

# APPLICATION OF TECHNOLOGY AND EMPOWERMENT OF FISHERWOMAN TO INCREASE THE CAPACITY OF KONNYA FISH FLOSS BUSINESS IN BARRU REGENCY

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## ABSTRACT

The empowerment of fisherwomen to increase the capacity of the Konnya fish shredded business (cockatoo) in Ujunge hamlet is an effort to improve their welfare and the sustainability of the fish processing business as a whole. The main problems of partners are that partners do not have knowledge about CPPOB, lack of partner knowledge about product innovation, partners do not have good business records, and partners still lack knowledge related to product marketing. The solutions offered are by providing training and assistance in product innovation, training and assistance in production (CCPOB and the application of appropriate tools) and training and assistance in business management (financial management and marketing management). The methods of community service carried out include percentage, training, mentoring as well as monitoring and evaluation of activities. From the implementation of community service activities in general, the main problems of the current partners are identified, namely: partners' knowledge about product diversification is still minimal, partners' knowledge about how to produce good processed food (CPPOB) is still minimal, partners are still very minimal knowledge related to product marketing, and partners do not have business records. The results of community service activities are an increase in partner knowledge about CPPOB, an increase in partner skills in processing various flavors of konya shredded fish (original and spicy), an increase in partner knowledge about business recording and bookkeeping, an increase in the empowerment of female fishermen, and an increase in partner knowledge about product marketing and the ability of partners to manage *Shopee* accounts. Community service activities will continue by the team, with the hope that partners will be able to increase their business in terms of quantity and income.

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## Introduction

Women's empowerment in development is one of the important aspects in creating an inclusive, fair, and sustainable society. Women have a strategic role in various development sectors, both in the economic, social, educational, and environmental fields. This empowerment aims to provide equal opportunities for women to access resources, participate actively, and contribute to the decision-making process. Women's empowerment in the MSME sector is expected to reduce poverty levels, increase income, improve knowledge and quality of human resources and prepare the women's community to become a community that is friendly to banks and the economy. Women as entrepreneurs are able to become the driving force of the local

economy. Women entrepreneurs are often the driving force of the local economy.

shows that the role of women as economic actors cannot be ignored, so it is necessary to strengthen their capacity to support the role of women in carrying out productive economic activities. The strategic role of women in each stage of fisheries business activities makes women a fulcrum in development programs. Seeing the large role of women in fishery business activities, every community empowerment program on the coast of Jakarta Bay must involve women.

Ujunge village which is located in Madello Village, Barru Regency is located on the coast. Precisely in Ujunge hamlet, there is a Konya fish processing and marketing group (Poklahsarkan), the majority of which are women. Most women in coastal areas can be the driving force of productive economic activities who at the beginning of their

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function as ordinary housewives become breadwinners with their main business of processing fish and marketing it.

The majority of the income sources from residents in Ujunge village work as fishermen. In fact, not all of the fishermen's catches are sold out. Fish that are not sold out in the market, usually the fishermen immediately bring it home or sell it at a very cheap price. Some prefer to take it home to put in the cooler and resell it the next day. The nature of fish that spoils quickly and is not durable, requires the community, especially the fishermen's wives, to try to help their husbands and think seriously to find solutions on how fish can have economic value, not only can be sold raw, but can be processed into processed / finished food that is practical and durable and of course if marketed has great interest for consumers.

Productive economic activities carried out by fishing families are seen as a new opportunity to increase fishermen's income through business development and diversification. The productive economic activities of fishing families aim to improve the welfare and economic independence of fishing families, which often face challenges such as dependence on fish catches, price fluctuations, and erratic weather.

Based on the results of initial observations in the field, it was found that in Ujunge hamlet the majority of the population works as fishermen who catch fish. The condition of residents on the coast is included in the pre-welfare. So the head of the group, Mrs. Rahima, took the initiative to form a fish processing business group known as Poklahsarkan Konya. This business group consists of 10 members, all of whom are women. Several processed fish products have been successfully made by this group, one of which is shredded konna (cockatoo).



Figure 1. Poklahsarkan Konya Ujunge

The problems faced by women fishermen, especially the partners of Poklahsarkan Konya Ujunge fishermen, are (1) the economic dependence

of women fishermen on fishermen's catches. If fishermen cannot go to sea due to weather conditions and running conditions for some time ( $\pm 3$  months), then the fisherwomen do not get results. (2) Lack of knowledge of partners to diversify processed fish products. Business development and diversification are considered to be a new alternative to increase fishermen's income through diversification of productive economic businesses through fishermen's families, (3) Lack of knowledge of fisherwomen in business management due to ignorance and limited knowledge, (4) Lack of references regarding Good Processed Food Production Methods (GMP).

Based on the problems raised, it is felt that there is a need for the empowerment of fisherwomen through the Konya Ujunge Fish Processing and Marketing Group (Poklahsarkan) through increasing knowledge and skills in fishery product innovation, marketing strategies and business management. Through the empowerment of fisherwomen, it is hoped that there will be an increase in family economic income

## Methods

The method of implementing PKM activities that will be carried out in general has been carried out previously in the PKMS grant activity for Training and Assistance of Seaweed Dodol MSMEs in Sampulungan Village, Takalar Regency, South Sulawesi Province, namely training and mentoring. The methods used in this activity are percentage, training, mentoring, monitoring and program evaluation.

## Results and Discussions

This community service activity was carried out for 8 (eight) months with POKLAHSARKAN KONYA partners chaired by Mrs. Rahima. The number of participants in the activity was 10 people consisting of female fishermen. Community service activities using participatory methods can increase the success of training activities so that it will also have an impact on business activities that will be carried out by women fishermen and the welfare of fishermen's families.

### 1. Innovation training and mentoring

In this activity, partners are provided with knowledge about the diversification of konya processed fish products. The team and resource persons provide knowledge to partners on the importance of product innovation so that the product can compete in the market. The team and resource

persons also provided material related to the importance of Brand and Packaging of a product.



Figure 2 Product Innovation Training and Assistance

As a result of this activity, partners understand the importance of product innovation. So that partners produce processed Konya fish (cockatoo) products in the form of shredded konya fish flavor variants (original and spicy) as well as konya fish bajabu.



Figure 3 Results of packaging and product innovation

## 2. Production training and assistance

Training and production assistance activities so that partners increase the number of production capacity and partners produce sustainably.

Production activities also involve the participants by empowering fisherwomen in Ujunge village.

The material provided to partners is Good Processed Food Production Methods (CPPOB) and the application of CPPOB in processing konya fish floss.



Figure 5 CPPOB training and mentoring

Partners are provided with assistance in the production of fish floss, namely partners are also taught how to use appropriate technology, namely oil slicing machines (*spinners*) to reduce oil levels in processed Konnya Fish floss products.



Figure 4 Application of Technology and Innovation (Spinner Machine)

With the use of an oil slicing machine (spinner), the oil content in shredded konya fish is getting less. With this spinner machine, processed Kona fish floss products can last longer because the oil content is reduced. Partner activities to reduce oil content from shredded fish have also become more efficient.

## 3. Marketing training and mentoring

"Marketing training and mentoring" is a program or activity designed to assist partners in improving their knowledge, skills, and marketing strategies. The training is carried out in stages with a combination of lectures, demonstrations, and hands-on practice methods. Partners are provided with an in-depth understanding of digital marketing and the importance of branding local products to increase the competitiveness and added value of their products. Here are some of the materials in marketing training and mentoring:

- a. Basic Material: Introduction to marketing. According to Kotler and Amstrong in including the concept of 4P (Product, Price, Place, Promotion) and digital marketing.
- b. Marketing Strategy: How to design an effective marketing strategy based on the target market.

The material presented in this activity was

1. Market and Competitor Analysis
2. The Right Marketing Channels

Based on the characteristics of the target market

- a. Social media (Instagram, Facebook, TikTok): For young and visual customers.



- b. Marketplace (Shopee, Facebook and website): For quick purchases.



Figure 6 Marketing Strategy Training and Mentoring

- a. Use of Technology: Training on digital platforms such as social media and marketplaces (Shopee).

Partners are given training and assistance in creating an account on shopee and managing the account.



Figure 7 Marketplace Training and Mentoring

- a. Content Creation: Techniques for creating compelling marketing content (images, videos, and writing).
  - b. Market Analysis: How to analyze competitors, market trends, and consumer behavior.
4. Business management training and assistance

Partners are provided with training and assistance in bookkeeping/business recording. Bookkeeping for MSMEs is very important to help business actors understand and manage their business finances properly.

**Training Methods**

- a. Theory and Explanation of Concepts. Explanation of the basics of bookkeeping with real examples.
- b. Hands-on Practice. Participants record transactions and compile financial statements manually or using an app.

- c. Mentoring. Evaluate participants' work and guidance for implementation in their business.
- d. Q&A and Discussion Answering specific problems that participants face in their business bookkeeping.



Figure 8 Bookkeeping training and assistance

The result of bookkeeping training and assistance activities is an increase in partners' knowledge about bookkeeping and the importance of business recording. Increased partner awareness on how to calculate Cost of Production (COGS).

5. Canva Training and Mentoring

Canva usage training is provided to partners so that they have the knowledge and skills to create product design, content, and logo design. So that partners are able to create interesting content for online product promotion.



Figure 9 Results of Training and Mentoring using Canva

**Conclusions**

Community Service activities in Ujunge village were carried out well, and received appreciation from the participants. The achievement of community service activities is an increase in partner knowledge about CPPOB (GMP), an increase in partner skills in processing various flavors of konya fish floss (original and spicy), an increase in partner knowledge about business recording and bookkeeping, an increase in the empowerment of fisherwoman women, and an

increase in partner knowledge about product marketing and partners' ability to manage Shopee accounts. Community service activities will continue by the team, with the hope that partners will be able to increase their business in terms of quantity and income.

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### Conflicts of Interest

The authors declare no conflict of interest.

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