

Entrepreneurship Training on Soft Thorn Milkfish Processing at the INS Producer Cooperative Assisted Group in Teluk Laikang, Takalar Regency

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Abstract

INS Producer Cooperative is a business partner engaged in the fisheries and marine sector. Specifically, partners aim to improve people's living standards in the blue economy sector. Apart from that, the cooperative program is supported by coastal fishing communities as part of the community empowerment program. The cooperative-assisted fishing community still does not have adequate knowledge in processing innovative milkfish technology. There is also still insufficient knowledge of developing an entrepreneurial spirit to achieve family prosperity. This Community Service offers solutions in the form of entrepreneurship training activities and assistance in processing soft spiny milkfish as a solution to the problems faced by coastal fishing communities in overcoming the problem of poverty alleviation, which has an impact on improving community welfare. The aim of this PKM is that fishing communities are capable of entrepreneurship and can master the technology for processing soft spiny milkfish products to create family business opportunities and achieve family economic prosperity for coastal fishing communities assisted by the Cooperative.

Keywords: Coached Group, Training, Entrepreneurship



INTRODUCTION

Utilization of fisheries and marine resources still does not provide maximum contribution to the creative economy which has an impact on improving community welfare. Indonesia's territorial waters occupy around 70%, which has great potential to contribute to improving the community's economy. The technology for processing marine fishery products is still very low and is not yet supported by reliable human resources. Therefore, community service activities aim to improve the blue economy fishing community in the fisheries and marine sector to become an economically independent community.

This activity is carried out in the form of entrepreneurship training, to create independence and comfort in living in society. Furthermore, assistance activities for the processing of fishery and marine products in the context of community-based empowerment by improving thinking skills, soft skills, and hard skills of fishing communities in creating and innovating so that home industry opportunities emerge. This community service activity is a solution to the problems faced by coastal fishing communities to alleviate poverty and make life comfortable for fishing communities on the coast of Laikang Bay, Takalar Regency.

Takalar Regency has a vision of realizing a superior, prosperous, and dignified Takalar Regency. Takalar Regency consists of 100 villages/sub-districts located in 10 sub-districts. The area of Takalar Regency is recorded as 566.51 Km². The distance between the capital of Takalar Regency and the capital of South Sulawesi Province is 45 km via Gowa Regency. The population who work as fishermen based on gender in Takalar Regency is 24,725 men, 12,111 women, and a total of 36,836 men and women who work as fishermen. Data from the Central Statistics Agency (BPS) of Takalar Regency shows the number of individual agricultural businesses in fisheries is 8,155 people, while the number of individual agricultural businesses in fisheries is 7,868 households.

The socio-economic sector of Puntondo Hamlet, Teluk Laikang Village works in the small and medium enterprise (MSME) sector, including Tiger Prawns, Vaname Shrimp, Milkfish, Tilapia, Crab, Crabs, Seaweed, Boat Making, Fishermen and Fish Catchers. Fluctuations in income from fishermen's catches in the coastal areas of South Sulawesi are caused by seasonal factors, especially during the lean season which is usually marked by a decrease in the number of catches. This results in price fluctuations which have an impact on reducing fishermen's income. Apart from that, the production of fishermen's catches that are landed during the lean season may also experience a

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decrease in production volume due to being bought by traders in the middle of the sea and landed in other areas, or landed in other areas by these fishermen. This is also what differentiates the income of fishermen in each coastal area in South Sulawesi

In Indonesia, soft spiny fish products are starting to become known, even though the amount of production is still below that of salted fish and pindang fish, but in the future the prospects for soft spiny fish processing are quite bright. Soft spiny fish is one type of diversification in the processing of fishery products, especially as a fish processing modification which has the advantage that the bones and spines from the tail to the head are soft so that they can be eaten without causing problems with the spines in the mouth (Arifuddin, 1988).

According to SNI No: 4106.1-2009, presto fish/soft durian is a processed fishery product made from whole fish as raw material which undergoes the following treatment: receiving raw materials, sorting, weeding, washing, soaking, wrapping, steaming, cooling, packing, packing. , tagging, and storage.

The INS Producer Cooperative is a national private cooperative that operates in the fisheries and marine sectors and cultivates free-range chickens and laying hens and broilers. The INS Producer Cooperative was founded on September 26 2019 in Makassar based on a deed of establishment no. 23 by Notary Kamariah Karim, S.H., M.Kn. The vision carried out by the INS producer cooperative is the realization of an independent and resilient cooperative with

based on the Trust in building a shared and just economy in Indonesia

The specific problems that form the background for the implementation of this community service are as follows:

1. Coastal fishing communities have never been provided with activities or training on soft spiny milkfish products which can improve the businesses of local communities.
2. The weaknesses are production processing techniques for Soft Spiny Milkfish, marketing techniques, information systems techniques, marketing skills, innovative product packaging, and business planning materials.
3. Fishermen on the coast do not have the knowledge to develop business and household economics and this has an impact on the pattern of loan sharks with high interest rates and causes economic prosperity to not be achieved.

1. LITERATURE REVIEW



According to Nursyamsi (2013), Training then could be regarded as one of the key success factors in improving the skills. Entrepreneurship training is an activity carried out to develop knowledge, talents, skills, and attitudes by applying a creative and innovative entrepreneurial spirit to take advantage of the opportunities faced and solve problems in the field using simulations in the training. A good empowerment program that can bring out various potentials and developments assisted by new systems, tools, or technology and the role of trainers who will speed up the empowerment process so that it adds value, as well as encouraging people to be able to position themselves proportionally and become the main actors in utilizing their strategic environment to achieve sustainable development for the long term (Rumawas, 2018)

In the attachment to the Decree of the Minister of Cooperatives and Small Entrepreneur Development Number 961/KEP/M/XI/1995, it is stated that an entrepreneur is a person who has the spirit, attitude, behavior and ability of entrepreneurship while entrepreneurship is the spirit, attitude, behavior and ability of a person in handling business or activities that lead to efforts to search for, create and apply new ways of working, technology and products by increasing efficiency to provide better service and/or obtain greater profits.

Entrepreneurship can be defined as the mental characteristics of people who have sensitivity in seizing opportunities, as well as the ability to develop creative and innovative ways of thinking, and the courage shown in filling opportunities. The substance is the idea of solving problems and fulfilling needs (Budhi Wibhawa, 2010).

PROBLEMS AND SOLUTIONS OFFERED

Production Field Problems

The Milkfish Cultivation Production Sector is currently experiencing a significant decline. Due to the impact of Covid 19, production of many marine fisheries products has stagnated. There is a problem of unstable production in meeting the export market target as a superior commodity. Milkfish farmers still use traditional production patterns so that the amount of production each year is not able to meet the needs of domestic and foreign markets. Insufficient processing technology for the diversification of milkfish products. There has not been the emergence of entrepreneurs in diversified processed products from fisheries and marine products. Based on this problem, the following solutions are offered:

- a. It is necessary to increase the quantity of milkfish farmers' production to meet the needs of domestic and foreign markets

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- b. There is a need to create innovations in milkfish production processing technology to create creativity and entrepreneurial innovation to meet the needs of domestic and foreign markets.

Management Field Problems

There is a problem commonly faced by sea milkfish cultivators, namely the lack of adequate capital financing facilities for milkfish business actors. Apart from that, there is no provision of credit for small and medium enterprises (MSMEs) for milkfish business actors, there is a need for processing technology for the diversification of innovative milkfish products, there has not been a business management system created that can be a reference for milkfish cultivation business actors, and there is insufficient information technology knowledge. Based on this problem, the following solutions are offered:

- a. Publish a management system that becomes a reference for Marine Fish farming groups in running business as entrepreneurs.
- b. There is a need to grow entrepreneurial production with sea milkfish as the basic ingredient to create new business opportunities in the blue economy sector and also increase the income of fishing communities, and sea milkfish cultivating groups.

Marketing Field Problems

Lack of interest in the community's preference for milkfish is also a problem faced. Insufficient marketing knowledge of business actors and inadequate packaging of processed fishery and marine products. There has not yet been a foreign export market targeted by milkfish business actors. The needs of the domestic market have not been met, only supplying local markets. Based on this problem, the following solutions are offered:

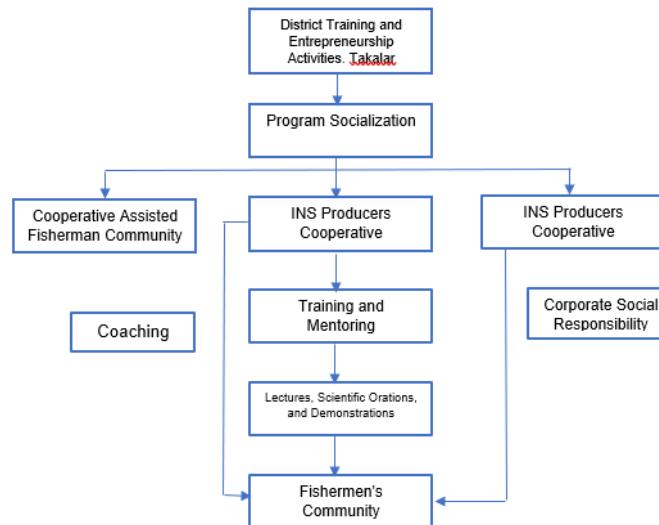
- a. Providing outreach on sea milkfish products in the blue economy sector which has an impact on society in improving the welfare of fishermen.
- b. There is a need to increase knowledge and marketing skills in marketing processed soft-spiny sea milkfish products. In this case, you can be trained to market online or increase your marketing collaboration network at both local and international levels.
- c. There is a need to reduce the price of milkfish feed so that it can be reached by milkfish cultivation businesses



- d. Provide knowledge and skills in the fields of business planning, production, marketing, organization, management, finance, and information networks.

IMPLEMENTATION METHOD

Chart 1. Flow of Community Service Activities



Method, Place, and Time of Implementation

Implementation Method: Scientific oration, FGD (Focus Group Discussion), and demonstration.

Date: June 22, 2024

Time: 30-60 minutes

Place: Baruga Minapolitan Laikang Bay

Target Audience

The targets of this training in community service are:

1. Groups assisted by the INS cooperative, this target selection is based on the fact that the assisted groups still do not have adequate knowledge and skills in processing fishery and marine product technology.
2. Coastal Fishermen's Community, Puntondo Hamlet, Teluk Laikang Village, Takalar Regency, this target selection was based on the fact that the coastal

Fishermen's Community had never been given entrepreneurship training activities and assistance in processing Soft Thorn Milkfish products.

Training Methods

The training stages are carried out as follows:

1. Socialization
 - a. Socialization of community empowerment programs to the government and community
 - b. Entrepreneurship Socialization and Training as well as the role of mentoring PKM activities
2. Training
 - a. Fisheries Sector Financial Management Training
Aims to provide fishermen with an understanding of post-harvest financial management and motivate fishermen to apply financial management knowledge so that their financial cycle becomes stable
 - b. Training on processing Soft Thorn Milkfish products
Teaching how to properly process soft spiny milkfish, so that people can make high-quality products and take advantage of existing market opportunities.
 - c. Training on innovative products processed from the basic ingredients of Sea Milkfish
Teaching how to create innovative products from sea milkfish, so that fishing communities can produce new, interesting, and high-quality preparations.
 - d. Training on processing and packaging of milkfish
This training teaches effective milkfish processing techniques and proper packaging methods so that people can produce quality and safe fish products, as well as extend the product's shelf life.
 - e. Coastal Fisherman Human Resource Development Training
This training is to improve the skills and knowledge of coastal fishermen's human resources in Teluk Laikang Village so that they can manage resources more effectively, increase catches, and optimize marketing techniques.
 - f. Entrepreneurial Business Management Training in growing the blue economy movement to support family welfare in the context of poverty alleviation.
Equipping entrepreneurs with effective business management skills, to encourage sustainable blue economy growth. This training aims to help



participants develop businesses that support family welfare and contribute to poverty alleviation through the optimal use of marine resources.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

This Community Service is important to carry out because it offers a solution in the form of entrepreneurship training activities and assistance in processing soft spiny milkfish as a solution to the problems faced by coastal fishing communities in overcoming the problem of poverty alleviation, which has an impact on improving community welfare. It is hoped that the training, mentoring, and development of the Prestomilkfish innovation production can increase the income of coastal fishing communities at the INS producer cooperative in Takalar and improve the welfare of the local community.

Suggestions

1. There is a need to be training that is tailored to the needs and potential of the local community.
2. There needs to be an example of product innovation by making good use of existing regional resources so that it can compete with other products.
3. There needs to be assistance and capital support provided by local agencies so that business actors can maintain and develop their businesses.

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