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Development of Sagaurung Fish Downstream Potential as a form of Women's Empowerment in order to increase family economic income

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Abstract

Community empowerment is an effort to make what belongs to the community better so that the community can fulfill its needs as well as possible so that it can survive and develop independently in the economic, religious, social and cultural fields. In this research, researchers took a community empowerment of MSMEs, household businesses, BUMDes, Farmer groups, markets and other community economic assistance as part of this program. This empowerment takes various forms, such as training, workshops, funding, equipment assistance, renovation of facilities/infrastructure, and so on. It is hoped that this approach will improve societal and economic welfare in economic terms, community empowerment focuses on areas of progress and increases public awareness of local resources that can be exploited to generate income. Community economic empowerment requires strengthening community members' ownership of factors of production, control over distribution and marketing, the ability to earn sufficient income, and the ability to access information, knowledge and skills.

Keywords: Downstreaming, Potential, Sagarurung, Empowerment

INTRODUCTION

The rivers in PALI Regency have the potential to serve as fish habitat and a source of livelihood for local fishermen. In these rivers, you can find various types of freshwater fish such as tilapia, tilapia, catfish and shakehead. This fish species has the potential to be developed and used as consumption fish (Kartamihardja, 2014). PALI Regency fisheries production in 2020 amounted to 1,876,35 tons. Meanwhile, total fish consumption ini 2020 amounted to 7,155.26 tons. (Source BPS, 2023). During the 2019-2020 period, fish

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production in PALI Regency increased from year to year. The increasing production trend indicates that the potential of fish resources in PALI Regency can still be developed.

The development of MSMEs will broaden the economic base and make a major contribution to accelerating structural change, namely by increasing regional economies and strengthening national economic resilience. (M Mihani, 2022).

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in driving economic growth in the community. The existence of MSMEs can also contribute to reducing unemployment in Indonesia. However, the challenges often faced by small and medium enterprises include limitations in the use of technology and digital platforms and transaction systems that still rely on manual methods, such as recording company data using paper. (Sulastri, 2022).

Globalization and free markets are challenges for Micro, Small, and Medium Enterprises (MSMEs) to survive. The rapid flow of information and increasingly free competition have increased consumer and customer awareness of the many choices of goods and services that can be chosen. If MSMEs do not immediately improve themselves, then MSMEs will be threatened with losing competition and going bankrupt. (Silaban, 2021)

MSME assistance is very necessary to overcome the problems faced by MSMEs related to the lack of knowledge of MSME actors in managing MSMEs. The same thing has been put forward by Harventy, Zuabaidah, and Kholmi (2020).

The Female Population of PALI Regency is 99.212 people, while the male population is 102.850 People. This is from BPS (Central Statistic Agency) Data. It can be seen from the data above that the number of male and female residents is almost the same.

DISCUSSION

Based on the findings of researchers in the field, the number of SMEs for sagarurung smoked fish in PALI Regency is around 28 people. Those who became the researcher's references were Recency Officials and the MSME entrepreneurs of Sagarurung smoked fish. In the data above, researchers see so much progress in the smoked sagarurung fish business that there is government support in advancing the cultural heritage of smoked sagarurung fish in PALI District. This phenomenon became the subject of this research. Researchers saw that the phenomenon of many women at Pali Regency to become Sagarurung fish traders was motivated by a fairly profitable income. Based on the researchers findings, there are three marketing strategies carried out by the sagarurung smoked fish MSMEs in Pali District to increase their sales results.

1. Product marketing in increasing the MSMEs of Sagarurung smoked fish

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One important component in marketing is the product. Products are the opening door to marketing. Based on the data above, it is known that the owner has determined the criteria for the sagarurung smoked fish product to be the result of processing from fresh fish raw materials obtained by suppliers who deliver orders to markets every day. Apart from buying fish raw materials, business actors also buy good seasoning raw materials in the form of onions, chilies and tamarind. This aims to produce products of good quality so that they can compete with MSMEs which are also involved in processing sagarurung smoked fish. Talking about the types of fish products used, these business actors use 3 different types of fish which will be marketed to consumers. Products with the best quality will certainly have an impact on increasing sales of smoked Sagarurung fish.

Based on the results of the interview above and supported by observation and documentation activities by researchers, it can be concluded that the SME products of sagarurung smoked fish is a quality smoked fish product so that it is visible to attract customers' interest in buying smoked fish because of the guarantee of product quality.

2. Price marketing in increasing sales to MSMEs of sagarurung smoked fish.

After the product, in marketing there is also a price component. Price is the amount or compensation paid by consumers/customers to obtain a particular product through a purchase transaction. Price marketing analysis in relation to SMEs of sagarurung fish is quite cheap and representative. Pricing is a form of price marketing applied by sellers. The aim of determining the price is so that the product can compete so as to increase sales of smoked fish. Apart from that, the price of the fish is the result of calculation based on raw materials and profits from the owner so that the final price sold on the market is obtained. In discussions regarding the price of smoked sagarurung fish, the seller has certainly determined it through various careful considerations so that profits can be achieved. Based on the various interview results and observation above, it can be concluded that price is an important component in marketing. As MSMEs, sellers must set prices that are reasonable and affordable for buyers so they can increase product sales.

3. Promotion to increase sales to MSMEs of sagarurung smoked fish.

Promotion is one of the main components in marketing. Promotion is an activity to introduce products to the market and customer with the main aim of increasing sales. In the context of the Sagarurung smoked fish MSME, promotional activities are also carried out by the local government to introduce the local cultural heritage of PALI District to the outside world. The promotion for MSME players is an

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opportunity to attract customers both within the region and outside the region. The form of promotion carried out by these actors uses online methods such as Facebook, WhatsApp and Instagram and puts up banners in front of the production location so that passing road users know the location of the Sagarurung smoked fish MSME. Regarding the use of the WhatsApp platform, it is considered very effective in increasing sales of Sagarurung Smoke fish because it is greatly facilitated by the use of WhatsApp technology for customers.

Carrying out promotions requires serious effort and hard work because there are also many competitors selling sagarurung smoked fish in the Penukal Abab Lematang Ilir district.

Matriks SWOT

Potential For Downstreaming Of Sagarurung Fish

IFE / EFE	Strengths (strengths/S)	Weaknesses (weaknesses/W)
	1. The Taste of smoked fish 2. Has Characteristic 3. Familiarity between business actor and others	1.Limited Availability of fish raw materials 2. Lack of Cohesion Between Business Actors 3.Limited Capital
(Opportunity/O) 1. Support from Government 2. Capital form banking/Cooperative 3. Business expansi	Strategy S-O 1. Carry out product innovation to attract and grow customer loyalty and support future market expansion 2. Maintaining taste by utilizing government support such as participating in events in order to strengthen market share 3. With government support and capital form banks/cooperatives, the production and sales process can be maximized, and the stability of	Strategy W-O 1. Having capital from banks/cooperatives will make it easier for business actors to source raw materials. 2. Utilize capital form banks/cooperatives for the continuity of Business actors in purchasing raw materials 3. create communication between business actors by taking advantage of events held by government 4. Having capital form banks/cooperatives will

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	selling price can be maintained	make it easier for business actors to source raw materials.
Threats (threats/T) 1. Competitors who offer the same product 2. The Emergence of competitors offering different product 3. lack of distributors/suppliers of fish raw materials	Strategy S-T 1. Good raw materials and good processing can create different flavors 2. Has different characteristics from other smoke fish	Strategy W-T 1. Efforts to increase solidarity between business actors in obtaining raw materials and overcoming existing business competition

CONCLUSION

This research aims to identify and develop the potential for downstream sagarurung fish as a means of empowering women to increase their family income. Sagarurung fish is a local fishery commodity that has not been utilized optimally, even though it has high added value when processed into various derivative products. Through a participatory approach and capacity strengthening, this research involved women's groups in coastal areas who have direct access to sagarurung fish resources. The main activities include training in processing fish into downstream products (such as shredded meat, crackers, nuggets and smoked fish, training in packaging, digital marketing and micro business management.

The Results of the activity showed that there was a significant increase in the knowledge and skills of female participants. In addition, it has been proven that processing sagarurung fish into downstream products increases household income by an average of 30% -40% in the first three months of program implementation. This empowerment also has a positive social impact, namely increasing women's self confidence and their active role in community economic activities. Thus, the development of downstream sagarurung fish not only strengthens the family economy, but also becomes a sustainable women's empowerment strategy in the local based fisheries sector.

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