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CONSISTENT IMPLEMENTATION OF SNI: PETROKIMIA GRESIK'S EFFORT TO PROTECT CONSUMERS THROUGH QUALITY GUARANTEES IN IMPROVING AGRICULTURAL PRODUCTIVITY

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Petrokimia Gresik, a member of the Pupuk Indonesia holding company, consistently implements the Indonesian National Standard (SNI) as an effort to protect consumers. This was conveyed by the President Director of Petrokimia Gresik (PG), Dwi Satriyo Annurogo, after participating in the opening of the 2022 Indonesia Quality Expo (IQE) in Jakarta, Thursday (10/6).

He stated that this consistency is a form of assurance for consumers if the products produced by Petrokimia Gresik are of high quality and in accordance with the required specifications. As a result, these products do not damage the soil or plants but are able to improve the welfare of farmers through a more abundant harvest.

Petrokimia Gresik itself has been implementing the SNI for decades. Products from Petrokimia Gresik have been certified with the SNI since 1997 or since the SNI was still called the Indonesian Industry Standard (SII).

Currently, Petrokimia Gresik has eleven products with SNI Approval Letters. There are seven types of fertilizers, namely Urea, ZA, NPK, SP-36, Natural Phosphate, ZK, and Agricultural Gypsum. In addition, there are four non-fertilizer products that have SNI, including Sulfuric Acid, Type 1, 2, and 3 Artificial Gypsum.

If grouped based on their implementation status, the products listed in the mandatory SNI are Urea, ZA, NPK, SP-36, Natural Phosphate, and Sulfuric Acid. The others are classified as voluntary SNI.

Product with SNI certification refers to both subsidized and non-subsidized products. According to the Minister of Agriculture Regulation (Permentan) No. 10 of 2022, subsidies are only given to two types of fertilizers, namely Urea and NPK Phonska.

"Basically, SNI does not consider the fertilizers as subsidized or not, but more towards whether the product is mandatory SNI or not. If yes, then we are required to get an SNI-certified product user certificate. Meanwhile, for voluntary SNI, we are free, but products with the SNI logo will have higher competitiveness because the quality is guaranteed by the government," said Dwi Satriyo.

According to him, the consistency of SNI implementation also has a positive impact on the company. The quality assurance communicated through the SNI logo can boost sales, along with an increased product image and consumer confidence.

"The loyalty of farmers and other business actors is the key to building the Petrokimia Gresik business sustainably. Customer satisfaction and positive reviews from consumers can help Petrokimia Gresik continue to grow and develop," he said.



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In addition, SNI also encourages all production processes at Petrokimia Gresik to be more efficient. Thus, SNI can increase competitiveness for Petrokimia Gresik, because there is a guarantee of product quality, and efficiency of production processes, and the price for farmers is also competitive.

Meanwhile, Petrokimia Gresik's commitment to SNI is not only shown in its consistency of implementation, but also demonstrated through its active role as a conceiver of SNI for several fertilizers and non-fertilizer products, such as SNI NPK Fertilizer (SNI 2803: 2012), Artificial Gypsum (SNI 0715: 2016), Agricultural Limestone (SNI 482: 2018), and Organic Fertilizer (SNI 7763: 2018).

"As a fertilizer producer with the most complete product variants in Indonesia, Petrokimia Gresik is also a reference in the formulation of SNI, especially in the field of mixed fertilizers, which we have been the benchmark for NPK technology in the country," said Dwi Satriyo.

Petrokimia Gresik is also active in the discussion of the Minister of Industry Regulation (Memperind) regarding Technical Sulfuric Acid and Technical Implementation Guidelines. Petrokimia Gresik also participates in a number of technical meetings for the preparation of RSNI, namely for Technical Sodium Hypochlorite, ZK Fertilizer, HCl, and NH₄Cl.

Furthermore, Petrokimia Gresik actively participates in the discussion of the negative vote RSNI for solid organic fertilizer. Lastly, Petrokimia Gresik actively participates in the implementation of ISO 17025: 2017 for Testing Laboratories and Calibration Laboratories.

Meanwhile, the standardization carried out by Petrokimia Gresik has received appreciation from stakeholders through a number of awards. For example, Petrokimia Gresik was crowned as the "Most Trusted Company" in the implementation of GCG based on the Corporate Governance Perception Index (CGPI) in the national Indonesia Trusted Companies Award 2021.

"There are many benefits and protections obtained from the implementation of SNI, both for Petrokimia Gresik and farmers as consumers. Especially in maintaining national food security and improving farmer welfare," concluded Dwi Satriyo.

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