

EMPOWERING WOMEN FISHPOND IN DEVELOPING THE HOME BUSINESS OF THE MILK FISH CRACKERS INDUSTRY

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Abstract

The development of milkfish farming in traditional ponds must of course be based on the potential possessed. One of the most important potentials is the local knowledge of the community about the cultivation system in ponds. The Program for the Application of Research Results for the Community (PIHAT), is directed to provide knowledge and insight to group partners related to the development of milkfish cracker products by improving packaging design, adding shrimp cracker products, and payus fish crackers, as well as marketing management including online marketing, so that a suitable marketing network development model can be obtained and smooth productivity and sales. Meanwhile, the target of the PIHAT Program is the development of milkfish cracker business as an additional source of income for fishing families in Kalanganyar Village, so that more comprehensive knowledge can be achieved on how to increase milkfish cracker production including how to market effectively and efficiently. This series of activities is in addition to identifying partner problems, finding solutions, monitoring, and packaging of milkfish cracker products in supporting marketing; The output of activities is websites, catalogs, scientific articles in accredited national journals, increasing knowledge, improving product quality, improving packaging quality, and improving marketing management. The results achieved in this service activity are that KUB Planet Bandeng which is an average fisherwoman has improved in quality both in terms of taste, packaging, and marketing network.

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INTRODUCTION

Kalanganyar Village is one of the villages in the Sedati sub-district, Sidoarjo district. Geographically, Kalanganyar Village borders Buncitan Village to the west, the Madura Strait to the east, Sawohan Village to the south and Cemandi Village and Tambakcemandi Village to the north. The area of Kalanganyar Village is 27.3Km² or 2730 Ha (3). Kalanganyar Village consists of 6 RWs in which there are 23 RTs. Kalanganyar Village has a total of 1851 heads of families (KK), while the population is 5348 people. The number of men is 2635 people, and the number of women is 2713 people (4). 2/3 of the area of Kalanganyar Village consists of ponds, namely artificial ponds for keeping or cultivating fish. The varieties of fish in this fish pond are milkfish, mujaer fish, tilapia, payus, and shrimp (sindu and vanami) (5). The people of Kalanganyar Village, especially fishermen women, are many who are members of joint business groups, among others, in making milkfish crackers. (6). Based on the experience of the community service team in generating micro, small and medium businesses, they use online marketing communication strategies via social media, and offline by building more effective marketing networks; of course by improving labeling and packaging designs to make them more attractive to potential consumers (7). This experience is worthy of being transferred as a form of (ongoing) training and mentoring to Partners.

The business of making milkfish crackers in Kalanganyar Village is often carried out by female fishermen who are members of the Joint Business Group (KUB); with a production capacity of raw crackers per day 40 packs x IDR 30,000,- = IDR 1,200,000,-, and cooked crackers per day 50 packs x IDR 15,000,- = IDR 750,000,- However, because it is speculative and uncertain, it cannot be developed yet. well. Therefore, a touch from other parties is needed to develop the home industry business, through community service activities: Home Industry Business Development for female fishermen in the village. The following are the results of the production of milkfish crackers that have been produced by the Joint Business Group (KUB) "PLANET MILKFISH ASMONEON" in Kalanganyar Village, Sedati District, Sidoarjo Regency.



Figure 1. Raw Milkfish Crackers



Figure 2. Milkfish crackers

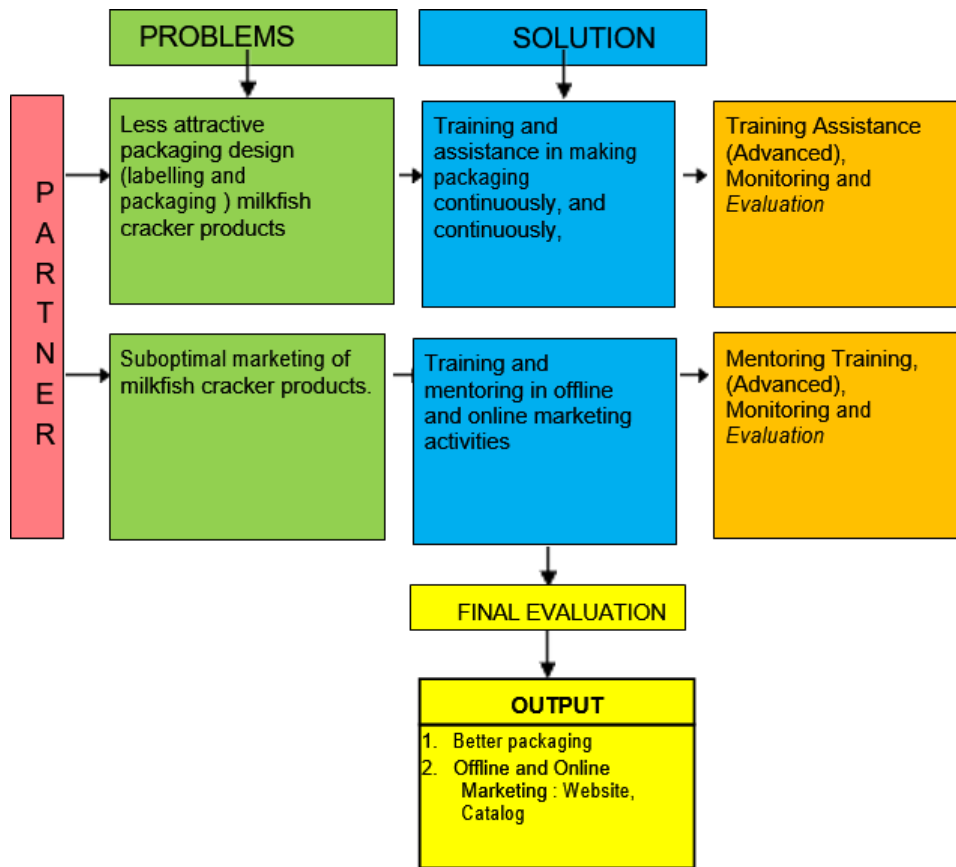
Studying women is always related to values that differentiate social identities between men and women, as well as mandatory activities for women and men in the economic, political, social and cultural fields. These values and activities take place in family, community and nation life (8). Women's empowerment is a process of awareness and capacity building for greater participation in having power and supervision indecision making. As well as transformational action so that women are able to produce

something useful for their lives and their families (9). Women's empowerment in coastal areas is an effort to break the chain of poverty, grow economic strength and generate independence. Women as managers of family finances deserve empowerment programs, their vital role in managing the use of family money for food and education needs (10). Women's poverty in coastal areas has complex problems, namely the factors of being economically poor, socially marginalized, and forgotten in terms of function and dignity (11). The educational factor is that the education level of the people in coastal areas is mostly still low. Education is important because community empowerment will increase personal and group capacity (12). The function of a group for individuals is to provide training and support for its members, helping the individual's psychological development by providing a forum for intellectual and emotional development. Meanwhile, the function of groups for organizations is that positive cooperation between workers is needed so that there is high morale, which can be an important factor for increasing production, awareness of carrying out tasks, so that it will strengthen the organization (13). Community education is a process where educational efforts are realized in an integrated manner with the efforts of local residents to improve social, economic and cultural conditions that are more beneficial and empower the community (14).

Therefore, a communication strategy is needed to empower female fishermen through life skills education based on productive economics by utilizing local potential in an effort to improve the welfare of coastal communities (15). One of the coastal communities in the Sidoarjo district is the fishing community in Kalanganyar Village, Sedati District, Sidoarjo Regency. In an effort to increase the income of fishing families in Kalanganyar Village, among other things, the participation of women fishermen and/or pond in search of additional income. Historically, Kalanganyar Village has been known for its fish ponds and sources of milkfish which are produced by many fishermen. This can be proven by the extensive ownership of ponds by the community, namely 2,232 hectares with 579 pond owners, so that the processing of milkfish pond products in Kalanganyar Village has become one of the business focuses of female fishermen, where one of the things being developed is Milkfish Crackers. It seems that there has been no serious attention from the local government or investors, so this business is not widely known.

METHOD

Method of implementing service activities regarding: Development of the Milkfish Crackers Home Industry Business in Kalanganyar village, Sedati sub-district, Sidoarjo district; Apart from playing an active role in providing training and mentoring, the Service Team also involves 2 (two) students who assist the Service Team in activities: (1) creating labeling and packaging designs for milkfish crackers that are more hygienic and attractive. (2) helping create social media accounts as a digital marketing tool. (3) exploring marketing network mapping to expand markets including market places. The results of the overall training by the student service and implementation team are intended to encourage the independence of the Partner Group to be able to carry out its production activities and market its business by implementing practical and easy to understand marketing communications. More operationally, the PIHAT activity implementation method is described as follows:



RESULTS AND DISCUSSION

Community Service Activities were carried out on June 28-29 2023, by providing training and mentoring to the KUB Partner group "Planet Milkfish". Before the training was carried out, the Partner group started by demonstrating the process of making milkfish cracker products that had been carried out so far, as well as showing the production results that had been made and sold according to their abilities and habits. Their knowledge about making milkfish crackers, including packaging making and marketing management, has so far only been based on their own understanding, so that marketing is less able to compete when compared to other types of crackers. After seeing this reality, the Service Team then carried out training and assistance regarding: packaging design, product development of prawn crackers and payus fish crackers, as well as using digital or online marketing. In terms of taste, the cracker taste is made which is not very different from the typical Sidoarjo shrimp cracker product with a smoother texture, and at a cheaper price. Next, the process of making milkfish crackers up to creating the cracker slices and packaging can be seen in the following picture:

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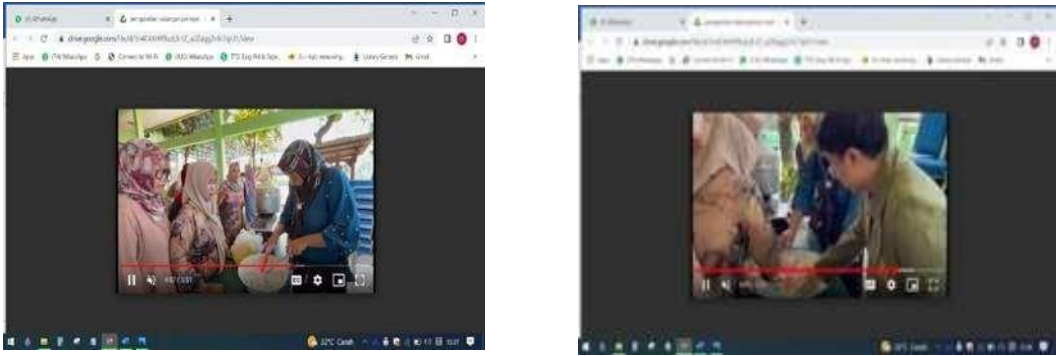


Figure 1. Female Fishpond Fisherman making Milkfish Cracker

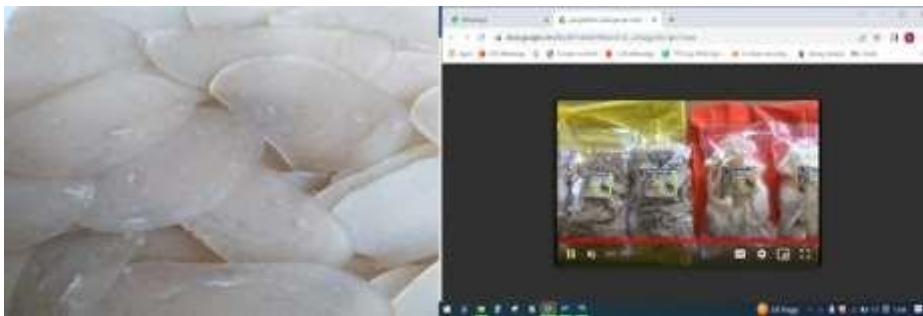
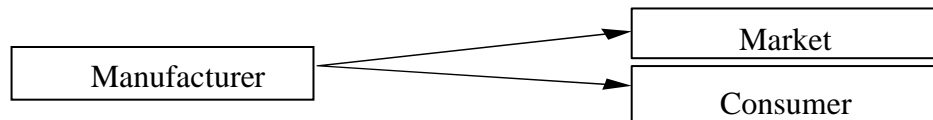


Figure 2. Milkfish crackers in the form of slices/pieces and packaging

In conditions like that, milkfish crackers are marketed in a traditional way according to their own abilities and habits. The following is the marketing model:



Picture 3. Marketing Network Model Before the Next Training, the Community Service Team provides training and assistance is mainly related to the development of cracker products and methods the marketing. The picture below shows the product development of prawn crackers and payus fish crackers.



Figure 4. Milkfish crackers developed into shrimp crackers and payus fish crackers

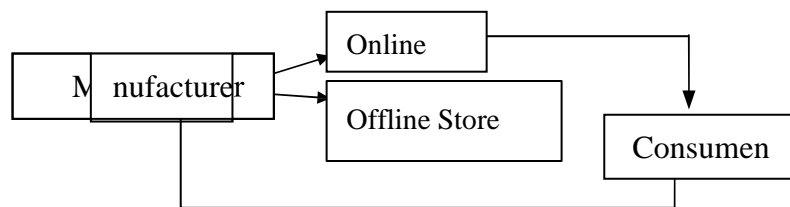


Figure 5. Marketing Network Model after Training and Mentoring

Next Stage

The next stage is monitoring and evaluation, as well as strengthening the management of the group organization which is carried out after training and mentoring. Monitoring and evaluation is very important to see the development of the Partner group in maintaining consistency and continuity, especially regarding taste, production capacity and marketing network, of course by using new packaging. This all influences the increase in sales/marketing of milkfish crackers, shrimp crackers and payus fish crackers resulting from the development of the KUB home industry. Planet Bandeng, so that in the end it also has an impact on improving the welfare of the Mitra group families in Kalanganyar village, Sedati District, Sidoarjo Regency. Therefore, strengthening the organization of the milkfish cracker home industry business group which is part of KUB Planet Bandeng must also receive attention from the Community Service Team.

The Milkfish Crackers home industry business group in Kalanganyar Village actually has quite large potential to be developed, including in efforts to improve the welfare, especially of family groups and generally the community in Kalanganyar Village. However, along with the implementation of community service activities for KUB Planet Bandeng, there is one thing that could become an obstacle, namely their intention and enthusiasm in developing their business. If this intention and enthusiasm is touched more intensively by external parties, then not only milkfish cracker products can be developed, but types of prawn crackers and payus fish

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crackers can also be produced and developed well. If the touch from external villages can be further intensified, then "Mitra's" efforts to create innovative fish-based products can certainly be developed optimally, including in making innovative packaging and developing cracker products other than milkfish crackers, namely prawn crackers and payus fish crackers. Therefore, obstacles related to the intentions and enthusiasm of partner group members must be increasingly stretched. Several things that we as a Community Empowerment Team must pay attention to are the continuity of the Community Service Team in providing assistance, as well as strengthening the function of their group organization well. So it can help provide a way out when they encounter difficulties, both in increasing production and business development as well as in marketing activities. The following is innovative packaging in product development for milkfish crackers, shrimp crackers and payus fish crackers:



Figure 6. Packaging of milkfish crackers, shrimp crackers and payus crackers

CONCLUSION

Based on the dedication to the community and the results that have been achieved, it can be concluded, that before the training and assistance was carried out by the Service Team, the people who were members of the Joint Business Group "Planet Milkfish", in carrying out the production process of milkfish crackers, especially regarding packaging and labeling in the packaging, as well as marketing, were still carried out based on their own habits, resulting in stagnation in production and marketing, thus affecting group income. After training and mentoring, the group members' intentions and enthusiasm gradually increased. Moreover, with the participation of the Village Head in motivating the development of MSMEs in his Village and the activeness of the Group Chair in mobilizing its members, as well as the intervention of the Service Team in assisting with digital marketing, it is hoped that in the future the independence of the Partner group in developing the production of milkfish crackers in particular and other crackers in general can be achieved. materialized. In line with training and mentoring activities, as well as monitoring and evaluation by the Community Service Team, KUB Planet Bandeng in Kalanganyar

Village, Sedati District, Sidoarjo Regency, is increasingly empowered and increasingly showing its enthusiasm in increasing the production of milkfish crackers, and in its development it can also produce Other crackers, namely prawn crackers and payus fish crackers, are also prospective for development.

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