

***ANALYSIS OF GOOD MANUFACTURING PRACTICES (GMP)
IMPLEMENTATION IN NONI JUICE (*Morinda citrifolia*, L.) PRODUCTION
AT UD ZAM JEMBER REGENCY***

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ABSTRACT

Good Manufacturing Practices (GMP) are food production guidelines to meet the requirements for producing quality products according to consumer demands. This research aims to analyze the results of Good Manufacturing Practices (GMP) implementation, identify and analyze deviations or non-conformities in the production of noni juice at UD ZAM, and provide recommendations for corrective actions that need to be implemented by the company to maintain food safety. The research methodology used is descriptive qualitative research. The results of the study based on assessment using a checklist showed that the noni juice business at UD ZAM is classified as level II, consisting of 2 elements in the minor category and 3 elements in the major category. Recommendations for corrective actions include improving the layout and facilities of the production area, enhancing cleanliness and sanitation (including hand dryers and trash bins), organizing storage and packaging areas, and increasing employee training and discipline in implementing cleanliness standards and GMP.

Keywords: *Good Manufacturing Practices (GMP), Noni Juice*