



UNIVERSITAS IPWIJA

SK Kemendikbudristek RI No. 627/E/O/2022

Jl. H. Baping No.17 Kel. Susukan, Kec. Ciracas

Jakarta Timur. 13750 Telp. 021-22819921

E-mail : contact@ipwija.ac.id <https://ipwija.ac.id>

 UNIVERSITAS IPWIJA

No. : 153/IPWIJA.LP2M/PkM-00/2023
Perihal : Narasumber, Pendamping dan Pemberi Materi
Lampiran : -

Kepada Yth.
Sofiyani Chandrawati Anwar, S.Si., Apt., M.Si
Kepala Balai Besar Pengawas Obat dan Makanan
Di Tempat

Dengan hormat,

Sehubungan dengan surat dari Badan Pengawas Obat dan Makanan (BPOM) No.B-PM.02.03.11A.11A2.11.23.225 tanggal 17 November 2023, yaitu akan diadakannya kegiatan, dan perihal tersebut di atas dengan ini Kepala Unit LP2M Prodi Manajemen Universitas IPWIJA menugaskan:

Dr. Hery Margono, S.E., M.M. (NIDN: 0327046702)

Untuk menjadi Narasumber dalam kegiatan yang akan dilaksanakan pada:

Hari / tanggal : Kamis, 23 November 2023
Waktu : 08.00 WIB s/d selesai
Tempat : Hotel Holiday Inn & Suites Jakarta, Jl. Gajah Mada No.211,
Glodok, Jakarta Barat
Tema : “Perkuatan Kapasitas UMKM Pangan Olahan untuk Produk
yang Aman dan Bermutu.”

Setelah pelaksanaan kegiatan Dosen yang ditugaskan diwajibkan membuat Laporan Pelaksanaan Kegiatan kepada pemberi tugas (LP2M Universitas IPWIJA).Mohon bantuan penanggungjawab kegiatan membantu menyediakan berkas yang diperlukan untuk pembuatan laporan pelaksanaan kegiatan.

Demikian Surat Tugas ini disampaikan untuk dapat dilaksanakan dengan penuh tanggung jawab.

Jakarta, 18 November 2023

Rochmad Fajar Darmanto, S.E, M.M.
Kepala Unit LP2M Prodi Manajemen

Mengetahui,



Dr. Ir. Titing Widyastuti, M.M.
Kepala LP2M Universitas IPWIJA

Nomor : B-PM.02.03.11A.11A2.11.23.225 Jakarta, 17 November 2023
Lampiran : 1 (satu) berkas
Hal : Undangan Kegiatan Perkuatan Kapasitas UMKM
Pangan Olahan untuk Produk yang Aman dan Bermutu

Yth. Bapak Dr. Hery Margono
Universitas IPWIJA

Sebagai tindak lanjut dari program fasilitasi UMKM Pangan Olahan, maka Balai Besar POM di Jakarta akan melaksanakan Kegiatan Perkuatan Kapasitas UMKM Pangan Olahan untuk Produk yang Aman dan Bermutu mencakup di dalamnya Bimbingan Teknis (Bimtek) terkait Iklan Pangan Olahan, Strategi Pemasaran Produk bagi UMKM serta Monitoring dan Evaluasi Program Fasilitasi Izin Edar BPOM MD Tahun Anggaran 2023.

Kegiatan ini bertujuan memberikan pembekalan dan pemahaman bagi pelaku usaha mengenai iklan pangan olahan sesuai dengan peraturan yang berlaku, kreativitas dalam beriklan serta strategi bagi UMKM Pangan Olahan untuk mengembangkan pemasarannya. Adapun kegiatan ini akan dilaksanakan secara luring pada:

Hari / Tanggal : Kamis / 23 November 2023
Waktu : 08.00 s/d selesai
Lokasi : Hotel Holiday Inn & Suites Jakarta
Jl. Gajah Mada No.211, Glodok,
Kota Adm. Jakarta Barat

Berkaitan dengan rencana kegiatan tersebut, kami mohon agar Bapak/ Ibu dapat menugaskan narasumber yang membawakan materi terkait Kreatifitas Beriklan Bagi UMKM. Narasumber dapat menghubungi Anisa Nindita (+62 822-1442-4489) dan mengirimkan Formulir Narasumber sebagaimana terlampir, paling lambat Selasa 21 November 2023.

Demikian kami sampaikan, atas perhatian dan kerja sama yang baik kami ucapkan terima kasih.

Kepala Balai Besar Pengawas Obat
dan Makanan di Jakarta,



Sofiyani Chandrawati Anwar, S.Si., Apt., M.Si

Lampiran I

Nomor : B-PM.02.03.11A.11A2.11.23.225

Perihal : Permohonan Narasumber Kegiatan Perkuatan

Kapasitas UMKM Pangan Olahan untuk

Produk yang Aman dan Bermutu

Tanggal : 17 November 2023

Formulir Narasumber

Nama Narasumber	:	Dr. Hery Margono
NIP / Jabatan	:	Ketua BMR DPI
Alamat	:	Jakarta
Materi	:	Kreativitas Iklan
Pendidikan Terakhir	:	S3
No. Hp	:	081296888111
Alamat email aktif	:	Herymargono27@gmail.com
Jakarta,  (Dr. Hery Margono)		

Jadwal Tentative

Kegiatan Perkuatan Kapasitas UMKM Pangan Olahan untuk Produk yang Aman dan Bermutu

WAKTU	KEGIATAN	PENGAJAR/ PIC
08.00 – 08.15	Registrasi peserta	Panitia
08.15 – 08.30	Pembukaan: 1. Pembacaan susunan acara 2. Menyanyikan lagu Indonesia Raya 3. Menyanyikan lagu Mars BPOM 4. Pembacaan doa	Panitia
08.30 – 08.45	Laporan pelaksanaan kegiatan	Ketua Tim Fasilitasi UMKM BBPOM di Jakarta
08.45 – 09.00	Sambutan, arahan dan sesi foto bersama	Kepala BBPOM di Jakarta
09.00 – 10.00	Monitoring dan Evaluasi Program Fasilitasi Izin Edar BPOM MD	Ketua Tim Fasilitasi UMKM BBPOM di Jakarta
10.00 – 11.30	Materi terkait Iklan Pangan Olahan	Narasumber
11.30 – 12.30	Ishoma	
12.30 – 14.00	Materi terkait Kreativitas Beriklan	Narasumber
14.00 – 15.30	Materi terkait Strategi Pemasaran Produk	Narasumber
15.30 – 15.45	Penutupan	Panitia



SERTIFIKAT

Nomor : PM.02.03.11A.11A2.10.23.128

Sertifikat ini diberikan kepada:

Dr. Hery Margono

Atas partisipasinya sebagai

Narasumber

Kegiatan Perkuatan Kapasitas UMKM Pangan Olahan untuk Produk yang Aman dan Bermutu
Balai Besar Pengawas Obat dan Makanan di Jakarta

Jakarta, 23 November 2023



Soliyani Chandrawati Anwar, S.Si., Apt., M.Si

Kepala Balai Besar Pengawas
Obat dan Makanan di Jakarta



BADAN POM

**DEWAN
PERIKLANAN
INDONESIA**

INDONESIAN ADVERTISING COUNCIL

KREATIVITAS BERIKLAN

Dr. Hery Margono

Ketua BMR DPI

Jakarta, 24 November 2023



**GOOD ADVERTISING
DOES NOT JUST
CIRCULATE
INFORMATION.**

**IT PENETRATES
THE PUBLIC MIND
WITH DESIRES
AND BELIEF.**

- William Bernbach

Definisi Iklan

Iklan adalah suatu **bentuk komunikasi** tentang **produk** dan atau merek, kepada khalayak sasarannya agar memberikan tanggapan sesuai dengan **tujuan** pemrakarsa.
(Etika Pariwara Indonesia)



Communication Objectives

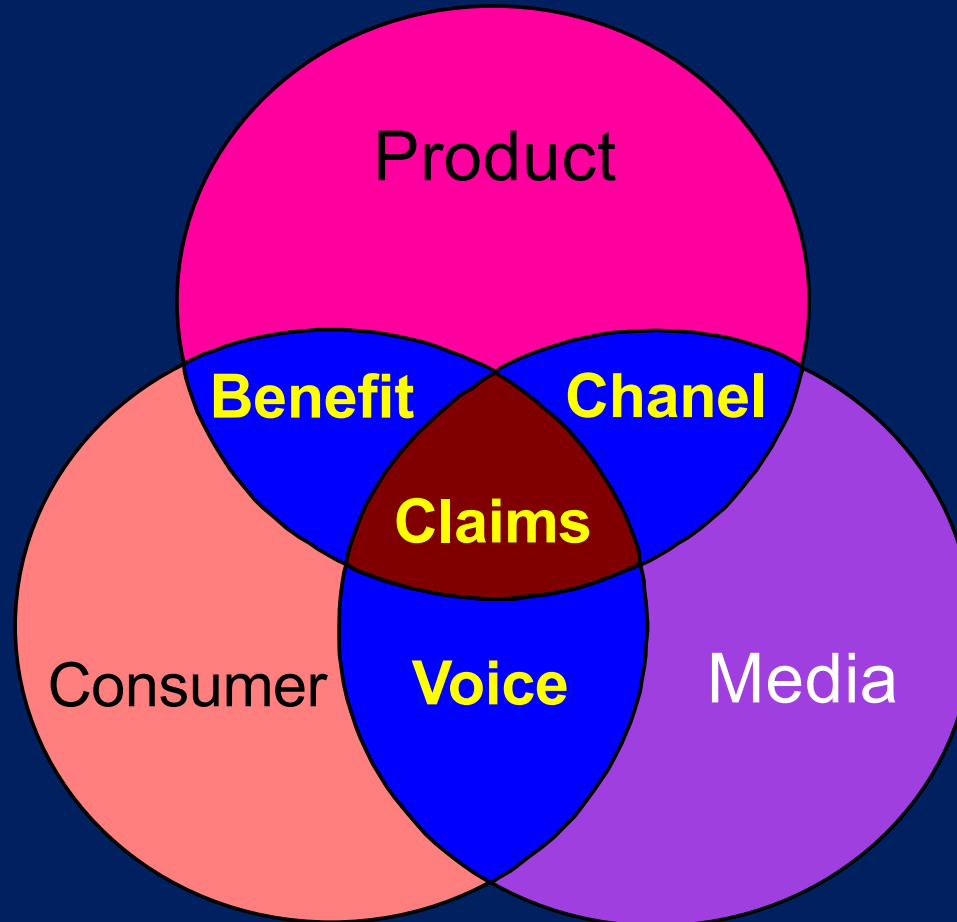
- Informative
- Educative
- Persuasive
- Remindful
- Behavioral change
- Perceptual change



ADVERTISING PROCESS



Three Elements Of Advertising Planning



Product Value

$$\text{Product Value} = \frac{\text{EXPERIENCE} \left(\begin{array}{l} \text{Functional Benefit} \\ \text{Emotional Benefit} \\ \text{Social Benefit} \end{array} \right)}{\text{PRICE}}$$

Developing the Promise
Creating an Aspiration

IMPLIKASI

Dibutuhkan kebijakan tentang **periklanan** agar persepsinya khalayak sasaran benar dan menguntungkan *stakeholder*

Efektivitas Kebijakan (*policy*)

1. *Policy making process*
2. *Policy implementation/enforcement* →
Pengawasan

Sumber Hukum **Perusahaan**

1. Perundang-undangan
2. Yurisprudensi
3. Kontrak Perusahaan
4. Kebiasaan → Self Regulations

“ADVERTISING IS LEGALIZED LYING.”

H. G. WELLS

© Lifehack Quotes

ASAS EPI

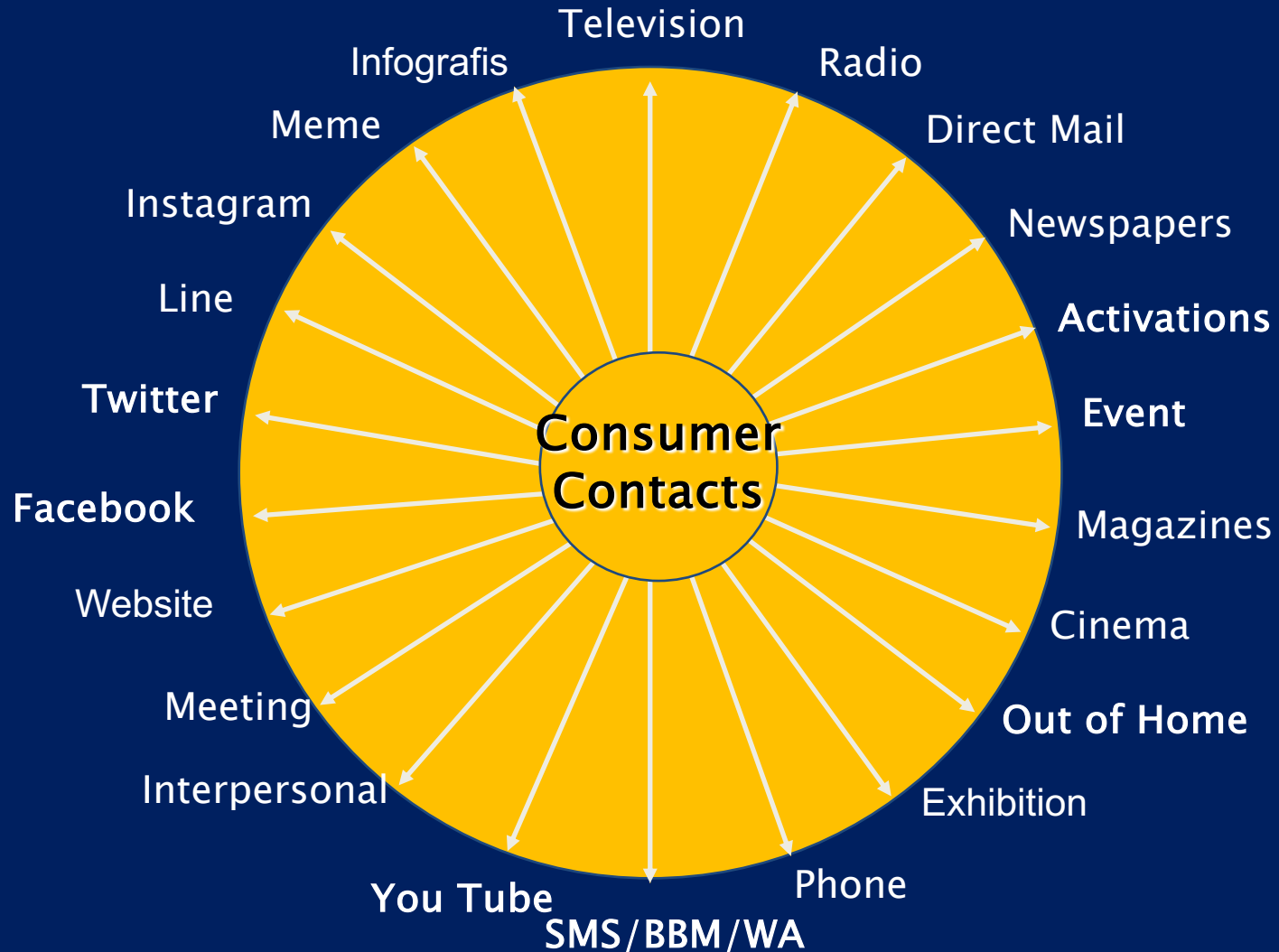
Iklan dan Pelaku Bisnis Periklanan harus:

- **Jujur, benar, dan bertanggungjawab.**
- **Bersaing secara sehat.**
- **Tidak merendahkan agama, budaya, negara, dan golongan, serta tidak bertentangan dengan hukum.**

www.p3l-pusat.com

www.dewanperiklanaindonesia.id

ADVERTISING CHANNEL



MEDIA PERIKLANAN

1. Media Cetak
2. Media Elektronik
3. Media Luar-Griya
4. Media Digital/Internet
5. Media Tatap Muka

The Internet is changing our world and
how we communicate



*“If your business is not
on the internet, then
your business will be
out of business.”*

***Bill Gates, Founder of
Microsoft***

People upload more
than 1,000,000
social media posts
every 60 seconds.

Why Digital Media?

- Fast
- Cheap
- Easy
- More flexible
- Wide reach
- Interactive
- Measurable
- Many variations (*e-commerce, game, application, publisher, transportation on demand, native ad., media sosial: instagram, facebook, twitter, youtube, flog, whatsapp, TikTok, ect*)

JAN
2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



TOTAL
POPULATION



276.4
MILLION

URBANISATION

58.2%

CELLULAR MOBILE
CONNECTIONS



353.8
MILLION

vs. POPULATION

128.0%

INTERNET
USERS



212.9
MILLION

vs. POPULATION

77.0%

ACTIVE SOCIAL
MEDIA USERS



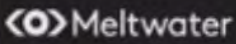
167.0
MILLION

vs. POPULATION

60.4%

17

SOURCES: UNITED NATIONS GOVERNMENT DEPT. OF ECONOMIC AFFAIRS (WORLD POPULATION); THE WORLD BANK; EUROSTAT; CHINA ARII; TAMR & KANTAR (IA WORLD FACTBOOK); COMPANY ADVERTISING RESOURCES AND MARKETING REPORTS; OGDON META RESEARCH CENTER; KEROO ANALYTIC. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



INDONESIA

TOTAL
POPULATION



276.4
MILLION

FEMALE
POPULATION



49.7%

MALE
POPULATION



50.3%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.6%
+1.8 MILLION

MEDIAN AGE OF
THE POPULATION



29.8

URBAN
POPULATION



58.2%

POPULATION DENSITY
(PEOPLE PER KM²)



145.0

OVERALL LITERACY
(ADULTS AGED 15+)



96.0%

FEMALE LITERACY
(ADULTS AGED 15+)



94.6%

MALE LITERACY
(ADULTS AGED 15+)



97.4%

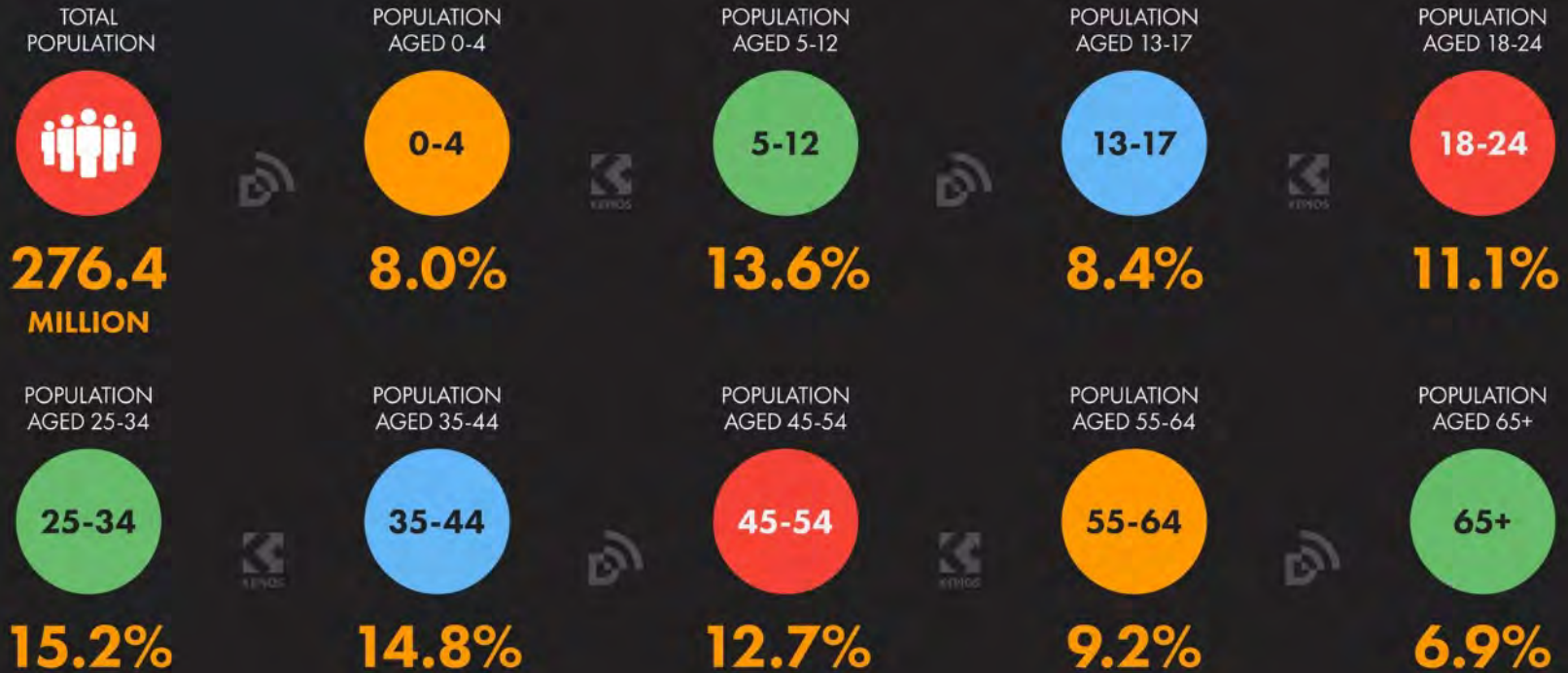
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2023

POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP



INDONESIA



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2023

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



INDONESIA

TIME SPENT USING
THE INTERNET



GWI.

7H 42M

YEAR-ON-YEAR CHANGE
-10.6% (-55 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



2H 53M

YEAR-ON-YEAR CHANGE
+1.8% (+3 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWI.

3H 18M

YEAR-ON-YEAR CHANGE
+0.5% (+1 MIN)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 34M

YEAR-ON-YEAR CHANGE
-11.3% (-12 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 37M

YEAR-ON-YEAR CHANGE
-3.0% (-3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWI.

0H 32M

YEAR-ON-YEAR CHANGE
-13.5% (-5 MINS)

TIME SPENT LISTENING
TO PODCASTS



0H 56M

YEAR-ON-YEAR CHANGE
+1.8% (+1 MIN)

TIME SPENT USING
A GAMES CONSOLE



1H 15M

YEAR-ON-YEAR CHANGE
-5.1% (-4 MINS)

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2023

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USERS



167.0
MILLION

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



60.4%

SOCIAL MEDIA USERS AGE 18+
vs. TOTAL POPULATION AGE 18+



79.5%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



78.5%

AVERAGE TIME SPENT USING
SOCIAL MEDIA EACH DAY



3H 18M

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



8.4

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



46.8%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



53.2%

53

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OECD; U.N.; U.S. CENSUS BUREAU. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*

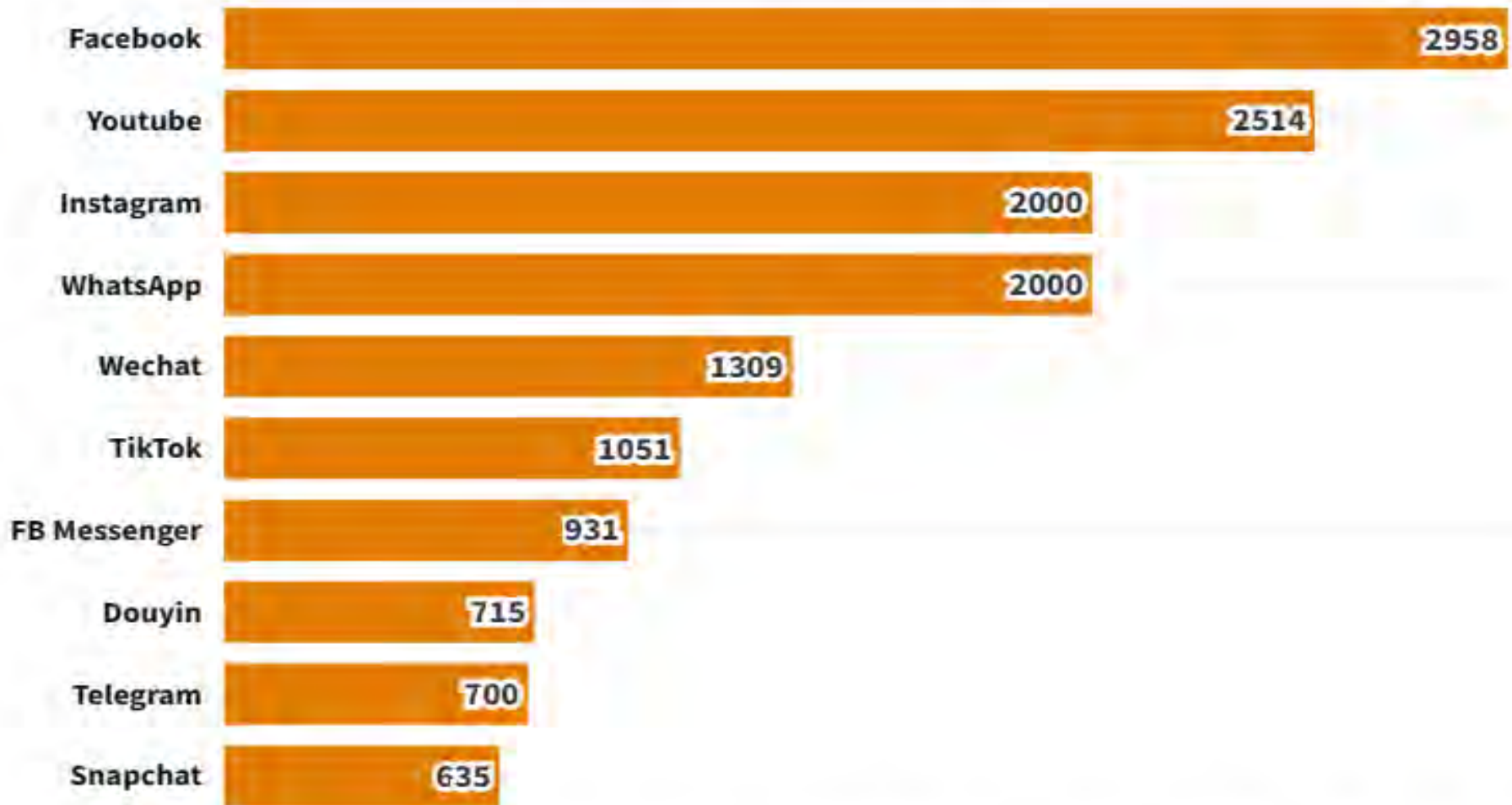


DATA UPDATED TO:
25 JANUARY 2021

Daftar platform media sosial dengan pengguna aktif terbanyak

Januari 2023

Jumlah pengguna aktif (juta)



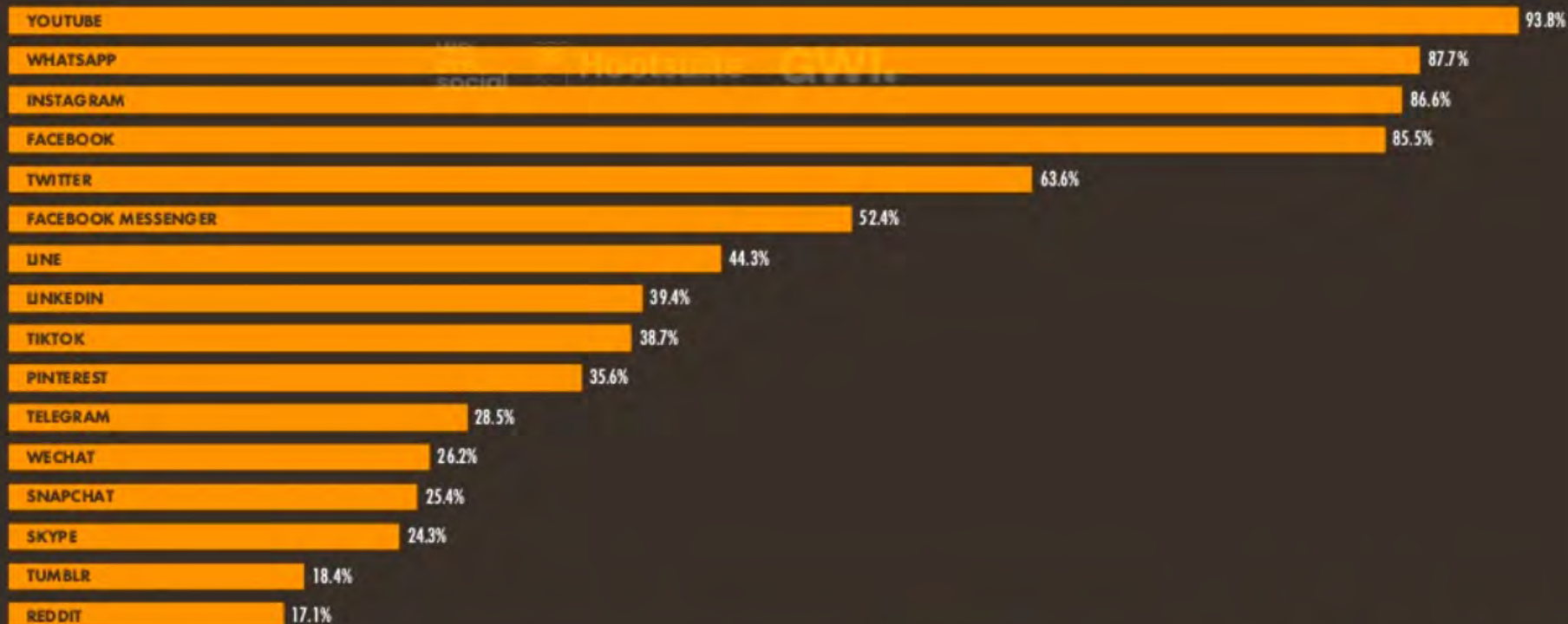
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



INDONESIA



SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH, OR THE ACTIVE USER FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

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Hootsuite®

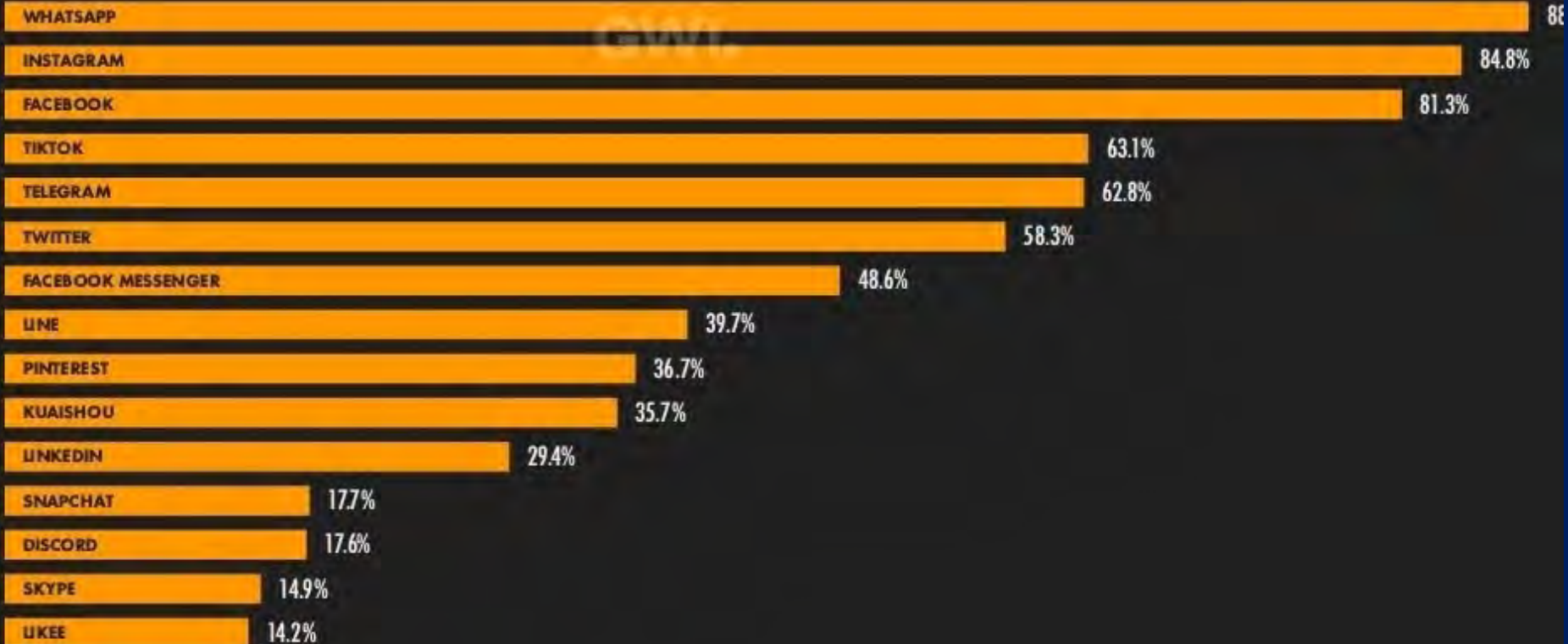
FEB
2022

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



GWI



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD, GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ALTERNATIVE OPTION FOR THIS COLLECTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT ARE APPROPRIATELY MODIFIED BASED ON A SERVICE'S AVAILABILITY IN GWI'S SURVEY.

we

JAN
2023

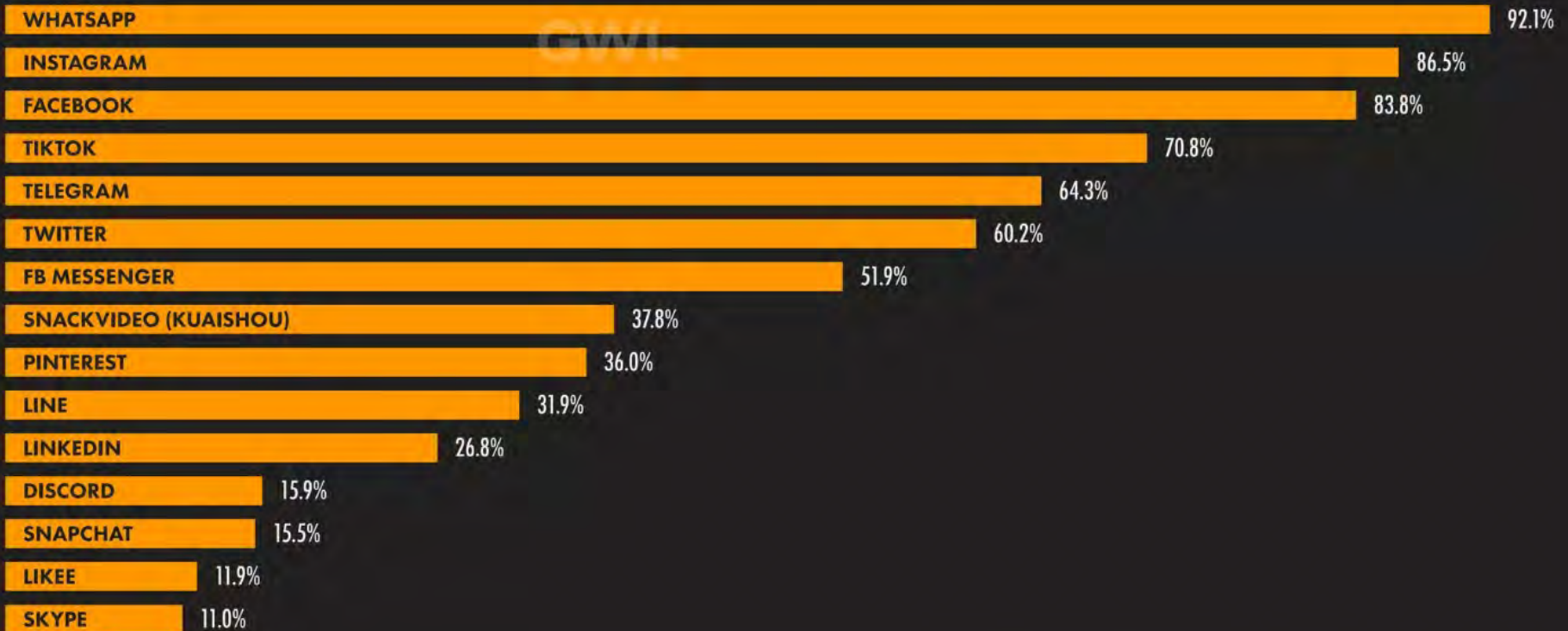
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



INDONESIA



56

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION. WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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TERIMA KASIH