

# Strategy of Fisherman Empowerment in the Production of Milkfish Spine Floss in Segoro Tambak Sedati Sidoarjo Regency

*by* Diana Hertati

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## Conference Paper

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### Strategy of Fisherman Empowerment in the Production of Milkfish Spine Floss in Segoro Tambak Sedati Sidoarjo Regency

Diana Hertati<sup>1\*</sup>, Nurhadi<sup>1</sup>, Ade Kusuma<sup>1</sup>

<sup>1</sup>Department of Social and Political Science, Universitas Pembangunan Nasional "Veteran" Surabaya, East Java, Indonesia

#### Abstracts

The complex problems faced by fishing communities are social, economic and educational issues. The community empowerment strategy will increase both personal and group capacity as it enhances the ability and the potency of coastal women to become more independent. The main problem faced by women in fisherman community of Segoro Tambak Village in producing floss made from Milkfish spines that is: 1) The limited knowledge and skill of women fisherman technique in the production of milkfish spine floss, 2) limited access of the bussiness group to the market). These problems require third parties to help improve production capability and support the success of marketing, so this community service activity aims to: 1) Assist the business group of fishermen in improving technical skill of production of milkfish spines floss, 2) Helping to overcome the problem of limited market access for business group of women fishermen. The methods employed to help solve this problem are 1) Conducting counseling and practice of making milkfish spine floss in accordance with the concept of better taste with good quality, 2) counseling and marketing practices related to selling and marketing techniques, 3) Monitoring and mentoring after counseling. The expected outcomes in this activity are: 1) the concept of taste of milkfish dumplings good quality, 2) The model of development of marketing network of abon industry of milkfish fish, 3) Scientific articles in the form of proceedings.

**Keywords:** Empowerment of groups, floss production, milkfish, women fishermen

#### INTRODUCTION

Community empowerment is a strategy that can be done in overcoming poverty in an effort to improve the dignity of society, which in its present condition is unable to escape the poverty trap and backwardness (Kartasmita, 1996: p.144). According to Directorate of PMP, a total of 32.14% of the 16.42 million fishermen still live below the poverty line (Muflikhati et al. (2010)). Based on the context of the Millennium Development Goal, the average of fisherman's income is less than US \$ 10 / capita every month which already included in extreme poverty, because it is as smaller than US \$ 1 for a day (Fauzi, 2005). Low education and skills, lack of capital and low accessibility of the causes of fishermen to marginalized groups (Zid, 2011). In developing countries, there is not a man's income is quite low, but the position of fishing women in village are marginalized. This is what causes poverty cannot be separated from women (Suhartini, 2009).

Segoro Tambak is a willage where is located in the coastal area of Sedati District, East Sidoarjo Regency. It have an area of 858,309 Ha and the population of 2015 reaches 1.712 people. There are 854 men and 858 female.

\* Corresponding author

Email address: dianahertati.dh@gmail.com

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It is divided into 2 rukun warga and 6 rukun tetangga. Segoro Tambak is literally adjacent to Pranti Village, east of Madura Strait in the south, Banjar Kemuning Village, and Tambak Oso in the north. The main livelihoods of the surrounding community are fish farmers with milkfish production which has the scientific name *Chanos chanos*. It is reaching 23,216.65 tons for milkfish, which is a mixture of salt and freshwater or brackish water. It is classified as high protein and low-grade fish.

Milkfish briquette waste has the potential to be developed (Budi, 2007). The housewife group in Segoro Tambak are the workers who process the milkfish briquettes waste to be into milkfish spine floss as an additional source of family income. Things like this make empowerment efforts to prosper the family of fishermen that focuses on the ability of women as a group of housewives who are there (Kusnadi, 1997).

Community service team of utilizes science and technology for the community, from UPN "Veteran" East Java has taken an active role to empower partners in the economic field through the implementation of science and technology for the community in the process of milkfish spine floss products. During the implementation of this program, there are two groups of housewives are join in a bussines group who are KUB Bina Mandiri and KUB Bina Sejahtera. Both of group are fostered for the development of prosperous family business (UPPKS) through the provision of functional skills in the production of milkfish spine floss with the consideration of this product high nutritious. It is not yet widely developed, so it is expected to contribute in bring up the variety of Sidoarjo souvenir, which has been known as the city of milkfish.

The problems experienced of housewives in Segoro Tambak Village in producing milkfish spine floss are: 1) the knowledge of the housewife group about making it only do it by themselves so it cannot be able to compete when compared with other types of fish floss; 2) limited marketing for business groups where are in the village environment itself and just for the consumption of coastal families themselves. This is certainly in need of a third partner to help do sales promotion, because the production of home industry milkfish spine floss in Segoro Tambak Village has not been able to penetrate the wider market when compared with other types of fish floss, operational framework present in Figure 1.

#### Solution and Output Targets

##### 1. Solution

In accordance with the priority of problems faced by partners, the solutions offered to overcome these problems are: 1). Conducting the Demonstration: (a) Production Training: held in the form of counseling and the practice of making milkfish spine floss dough in accordance with the concept of dough that is taste with good quality; (b) Marketing Training: conducted by counseling and marketing practices, particularly packaging, promotion, selling techniques. 2) Implement monitoring and assistance. In this community service, the proposing team and partners will implement the channel control strategy. In relation thereto, the assistance that will be carried out by the proposing team is integrated and sustainable assistance. 3). Evaluate: can guide the executor of activities so that the activities undertaken are still in the framework of the program properly (on the right track), so that if there is a tendency deviation from the target, there will soon be improvement process.

##### 2. Output Targets

The implementation of community service is expected to provide the best results for target communities that are subject to the program. Based on two things that will be so the output targets are; first, this concept is to construct and improvement the home industry to produce milkfish spine floss that has a high selling price without quality degradation, and have nutrients that can compete with other types of fish floss. The expectations desired by the training activities and concepts are: (1) groups of housewives have knowledge and skills in the utilization of potential fisheries (milkfish) as a raw material for diversification of processed fishery products namely milkfish spine floss; (2) groups of housewives are able to process it of independent; (3) Availability of raw

materials and tools. Second, method, is a model of home industry development of milkfish spine floss associated with how to build a good marketing network, in order to be able to penetrate the wider market.

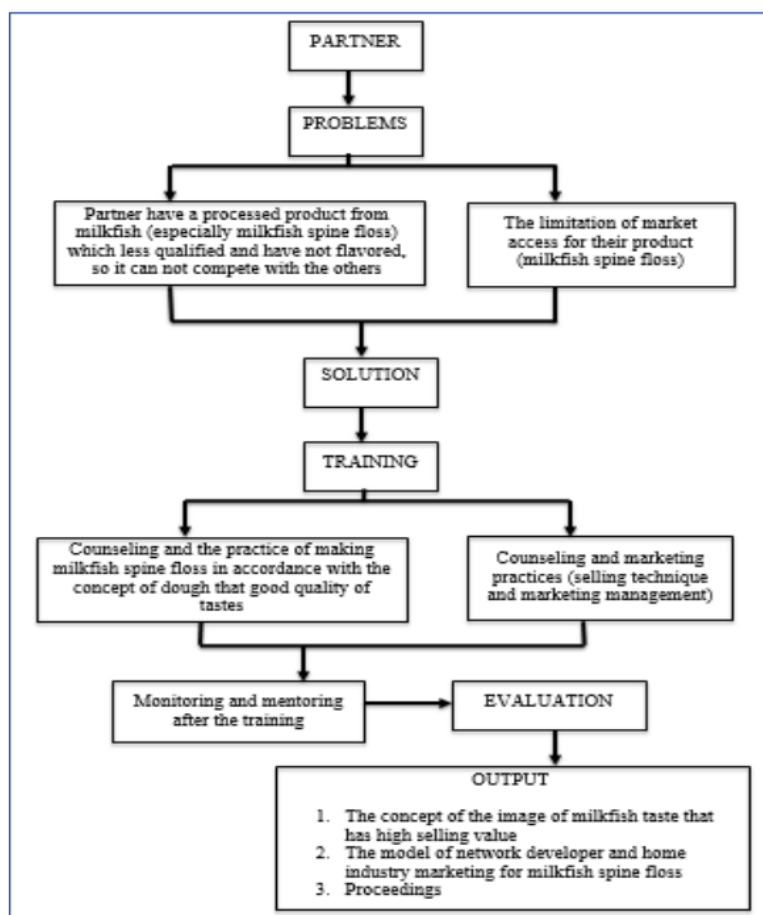


Figure 1. Operational framework

## METHODS

### Priority Issues and Solutions

In this program, determination the priorities of problem do by the proposing team of community services and partners, that is 1) knowledge of the housewife groups to respond to production in making milkfish spine floss with the right composition or dough, 2) Limited market access for the business group (marketing management).

### The Approach which offered

#### 1. Production Training of Milkfish Spine Floss

In the production of milkfish spine floss, the raw materials is used are spine of milkfish. In addition, we should give more attention of how the processing and cooking with the right dough composition and good quality of seasoning. Therefore, intensive and repetitive training needs to be done so that the production has a distinctive taste image and in the end can compete in the market with other types of fish floss.

## 2. Channel Control Strategy

Control is important to manage all elements, intermediaries or member in distribution channel, so control activities centrally to achieve common goals. The things to be agreed upon are pricing policies, conditions of sale, territorial rights, and specific services to be performed by each part, such as fair price and discount agreements, determination of territory on any matter, etc. (Salomon et al, 1997).

## 3. Integrated Assistance

Integrated accompaniment is when the proposing team will not only assist partners and partner communities in the application of theory, but the proposing team will also assist partners in terms of conceptual theoretical explanations. Its means, the proposer team will assist partners for training, production and also to marketing activities. The proposing team will assist the partners from the process to the implementation of community service activities including integrated web development training and cyber marketing, whenever needed.

## RESULT AND DISCUSSION

The community service was held on Monday, September 25, 2017 in the form of training for the women who joined in Coastal Women Group, as many as 50 people. This training done over three-hour, and divided into two sessions, which are production training for making milkfish spine floss and discussing about how the potential of marketing activities they can perform. This training production is done by counseling and practice provided by the extension team. In addition, the extension team also presents a food expert who accompanied the implementation of the production of milkfish spine floss.

The extension team held discussions with the participants to provide guidance on the marketing strategy of the milkfish spine floss. A good marketing opportunity can be an opportunity for the women of participants who are members of a women's group to improve their family's economy. The direction given by the extension team is related to the marketing method of it.

Existing conditions before the training for marketing network of processed home industry products looks very simple. The producers directly market their own processed products to food stalls and small shops or consumers can directly purchase in the producers, as shown in figure 2.

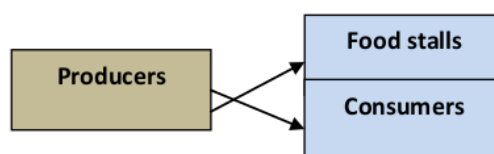


Figure 2. Traditional Marketing Model

The weakness of the marketing model because its marketing reach is very limited and lack of supervision from product hygiene, taste, price stability, packaging, or promotion aspect. This model rely solely on the promotion of word of mouth so the marketing network is less than the maximum resulting in no increase in production. The extension team gave directions to the participants to use the new network marketing model as shown in figure 3.



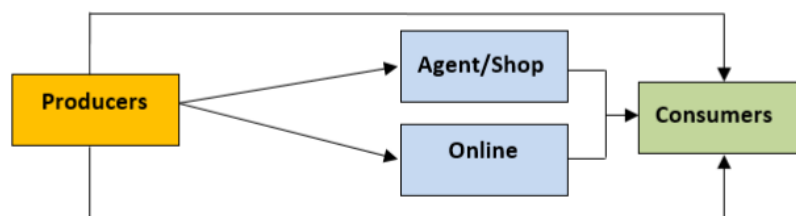


Figure 3. The New Network Marketing Model

**Next Stage Plan**

The next phase plan is monitoring and evaluation, which is done after and mentoring activities. Monitoring and evaluation is crucial to see the progress of the partners groups maintaining the consistency, production capacity, and marketing network model. On the other hands, to increase interest of consumers purchases, the producers who is the partners should be defended the taste of milkfish spine floss when production until the packaging process.

In the future, it is expected that this community service activity can be continued in order to provide further training and socialization on the use of online media for marketing of processed products of home industry to improve the welfare of coastal women groups.

**CONCLUSION**

Prior to the training and supervision of production milkfish spine floss, spine of fish often regarded as one of the processed waste products of home industry that is ignored or even disposed of by women of coastal women groups in Segoro Tambak Village, Sedati, Sidoarjo. Milkfish spine floss is considered as one of the new innovations for the development of processed products derived from milkfish, so has a good opportunity to market and also efforts to improve the welfare of coastal women who live in Segoro Tambak village, Sedati, Sidoarjo. A good reception and acceptance from local authorities will motivate coastal women groups to develop the home industry activities they have done before, especially with regard to the production of shredded milkfish spine floss. Suggestion from this research is, further training and socialization about importance of using online media for marketing of processed products of home industries to improve the welfare of coastal women's groups, improve productivities of home industry is needed more intensive training and assistance from others parties and need an effort to improve family welfare, necessary to conducted mobilization, raise public awareness, and also the intention of the importance of science concerning utilization of appropriate and effective technology.

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