

# Effectiveness Study of BPOM's Assistance for MSMEs in Natural Medicine and Cosmetics to Obtain Distribution Permits

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**Abstract.** *This study evaluates the effectiveness of BPOM's mentoring programs for Micro, Small, and Medium Enterprises (MSMEs) in the natural medicine and cosmetics sectors in navigating complex regulatory requirements to obtain product licenses. Despite the strategic role of MSMEs in supporting Indonesia's economy, regulatory compliance remains a significant challenge, particularly due to limited resources and market access. Previous studies have highlighted the need for adaptive regulatory approaches and mentoring programs, but gaps remain in evaluating their long-term impact and inclusivity. This study offers novelty by analyzing the program's effectiveness across diverse demographic and educational backgrounds, providing evidence-based insights into its impact. Using a descriptive quantitative approach, data were collected through surveys involving 35 MSME participants from the "Rembuk UMKM" event. The Likert-scale questionnaire assessed regulatory understanding, program effectiveness, and its impact on license readiness. Data were analyzed using descriptive statistics, generating insights into participant perceptions. The findings show that the mentoring program is most effective among younger participants (aged 18–25 years), scoring 4.53, while maintaining high effectiveness scores across all age groups. Educational background analysis revealed the highest scores (5.00) from vocational high school (SMK) and master's (S2) participants, highlighting the program's inclusivity and adaptability. However, team competence scored relatively lower (4.26), indicating the need for continuous capacity building. The study concludes that BPOM's mentoring programs significantly enhance MSME compliance and build long-term trust, with strategic recommendations for continuous training, technology-based module development, regional collaborations, and structured feedback mechanisms. These initiatives aim to strengthen program relevance and sustainability, supporting MSMEs in achieving regulatory compliance and contributing to national economic growth.*

**Keywords:** *Mentoring, MSMEs, Compliance, Licenses*

## 1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) in the natural medicine and cosmetics sectors play a strategic role in supporting Indonesia's national economic growth but face significant challenges in meeting regulatory requirements to obtain distribution permits. The complexity of the regulatory environment often serves as a major obstacle, especially for MSMEs with limited resources and understanding of the regulations. In this context, the Indonesian Food and Drug Authority (BPOM) plays a critical role through its assistance and technical guidance programs. These programs aim to help MSMEs navigate the intricate regulatory framework, ensure compliance, and facilitate the acquisition of distribution permits. However, the effectiveness of these programs is not always optimal, as various factors influence outcomes, including regulatory compliance, consumer protection, and collaboration between BPOM and other stakeholders (Ameliani et al., 2022; Astuti et al., 2023).

The support services provided by BPOM serve as a cornerstone in enhancing MSME competitiveness. BPOM not only enforces strict safety and quality standards through pre-market and post-market surveillance but also actively conducts public education programs to raise consumer awareness of the importance of BPOM-certified products (Khodijah, 2021). These efforts are complemented by the roles of pharmacists and other stakeholders who ensure product safety and quality, from material testing to marketing supervision (Astuti et al., 2023). This integrated approach aims to reduce violations, such as the circulation of illegal or counterfeit cosmetics, while supporting MSMEs in achieving better regulatory compliance (Permata, 2020; Mokodongan et al., 2023).

The need for simplified licensing processes has also been highlighted in previous studies. Research on the ZaziBona initiative in South Africa demonstrates that regulatory harmonization can expedite distribution permit applications, while the Caribbean Regulatory System emphasizes the benefits of centralized procedures in shortening approval times (Sithole et al., 2022; Liberti et al., 2020). In Indonesia, BPOM has shown similar commitment through various surveillance and guidance efforts, although challenges remain, including the lack of a centralized submission system and effective communication. Additionally, monitoring illegal products distributed online adds another layer of complexity to regulatory oversight in the digital era (Putriana et al., 2020).

Technology integration presents a significant opportunity to enhance BPOM's support services. For example, implementing systems such as BPtrack for real-time data management has proven to improve decision-making efficiency in the healthcare sector (Buis et al., 2020). In the cosmetics MSME context, adopting similar technologies could address obstacles such as data collection, violation monitoring, and regulatory enforcement. Furthermore, consumer demand for halal and BPOM-certified products opens market expansion opportunities for MSMEs, although challenges such as certification costs and production capacity remain key barriers (Lestari et al., 2023).

The urgency of this research lies in the pressing need to evaluate the effectiveness of BPOM's assistance in helping MSMEs in the natural medicine and cosmetics sectors obtain distribution permits. Given the role of MSMEs as the backbone of the economy, effective support services are crucial for enhancing their competitiveness in both domestic and international markets. This study offers novelty by integrating an analysis of key factors influencing BPOM service effectiveness, including regulatory compliance, consumer protection, stakeholder collaboration, and technology adoption.

This research aims to evaluate the effectiveness of BPOM's assistance services from various aspects, identify challenges faced by MSMEs in the licensing process, and formulate relevant improvement strategies. By providing evidence-based recommendations, the results of this study are expected not only to support BPOM in improving the quality of its services but also to strengthen the contribution of MSMEs to sustainable national economic development.

## **2. METHODS**

This study employed a descriptive quantitative approach to evaluate the effectiveness of BPOM's assistance programs for MSMEs in the natural medicine and cosmetics sectors in obtaining distribution permits. Data were collected through a survey using a questionnaire designed with a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire consisted of 10 questions covering dimensions of regulatory understanding, program effectiveness, and its impact on MSMEs' readiness to meet distribution permit requirements.

The study respondents were MSMEs who participated in the "UMKM Forum: Synergy for Strengthening Empowerment of Natural Medicine and Cosmetics MSMEs" held in Yogyakarta on November 22, 2024. Sampling was conducted using the purposive sampling method with inclusion criteria, specifically respondents who fully attended the event. A total of 35 respondents, including on-site participants, were collected, representing various age groups and educational backgrounds.

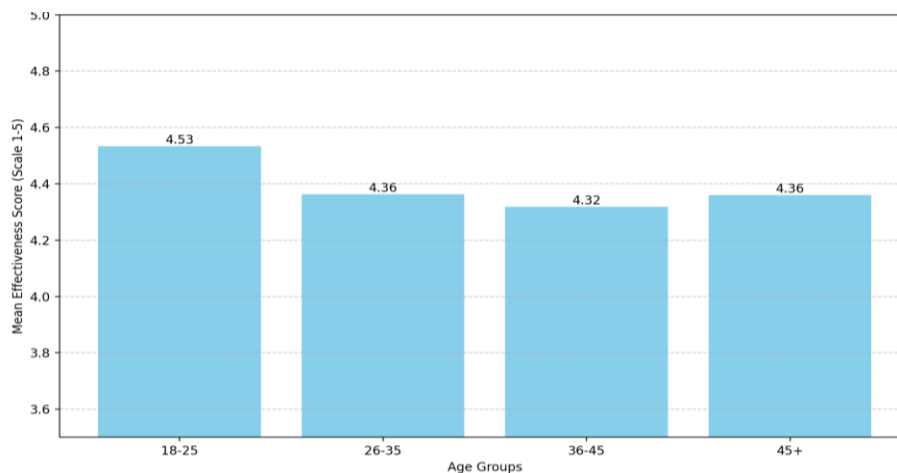
Data were analyzed using descriptive statistical methods, involving the calculation of means, standard deviations, and frequency distributions for each questionnaire item. These analyses provided a general overview of the program's effectiveness as perceived by respondents. Data visualization was performed through tables and bar charts to facilitate interpretation.

Data processing was conducted using SPSS version 26 to ensure accurate and reliable analysis. This approach aimed to provide a comprehensive understanding of the success of BPOM's assistance programs and to generate data-driven recommendations for future program improvements..

## **3. RESULT AND DISCUSSION**

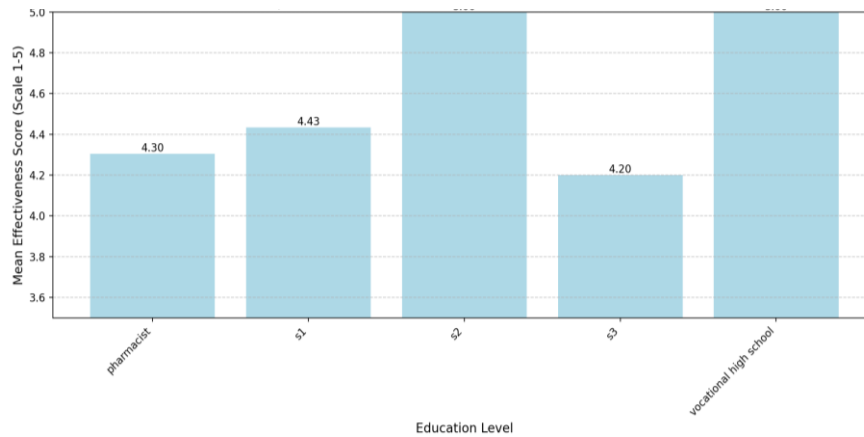
This study revealed the success of BPOM's assistance program in engaging various age groups, with the highest effectiveness level observed in the 18–25 age group, scoring

4.53. This finding indicates that BPOM's approach is particularly relevant for younger generations, who tend to be more adaptable to new information and technology (Majida et al., 2024). The 26–35 and 45+ age groups recorded identical scores of 4.36, while the 36–45 age group showed a slightly lower score of 4.32. Although this decline is not significant, it may suggest differences in expectations or experiences in benefiting from the assistance program. The consistency of scores above 4.3 across all age groups demonstrates the program's universal appeal, reflecting BPOM's success in designing an inclusive and relevant assistance approach for participants from diverse generations, as illustrated in Figure 1.



**Figure 1.** Relationship between Age Group and BPOM Assistance Effectiveness

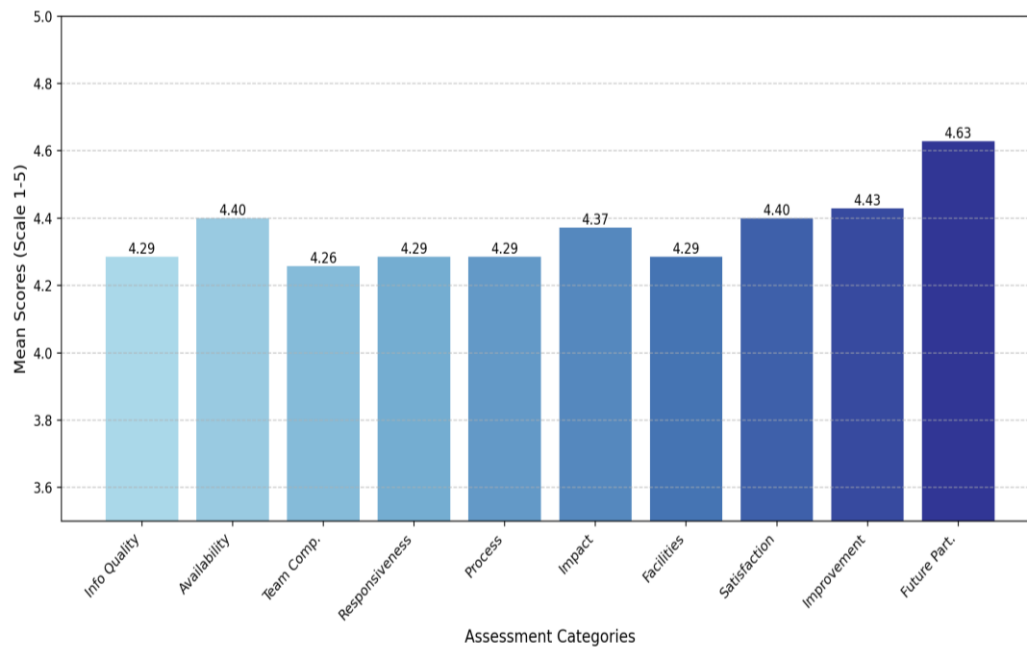
The program's effectiveness was also evaluated based on the educational backgrounds of participants, with results indicating that it successfully reached individuals from various academic levels. Participants with vocational high school (SMK) and master's (S2) education provided the highest scores of 5.00, reflecting the program's relevance to their needs. Bachelor's degree (S1) participants recorded a score of 4.43, while participants with a pharmacist background scored 4.30. Participants with a doctoral (S3) level of education showed a slightly lower score of 4.20, possibly due to their need for more in-depth content or discussions focused on strategic and innovative aspects. The program's success in maintaining scores above 4.0 across all educational levels demonstrates BPOM's ability to bridge knowledge gaps and meet the needs of participants from diverse educational backgrounds, as illustrated in Figure 2.



**Figure 2.** Relationship between Educational Level and BPOM Assistance Effectiveness

Overall, the average scores across all dimensions of program effectiveness exceeded 4.2. Dimensions such as the availability of assistance and overall satisfaction achieved the highest scores, each at 4.40, followed by the impact of assistance with a score of 4.37. The high score for willingness to participate in future programs, at 4.63, reflects strong confidence in the program's benefits moving forward. However, the dimension of the mentoring team's competence received a relatively lower score of 4.26, indicating the need to strengthen team capacity through continuous training to ensure consistent service quality, particularly in addressing the increasingly complex needs of MSMEs, as illustrated in Figure 3. The success of this assistance program underscores the importance of a holistic approach encompassing dimensions of communication, privacy, and inclusivity (Kashuri, 2024).

The findings of this study reveal a high level of enthusiasm among participants for engaging in future programs, reflecting the program's success not only in enhancing participant capacity but also in fostering long-term trust-based relationships. The highest scores observed in the younger age group, 18–25 years, highlight the program's effectiveness in reaching a generation that is more adaptive to technology and regulatory changes. Moreover, the program's ability to cater to participants with diverse educational backgrounds, ranging from vocational high school (SMK) to doctoral (S3) levels, demonstrates the success of its inclusive and adaptive design.



**Figure 3.** Effectiveness of BPOM Assistance Program

Several strategic recommendations are proposed, including enhancing the competence of mentoring teams through continuous training to ensure optimal service quality. Developing technology-based digital modules is also necessary to enrich participant experiences, particularly for younger participants and those with higher educational backgrounds. Additionally, expanding the scope of future programs, including regional collaborations to share best practices, is crucial. Continuous monitoring and evaluation through structured feedback mechanisms are equally important to ensure the program remains relevant and meets the evolving needs of participants. This study underscores the significant potential of BPOM's assistance programs to serve as an effective and sustainable model for supporting MSMEs, both at the national and regional levels.

#### 4. CONCLUSION

This study concludes that BPOM's assistance programs for MSMEs in the natural medicine and cosmetics sectors have demonstrated considerable success in enhancing regulatory compliance and fostering trust-based relationships with participants. The high willingness of participants to engage in future programs underscores the effectiveness of the approach, particularly among younger age groups who are more adaptive to technological advancements and regulatory changes. Furthermore, the program's inclusive design, accommodating participants from diverse educational backgrounds, proves its adaptability and relevance. However, to sustain and enhance these achievements, it is essential to invest in

continuous training for mentoring teams, develop technology-based digital modules to enrich participant experiences, and expand the program's scope through regional collaborations to share best practices. Structured monitoring and evaluation mechanisms are also recommended to ensure the program remains responsive to evolving participant needs and continues to support MSMEs effectively at both national and regional levels.

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