization

This socialization is given because service partners do not understand and understand about consumer protection. Partners need to get this socialization to comfort consumers and increase consumer trust in products from partners.

b. Socialization of Procedures on Proposing Home Industry Food Licensing (PIRT)

Socialization related to the Procedure for Proposing Home Industry Food Licensing (PIRT) needs

to be provided by the service team because partners do not understand how to propose the Home Industry Food Licensing Procedure (PIRT)

c. Marketing Strategy Socialization

Partners need to be given about socializing this marketing strategy. This socialization is a request from the partners themselves because partners feel that they have not been maximized in their marketing efforts so that consumer demand can increase. The benefits obtained are even more significant.

### 5. Expected Results or Outcomes

The implementation of this Community Service activity with the theme of Consumer Protection Socialization, PIRT (Home Industry Food) Licensing Procedures, and Marketing Strategies for Traders in Paguyuban Dadi Maju, Mayang Village, Gatak District, Sukoharjo Regency is expected to have the results or outputs of problems from partners as follows:

a. Consumer Protection Socialization

Service partners understand consumer protection. That way, partners can provide comfort to consumers so that consumer trust in products from partners can increase.

b. Socialization of Procedures on Proposing Home Industry Food Licensing (PIRT)

Service partners understand and know the procedures or procedures regarding the Proposal of Home Industry Food Licensing (PIRT)

c. Marketing Strategy Socialization

Service partners can better understand and understand marketing strategies to increase the profits obtained to be even greater.

### CONCLUSION

During the COVID-19 pandemic, many people were affected, including companies that laid off their employees or even went out of business, consumers deserted street vendors or went bankrupt, and so on. The lack of strength in maintaining survival in the face of the COVID-19 pandemic includes many companies laying off their employees so that many employees do not have income to finance daily life. Even though they get severance pay from the company, it is still insufficient. After the pandemic or the COVID-19 pandemic, many have begun to improve, ranging from getting a job again to trying to become a street vendor or opening a hike (angkringan) even with sufficient capital.

For the service team partners, namely traders in Paguyuban Dadi Maju, it has been running, but the obstacles faced are not yet high levels of sales and market demand for the products sold because the lack of public trust in them causes them. In addition, another problem that becomes an obstacle is related to the right marketing strategy amid increasingly fierce competition in this modern era so as not to lose to other traders, especially those who sell the same products as traders in Paguyuban Dadi Maju. With this service, it is hoped that partners can understand more about the problems they face and how to solve them so that they can exist more amid increasingly fierce competition in this increasingly modern era.

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