

Development of SMI (Small and Medium Industry) Centres for Fisheries Sector in the Northern Region of Aceh through Community Empowering Around the Coast by Strengthening Networks, Digitization and Downstream Products

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ABSTRACT

Pusong Baro Village and Ulee Jalan Village are two villages located in Banda Sakti district, under the administration of Lhokseumawe City. It has abundant natural wealth from the fishery sector, and has great potential as a dry fish producing village in the Lhokseumawe City area. However, the development of the community's dry fish processing business production is still not good. Problems in the management of dried fish are constrained by the lack of processing of existing dried fish, products that are packaged not yet on standard packaging, marketing of products that are still conventionally so that the sales commodities are small, as well as less qualified marketing management. In overcoming the obstacles of dry fish production in Pusong Baro Village and Ulee Jalan Village, this community service activity provides facilities to the community villages in the form of business tools that facilitate the production process such as *vacuum sealer* machines, fish drying ovens, oil slicing machines and making fish drying houses. The output of community service activities in Pusong Baro Village and Ulee Jalan Village is that they can develop better dry fish processing, product packaging which has been standardized and interesting, increased ability of community business management, publication of service journals, simple IPR, creation of an introduction catalog website dried fish products as well as uploading videos of service activities on the YouTube platform. With this service activity, it is hoped that production activities can increase to be even better than before and can expand the dried fish market commodity community production of Pusong Baro Village and Ulee Road Village.

Keywords: Production, Dried Fish, Marketing, Digitalization, Management.

1. INTRODUCTION (HEAD 1)

Aceh province has a very long coastline, reaching 1,865 km that stretches from the north to the southwest and southeast of the island of Sumatra. The long coastline holds an incredible wealth of natural resources, which should support economic growth, living standards and prosperity of the people around him. However, a long coastline with abundant economic potential has in reality not been able to lift the welfare of its people. Some poor and slum-prone areas are actually located along the coastline. Fisheries as the main sector of the coastline economy is still unable to provide prosperity for most of its citizens. Only a handful of people who have large capital can benefit from the abundance of fishery products. The development of IKM centers is the key to economic equality, which is rich in marine natural resources and economically very potential to be developed in order improving people's living standards. The fisheries sector is expected to continue to develop into a strategic sector in regional development in Aceh Province in the future.

Ulee Jalan and Pusong Baru villages are villages located in Banda Sakti District, Lhokseumawe City. The location of Ulee Jalan and Pusong Baru Villages which are directly adjacent to the Strait of Malacca (Coastal area) which is affected by the tides causes part of the Village area to be included in the vulnerable area disasters,

both tsunami and abrasion from seawater so that a separation zone between the coast and residential areas is needed. 24 inhabitants and a female population of 1369. This population structure according to gender aims to determine the comparison of the number of male and female residents in a location. The sex comparison affects the rate of population growth. The potential that stands out in Ulee Jalan and Pusong Baru Villages is from the fishery sector, which can be seen by the proliferation of wet fish and dry fish traders along the road. In addition, in Ulee Jalan and Pusong Baru have many household businesses such as fish preservation businesses through drying and salting and also businesses sale of pre-preserved or dried fish.

But unfortunately, community involvement in the business of drying and preserving fish is still carried out very simply. In fact, when viewed from the potential of fisheries in the region, fish drying and preservation efforts can be one of the key solutions for people in the region to get out of poverty. Therefore, people who carry out activities in this field really need assistance and guidance from experts who are able to provide enlightenment and guidance for the community for improvement activities both production engineering management and marketing techniques.

At this time, the yield of raw fish production is very large in these two villages, in February, an average of 12.9 tons per day was produced at TPI Pusong, an increase compared to January 2022. Meanwhile, the yield of dried fish in this city is 1.134 million tons in 2019. Usually this fish is dried for sale in the form of packaging that is still very simple, that is, ordinary plastic without any expiration time and PIRT, as well as without a brand of its products as well as less durable.

But unfortunately, the large number of fish catches and the existence of fish drying businesses are not accompanied by the amount of fishermen's income. Most of the people are already comfortable with the current conditions because they do not know whether they are profitable or losing in running a business. Even though the people around the beach can actually lift the dignity and dignity of them and their families much better if they are willing to change their perspective to take advantage of Appropriate Technology (TTG). The problems faced by partners still have a lot to do to develop the business. The existing problems of the community have not been able to solve problems independently, meaning that there is still a need for parties who must jointly help contribute well in terms of scientific theory, funding and assistance to the community.

2. PURPOSE

The objectives of this community service activity are as follows:

- a. Improving managerial skills for fisheries IKM centers so that they are able to manage their business properly and efficiently so that they are able to produce dried fish production that is more than 1.134 million tons to 2,000 million tons in 2023.
- b. Increasing the use of technology in processing to produce high-quality and competitive products, so that the packaging process that has been carried out simply using plastic bags ordinary can turn into attractive packaging and have a brand.
- c. Increasing the adaptation of fisheries IKM centers to the development of information systems, especially for marketing activities and consumer services so as to increase the amount of income of people engaged in IKM fisheries.

3. IMPLEMENTATION METHOD

The method of implementation of this community service activity is a chronological or gradual strategy. The stages are as follows:

- a. Preparation, at this stage of preparation the team coordinates all parties involved, surveys locations, records the latest business conditions, designs products using technology, preparing the tools and materials needed in the implementation of activities, product marketing strategies using technology, forming business groups, determining schedules and person in charge of the implementation activities in the field.
- b. Implementation, at this stage of implementation the team carries out counseling activities, training and providing materials, assistance in the practice of making marketing media, handing over drying houses, drying machines, vacuum sealers are made and created by the team and practice their use. At this stage, the service team uses conceptual and participatory methods, namely by mobilizing and involving partner members in every activity that takes place both activities training, counseling and other activities, so that activities can run well and in accordance with their goals.

- c. Evaluation, this stage uses a reflective method, which is a method that aims to evaluate the program with partners, to find out the shortcomings in the implementation of the program so that subsequently it will can be improved, monitoring the sustainability of the program, by providing assistance to the community to ensure the sustainability and sustainability of the program. The evaluation steps carried out include activities such as observations and interviews/discussions.

3.1. Goals

The target of this community service is community partners in the field of fisheries as the main sector of the coastline economy, which is still unable to provide prosperity for some large its citizens. The development of IKM centers is the key to economic equality that is rich in marine natural resources and economically very potential to be developed in order to improve people's living standards. The fisheries sector is expected to continue to develop into a strategic sector in regional development in Aceh Province in the future.

3.2. Activity Location

This community service activity was carried out in Ulee Jalan and Pusong Baru Villages, Banda Sakti District, Lhokseumawe City as the village with the greatest potential for producing dried fish in the city Lhokseumawe. In addition, in these two villages have many household businesses such as fish preservation business through drying and salting and also the business of selling preserved fish or dried.

4. RESULTS AND DISCUSSION

With the existence of service activities, it can solve problems faced by partners and other SMIs, namely related to governance (management) which is still very minimal, training fish management, product legalization registration and technology-based marketing. Based on this, Malikussaleh University synergizes with partners from related agencies, namely the Lhokseumawe city fisheries service, the industry office, trade and MSME cooperatives. Lhokseumawe city, Health Office and Gampong Community Empowerment Office have conducted Forum Group Discussion (FGD) activities with business actors to get the same goal, namely development of IKM centers in the field of fisheries.

As well as providing training for business actors, Technology Guidance for the list of nutritional content in products, submission of PIRT and issuance of IRT numbers. And Technology Guidance of how business actors have product innovation by making packaging and brand designs to make them more attractive, related to marketing management from and training business actors about digitalization marketing with resource persons who are experts in their fields.

This service activity already has one of the service websites, namely the product catalog website of business results that has been published with PIRT number and has formed a business group that was originally engaged Individuals until now, have been able to become business groups with 4 business groups. In addition, documentation of activities in the form of videos has also been published on the YouTube platform. From bello is the documentations of the result and table of achievements.

Figure 4. 1 Page View Devotion Website

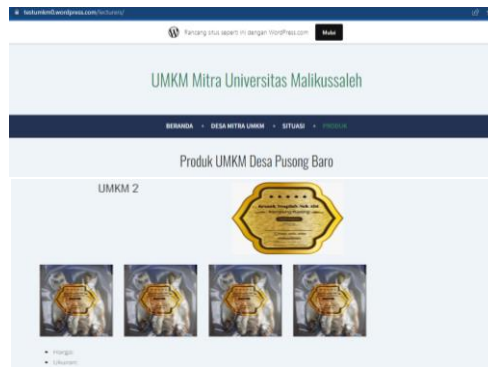


Figure 4. 2 Group Photo with Business Groups



Figure 4. 3 Video Documentation (YouTube)

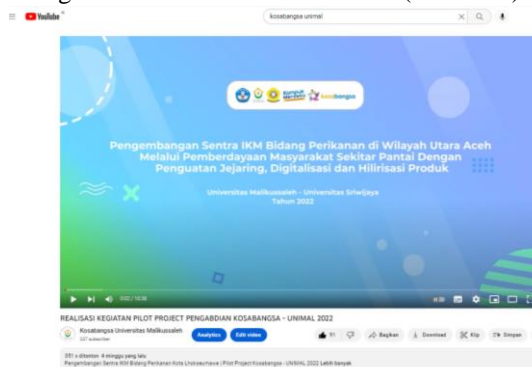


Table 1. Achievements of Service activities

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