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GUIDANCE IN PROCESSING FISH FLOUR IN REALIZING THE WELFARE OF THE FEMALE FISHING COMMUNITY

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Abstract

The utilization of fish catches in Besole Village has yet to be maximized. The catches are directly sold in the form of fresh fish to intermediaries and grilled fish that depend on tourists who come, so the catch depends on the price in the market. It is one of the reasons for conducting community service and assisting in utilizing assets owned by Besole Village. Processing catches is one of the efforts that is expected to improve the economy and realize prosperity because the processing results will have a higher selling value. This community service uses the Asset Based Community Development (ABCD) method. The female fisherman community is assisted in processing the catches. After assistance is provided, the community can process the catches into fish floss products that can be marketed for a long time and in a wide range. The practical implication of this activity is that the local government, village, and pokdarwis can monitor and ensure that the female fisherman community can maximize the sustainability of fish floss processing to support the welfare of families and communities.
Keywords: Fish Flour, Female fishing community, Welfare

INTRODUCTION

Fishermen are the backbone of the marine and fisheries sector. Generally, the welfare of fishermen depends on the results of fishing. When the fishing season is good, sometimes fish catches increase, but this condition causes fish prices to fall because of the large number of fish caught on the market. Because fish caught are generally sold to intermediaries at the Fish Auction Place (In Indonesia, it is Tempat Pelelangan Ikan or TPI), after all, fish prices follow market prices. Fish caught that only focus on being sold in fresh fish condition or without going through fish processing diversification makes fishermen have a reasonably high dependence on nature and other people.

Tulungagung Regency is an area that has potential fishery resources, one of which is sea waters. In 2022, the average income of fishermen in Tulungagung Regency decreased. The average income in 2020 reached Rp 86,627,380, while in 2022, the average income was only Rp 24,000,000 (BPS Kabupaten Tulungagung 2023). Besuki District has the most extensive distribution of fishermen, namely 815 (Dinas et al., 2013), most of whom are in Besole Village. In fishing, they utilize the coastal areas of Popoh and Sidem Beaches, precisely in Besole Village. The types of seafood usually obtained are mackerel, anchovies, scads, tuna, mackerel, skipjack, ribbonfish, squid, and other seafood.

Initial observation results show that fish caught at Popoh and Sidem Beaches are sold to TPI Popoh, mainly in the form of fresh fish and grilled fish, as a typical beach menu (Binti et al., 2023). There is a community that once made processed fish floss but did not continue because of the level of busyness, and it has not become a culture of fish processing that can be sold at any time, considering

that fish floss has a selling period of approximately one year. When it is not the fishing season, fish floss can solve the need for seafarers to keep the price stable. It can be used to build a fish processing business by inviting the community to Besole Village.

The female fisherman community is one of the communities in Besole Village. The community still needs to carry out productive activities to utilize the potential of existing assets. The community has never received training related to the processing of captured fish. It causes the low ability and willingness of the community to encourage variations in the utilization of captured fish. As a result, the price of captured fish depends on the intermediaries at the TPI. Some community members have processed fish by selling processed fish in the form of grilled fish, but this is very dependent on visiting tourists. Road access that is less competitive with Gemah Beach causes this beach not to be more relaxed than Gemah Beach, so alternative processed fish are needed to increase its economic value, one of which can be done through diversification of fish processing.

Product diversification is a growth effort that involves creating new products and seeking new markets to increase profits by selling more products (Alamsyah, 2023). Diversification is a way to improve business performance (Dhevyanto, 2023). This diversification will meet consumers' ever-diverse and evolving tastes, so, with diversification, there will always be alternatives and refreshments on the menu (Yusuf et al., 2018). Modern fish processing techniques can be done by freezing and canning. Modern fish processing products in the form of freezing include some dragon feet, fish balls, fish nuggets, fish sausages and other frozen products. Meanwhile, modern fish processing products in the form of canning can be in the form of fish floss, fish crackers, fish sticks, crispy anchovies and other canned products (Tim et al., 2020). With this assistance, the processing of captured fish floss was diversified.

Diversification of diverse fish processing will provide options for selling fish. It will encourage stable fish prices and meet the needs of fish in the community without depending on the season. The low diversification of fish processing causes prices to be unable to compete. Farida et al. (2022) research on the economic empowerment of homemakers based on OPOR (One Product in One RT) using the ABCD approach was carried out with the stages of inculturation, discovery and design, define and design, and destiny, which showed that the results of mentoring in developing home businesses had a positive impact on the community and fostered a desire and high enthusiasm to make changes in business development for the better so that the local economy could improve.

After producing shredded fish products, shredded fish packaging must also be considered to maintain product durability. The types of shredded fish packaging usually used are plastic, standing pouches, jars, composite cans and others (Wijayanti et al., 2016). According to Novita, as quoted by (Theodosia C and Kevin G. 2023), fish floss packaging can be done with plastic bags and closed or sealed with a sealer. Packaging aims to maintain quality, avoid damage during storage, facilitate distribution, protect food from dirt and prevent insect and microbial contamination. Product packaging also affects consumer purchasing interest. In the Silayoi and Speece model and study cited

by (Asri et al., 2020), core packaging elements can influence consumer purchasing decisions. These elements are divided into visual elements and informational elements. These elements are often considered the cognitive side of the decision.

Economic activity aims to improve welfare by fulfilling all community needs (Selumo et al., 2023). According to Taslim, as quoted by Syahputra (2023), several factors cause disparities in the level of welfare of both household and community socio-economic activities, namely the structure of economic activities that form the basis of production activities, regional potential that influences the development of production activities, and institutional conditions that shape production and marketing.

Fishing communities can generate wealth and economic opportunities for their members and the surrounding community by utilizing their local assets and resources. This initiative can create wealth within the community rather than relying on external support (Faster Capital, 2024). In improving the economy, fishing communities can utilize existing assets by adding economic value to these assets through entrepreneurial activities. With entrepreneurial activities, communities can generate income and income for their members. Entrepreneurial activities not only act as business actors but also as agents of social change who are actively involved in efforts to improve the welfare of the surrounding community (Faruk, 2024).

Some of the descriptions above are why researchers conduct research-based community service for female fishermen in Besole Village. The availability of resources is an opportunity that the community can utilize. To utilize these opportunities, assistance is needed for the community to recognize and mobilize the potential and business opportunities from their fishing results. Thus, this activity aims to assist the female fishermen community in utilising the potential of existing assets to realize prosperity through product diversification.

METHOD AND PROCEDURES

The method used in this community service is asset-based community Development (ABCD). The ABCD method helps communities develop based on their strengths and potential utilizing five critical approaches known as the 5D Cycle of Appreciative Inquiry, which consists of discovery, dream, design, define, and destiny (Krypton, 2023).

Discovery is carried out to identify and map the potential assets owned, starting from human, natural, infrastructure, social, institutional and financial assets. The dream is a discussion related to the dreams to be achieved. Design is done by compiling the steps to achieve dreams based on the data obtained, followed by a continued definition by implementing the planned program. The last is destiny, which contains an evaluation of the program implemented to assess whether the program is successful or whether there are still things that need to be updated.

This community service will be implemented on August 24, 2024, in collaboration with the female fishermen community in Besole Village, Besuki District, Tulungagung Regency. It focuses on diversifying fish floss processing products to realize community welfare.

RESULTS

Implementation

Before mentoring, the researcher visited the village head and village officials to establish a relationship and ask for permission to conduct the mentoring. The village head and village officials supported this activity because this activity would provide benefits for the assisted community later. The Head of Government, Mr. Sumarianto, assisted the researcher in carrying out this activity. At the meeting, the village officials provided information about the potentials in Besole Village so that the researcher could find out the potential of village assets in the community that would be assisted. Initial information regarding the potential of assets in Besole Village can give the researcher an overview of what mentoring would benefit the local community.

The implementation of community service was carried out using the ABCD method, which was carried out through several approaches, namely 1) Discovery of assets that can provide welfare to the community, 2) Dream which builds dreams for the future of the female fisherman community to be economically independent, 3) Design by formulating program planning that will be carried out utilizing assets, 4) Define by running the formulated program, and 5) Destiny which provides an evaluation of the stages that have been carried out to see whether the program carried out was successful or not.

1. Discovery

   At this stage, the researcher conducted a forum group discussion (FGD) with the assisted community to find out what efforts have been made to diversify products to increase the economic value of captured fish. One of the representatives of the community mothers who had made fish floss told of a fish floss business that did not continue due to the level of busyness and had not become a culture of fish processing that could be sold at any time, considering that fish floss has a selling period of approximately one year. Other members utilize captured fish assets to sell fresh fish to intermediaries, and grilled fish is sold only by the tourists who come. Information can be obtained that the level of diversification of captured fish processing in Besoleh Village is still relatively low because it still depends on intermediaries to sell fresh fish and tourists who come in to sell grilled fish.

Figure 1. FGD regarding asset potential

From the identification of businesses that community members have run, the community is interested in utilizing the assets of captured fish to diversify in processed fish floss. Furthermore, the female fisherman community conducted asset mapping that could support processed fish floss. Human assets utilize females with the skills to cook various processed fish, including fish floss. Processed fish floss was chosen because fish floss has a high selling value, a relatively long shelf life, and minimal tuna fish floss products in the surrounding villages. Environmental assets can be achieved by utilizing the results of fishermen's catches, especially tuna. Tuna was chosen for product diversification because it has coarse fibres and does not contain many bones, so it is suitable for fish floss. Infrastructure assets can be achieved by utilizing production sites that can be done at home and by ensuring the availability of cooking equipment that supports fish processing. Institutional social assets include involving the female fisherman community, where they can diversify their fish catch. Finally, financial assets are where the community has easy access to capital. The identified assets will be utilized to diversify products.

2. Dream

Based on asset identification and mapping, the community begins to imagine the dreams they hope for in the future. At this stage, the community explores their hopes and dreams. The community discusses and agrees on the dreams expected by the community. The dreams and hopes of the female fisherman community in carrying out product diversification are to produce products that are suitable for sale and have attractive packaging. The dream of the community carnalizes the economic welfare of the community without relying on external parties. By becoming entrepreneurs, they will earn income to improve the economy for themselves and the community.

3. Design

In the design stage, the community and researchers prepare a program of activities to be carried out to achieve the desired dream. Before carrying out entrepreneurial activities, the community plans to take part in training by presenting resource persons who are experts in their fields. The training to be attended consists of training in fish floss processing and tuna fish floss product packaging. This training is intended to develop community skills in fish floss processing

and product packaging. By participating in this training, the community will be better prepared to run a tuna fish floss business, starting with processing and packaging.

4. Define

At this stage, the community follows training according to the predetermined plan. The dream agreement between the assisted community and the researcher is to be able to produce products that are suitable for sale and have attractive packaging. At this defined stage, the community follows training activities according to the planned training to support the dream so that it can be achieved. The training activities include:

a. Tuna fish floss processing training

The tuna fish floss processing training activity presented a resource person who had processed tuna fish floss, Mrs. Murni Astutik, a member of the Besole Village PKK Mothers. In the training, Mrs. Murni explained everything from the ingredients and tools to the steps in processing tuna fish floss. Mrs Murni explained and practised the direct processing of tuna fish floss.

Figure 2. Fish floss processing training

From Mrs Murni's explanation and practice, it can be concluded that the ingredients used in processing tuna fish floss are fresh tuna, cooking oil, salt, granulated sugar, brown sugar, shallots, garlic, galangal, red chillies, ginger, lemongrass, coriander, galangal, bay leaves, lime leaves, and flavouring. Meanwhile, the equipment includes a gas stove, spinner, plastic sealer, frying pan, basin, spatula, and ladle. The following are the steps taken in processing fish floss.

1) The tuna is washed clean.
2) After washing, the tuna is steamed until cooked. Next, the fish meat is shredded. The head, bones, and skin are separated. Only fish meat is used as the essential ingredient for tuna fish floss.
3) The spices are ground and consist of shallots, garlic, red chilies, brown sugar, ginger, coriander, and galangal.
4) The oil is heated to sauté the ground spices.
5) After the spices smell fragrant, the shredded tuna is mixed with the sauteed spices to be

sauteed while continuing to stir slowly.

6) Bay leaves, lime leaves, lemongrass, galangal, granulated sugar, salt, and flavouring are added to the stir fry. The tuna fish floss is still stirred until the floss is completely dry. Dry floss takes approximately two hours.
7) The dried fish floss is cooled and ready to be packaged. The processed fish floss that is completely dry can last up to 1 month.

b. Product packaging training

After the tuna fish floss processing is complete, the fish floss is ready to be packaged. Before packaging the tuna fish floss, the female fishermen community was given training related to packaging. The product packaging training activity presented a resource person, Mrs Fitri Asih Kurniawati, as an assistant for the Cooperatives and Micro Enterprises Service of Tulungagung Regency. Mrs Fitrs emphasized the importance of packaging in a product. In general, packaging is a product protector, so when choosing the type of packaging, it must be adjusted to the product being packaged. Then, the community mothers said that the proper packaging for fish floss products should be airtight and tight so that the fish floss can last a long time.

Mrs. Fitri also explained the function of packaging other than protecting the product. Product packaging can also affect consumer demand because the first thing consumers see is the packaging. Packaging is made with a design that can attract consumers. The packaging must have an attractive design and include essential information about the product, such as the product name, composition, production party, expiration information, business license, product weight, and halal logo.

Figure 3. Packaging training

Following up on the packaging training activities by the resource person, the community mothers and researchers reviewed the prepared packaging. They chose standing pouches and jars as tuna fish floss packaging with quite attractive designs. In addition to the attractive design, they have also included important information on the product on the packaging. According to the resource person, the packaging is quite suitable for tuna fish floss products in terms of function, style and materials.

After participating in processing and packaging training, the community determined the

selling price for the tuna fish floss products that had been produced.

Table 1. Details of tuna fish floss processing costs

Amount	Bahan	Jumlah Harga
10 kg	Tuna fish	300.000
1 l	Cooking oil	20.000
-	Salt	2.000
¼ kg	Sugar	6.000
-	Rad sugar	5.000
½ kg	Red onion	15.000
¼ kg	Garlic	7.000
-	Galangal	2.000
-	Red Chili	10.000
-	Ginger	2.000
-	Lemongrass	1.000
-	Coriander	5.000
-	Aromatic ginger	1.000
-	Bay leaf	1.000
-	Lime leaves	1.000
2 bks	Flavouring	1.000
1	LPG	20.000
19	Pouch packaging	95.000
6	Jar packaging	21.000
3 jam	Wages	45.000
Amount		560.000

The total expenditure incurred in processing fish floss is Rp 560,000. From 10 kg of fresh tuna, 25 pieces of fish floss products can be produced, each weighing 150 grams. So, the cost incurred for each product is Rp 560,000: 25 pieces = Rp. 22,400. The average price of 150 grams of fish floss is around Rp in the market. 25,000 - Rp. 35,000. If the tuna floss that has been produced is sold for Rp. 26,000, then the profit received is Rp. 3,600 / piece. The mothers agreed to sell for Rp. 26,000 / piece to attract buyers.

5. Destiny

At the destiny stage, an evaluation is carried out on the program's output to assess whether the program is successful or whether something needs to be updated to achieve the agreed-upon dream. Based on the explanations above, several evaluations of the activities that have been carried out have been produced.

a. Tuna fish floss processing training

Community mothers can learn and practice directly processing tuna fish floss by participating in tuna fish floss processing training. The processed tuna fish floss results during the training showed the right taste and were suitable for production, which can be sold. Thus, the community is ready to produce tuna fish floss that can use recipes from resource persons. Simple equipment was still used during the training, so it took a long time to dry the tuna floss.

In the future, the community can use an oven to speed up the drying process of fish floss.

Fish floss products do not have a business license or halal certification. The community can apply for a business license to market the product in modern markets and even internationally. Halal certification is also needed to increase consumer confidence in the safety of products for consumption. This business license and halal certification will increase business competitiveness, open new market opportunities, and improve the business image.

b. Product packaging training

From the product packaging training results, the packaging provided is quite good because it is based on the product type and has a reasonably attractive design. Standing pouch packaging includes information such as product name, product weight, composition, business location, telephone number, and expiration date. However, jar packaging only includes the product name and telephone number. In the future, the jar packaging needs to be updated again to provide more detailed information about the tuna fish floss product.

Discussion

Community service is carried out by forming community assistance utilizing potential assets in Besole Village to maximize the welfare of the female fisherman community by diversifying processed fish catches. This community assistance uses the ABCD approach. Assistance activities include training in processing tuna fish floss and product packaging. Research by Widyastuti et al. (2024) shows that training in processing local resources into products of economic value is a step to encourage the formation of businesses, opening new jobs and improving the circular economy.

Besole Village has a significant asset potential ranging from human, natural, infrastructure, and social institutions to financial assets. Researchers assist the female fishing community by utilizing these assets to improve the welfare of the community and the surrounding community through entrepreneurial activities. It is the opinion of (Faster Capital, 2024) that the utilization of assets and resources owned by the community can generate wealth that does not depend on external parties. In addition, assistance in carrying out product diversification can increase product value and distribute products to a broader reach to increase sales growth and profits. According to the statement (Zulkarnain, 2017), diversification is an effort to find and develop new products or markets or both in pursuing sales growth, profitability, and flexibility.

Overall, the stages in assisting the diversification of tuna fish floss processing are almost the same as the stages carried out by (Farida et al., 2022) in the economic empowerment of homemakers based on one product in one RT in Pojok Village, Magelang Regency, using the ABCD approach. In the research of (Farida et al., 2022), the stages were carried out with inculturation, discovery and dream, define and design, and destiny. In this fish floss assistance, the inculturation stage is also carried out by visiting and conveying the purpose of community service to village officials and the

community. In addition, in the research of (Farida et al., 2022), the dream stage is combined with the discovery stage and the design stage with the define stage. The research and research of (Farida et al., 2022) have the same goal: community empowerment through business development utilizing potential assets.

In processing tuna fish floss, the steps for processing fish floss carried out during the training are by the theoretical study presented by (Suryani et al., 2007), namely starting from cleaning the fish and making it into tiny shreds, grinding spices, sautéing spices and shredded fish meat, to dry floss. However, slight differences exist in the ingredients used in processing fish floss. Each individual's cooking characteristics can cause these differences. Although there are differences in the ingredients used, the results of processing fish floss during the training are still delicious and suitable for consumption. Thus, differences in certain spices do not always reduce the taste of tuna fish floss but can also add to the taste of tuna fish floss. From the differences in spices between (Suryani et al., 2007) and Mrs Murni as a resource person, it can be analyzed that there are spices that are basic spices that must be present in processing fish floss, including tuna fish, cooking oil, salt, sugar, shallots, garlic, galangal, and lemongrass.

According to (Teniwut, 2021), several diversification strategies exist in diversifying products, including diversification bases, growth approaches, and conglomerate growth. Processing tuna into fish floss products is included in the diversification base strategy, namely by developing a business that produces different products compared to its competitors and adding special functions to the products sold. In general, floss is made from beef and chicken, so the processing of tuna floss is a differentiator from many products on the market. In addition, tuna floss adds to the function of tuna so that it can be consumed directly rather than selling fresh tuna.

After producing tuna fish floss, it is continued with packaging. Packaging is designing and making containers or packaging to protect the product. According to (Windharto, 2015), product packaging functions as a product protector, facilitating distribution, and as a marketing medium, so packaging is needed for fish floss products. The female fishing community's packaging of tuna floss products is standing pouches and jars. Standing pouches and jars are chosen as fish floss packaging because they have airtight characteristics and can be tightly closed to maintain the quality of fish floss and give it a longer shelf life. The choice of packaging is by the opinion of (Wijayanti et al., 2016), where fish floss packaging can use plastic, standing pouches, jars, composite cans and others. In addition, the research results by (Wijayanti et al., 2016) showed that standing pouch packaging is the best for maintaining fish floss's nutritional content.

The tuna fish floss packaging chosen by the female fishing community has included several elements that are in line with the opinion of Silayoi and Speece, as quoted by (Asri et al., 2020), where the packaging includes visual elements consisting of graphic design, shape, and size of the packaging as well as informational elements. The packaging has an attractive design and includes essential information about the product, including the product name, composition, business location,

product weight, and expiration date. The inclusion of important information in the packaging is the opinion of (Hadi Kurniawanto et al., 2024), where packaging is not only a physical container but also a means of conveying brand messages and product values and communicating the advantages of the products offered.

Thus, product diversification in utilization can increase the product's selling value. Product diversification can increase consumer purchasing interest because product development can increase consumer appeal and competitive advantage. In diversifying products, focusing on processing them and product packaging is necessary. In addition to being a protector or container for the product, packaging is also a means of communicating product advantages that can attract consumer buying interest. The more consumers' purchasing power for products increases, the more the business that has been run can develop and realize prosperity through its profits.

CONCLUSION

Processing fish catches is a source of income for the community. The mentoring activities carried out by researchers have positively impacted the female fisherman community in Besole Village, Tulungagung Regency. It can be seen from their enthusiasm for participating in FGD and training activities. If the catch was previously sold directly in fresh fish to intermediaries and grilled fish that relied on tourists coming, then after mentoring, the community can process the catch, especially tuna fish floss, as a business product. Processing the catch into tuna fish floss products can create a higher selling value. The assisted community is increasingly aware of the importance of utilizing assets to realize welfare. Utilization asset's potential will likely boost the local community's economy.

Although the benefits of mentoring have been felt, there is still a need for increased innovation and creativity in improving business development. For further research/mentoring, aspects of sustainability are expected to be implemented in collaboration with the village government and institutions outside the village to guide business development.

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