Assistant Development Program for Home Industry Community at Bluru Kidul Village, Sidoarjo City

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ABSTRACT
Maintain continuity of business needs an effective effort. However, entrepreneurs often suffer failure. Therefore, assistance from other parties is needed to provide enthusiasm and motivation support. Kelompok Usaha Bersama (KUB) Sumber Rejeki dan Kelompok Usaha Bersama (KUB) Sumber Makmur is a community group engaged in the economy in Bluru Kidul village, Sidoarjo district, Sidoarjo. This KUB is a forum for people of Bluru Kidul village to run fishery product-based businesses, such as fish smoked, fish crackers, fish meatball, and fish nugget. Clam meatball is one of the business carried out by a member of KUB. The weakness of this group is they can not carry out their business regularly and continuously. Lack of knowledge and hard capital is the main problem faced. Therefore, in the community service activity, mentoring to Kelompok Usaha Bersama (KUB) Sumber Rejeki dan Kelompok Usaha Bersama (KUB) Sumber Makmur's member are implemented. Mentor provides motivation, determination, and hard works to achieve success in running a business. Also, community service activities are carried out by providing training on how to make clam meatballs. Participants gain knowledge and experience in producing nutritious and safe clam meatballs. The next activity was a grant of a semi-automatic meatballs printer. Using a semi-automatic meatballs printer has been proven to increase the production capacity of clam meatballs produced. The results of this activity are expected to Kelompok Usaha Bersama (KUB) Sumber Rejeki dan Kelompok Usaha Bersama (KUB) Sumber Makmur's members are implemented increase the productivity of their business.

Keywords: business motivation, home industry, Sidoarjo.

Introduction
Bluru Kidul Village is part of Sidoarjo Regency, it lies more or less half a kilometer from Sidoarjo square. It is 250.817 Ha and surrounded by Rangkah village in the East, Sidoklumpuk and Pucang Selatan sub-district in the west, Rangkah Kidul village, and Pucang Anom sub-district in the south, and Kemiri Village in the north. The villagers of Bluru Kidul mainly work as fishermen because of its geographical condition which is three meters from the sea. Two rivers, Karanggayam and Bluru, flow through the village, Bluru River has been a place for the villagers to conduct an activity related to their profession as fishermen.

Fisheries resource is one of the important natural resources in the Republic of Indonesia due to the ocean covering Indonesia's archipelagos. Usman and Aisyah (2016) claim, one of the national economic movements, as well as one of the important resources for citizens, is fishery. Bluru Kidul has utilized fisheries resources as a source of income. The fisheries industry in Sidoarjo Regency is divided into three sectors, as explained by Istiqomah et al. (2019), include captured fisheries sector, fish farming sector, production, and marketing sector. Captured fisheries of the fish-

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phermen of Bluru Kidul are milkfish, Mozambique tilapia, and clams. These three commodities become their source of income and characteristic of this village. Villagers have initiated to make a home product from fishermen’s catches, the products are smoked fish, fish crisps, bakso, and nugget. Seashells are produced as an alternative food product. Bahar (2004) argued that there is no reason for society to be bored of consuming fisheries products because fisheries have produced a variety of productions both in the scale of types and manufacturers. Many of the Villagers also occur to process the catches traditionally as their home industry activities. This method results in the instability of fishery products and another outcome is the instability of fishery product quality. Support and motivation for fishery production entrepreneurs in Bluru Kidul village are utterly significant. Optimization to fishery production methods for fish or clams is also necessary to create a high demand product. According to Marta & Tensiska (2013) argue that optimizing society resources is required to enhance society’s economic independence.

Bluru Kidul villagers are grouped into few teams to establish industry groups in processing fishermen’s captured fisheries as an outcome to rise their income than selling the catches in a raw state. Thus, villagers created a joint business group, or Kelompok Usaha Bersama (KUB), a place to operate a fishery enterprise. The fishery industry has a high potential to be developed due to its benefit as animal protein. According to Restu (2016) exclaimed fish is the source of animal protein because of its ability to supporting and maintaining growth, strengthening the immune system, stimulating physiological processes, and a source of energy. A precise method to process fishery products is certainly important to maintain nutrition and endurance. According to Syafar and Lamusa (2015) uttered that the prominent problem in expanding the fishery industry is their perishable quality which needs various methods to process the fish. The home industry of bakso kerang in Bluru Kidul village, Sidoarjo, has been running for quite a long time by fisherwomen in KUB Sumber Rejeki, and KUB Sumber Makmur. However, due to its speculation characteristic, these group business has not been developed yet. Therefore, support from another party is significant to improve the home industry of bakso kerang.

These current issues initiated the proposers to be involved in community service of the fishery industries process of Bluru Kidul, Sidoarjo. This community service collaborated with Kelompok Usaha Bersama (KUB) Sumber Rejeki and Kelompok Usaha Bersama (KUB) Sumber Makmur. Processing fish and clams into food products such as bakso was the focus of this program. By manufacturing the captured fishery into food products, the fishery resources in this village could be maximized. Community service has initiated to hold training on how to process a nutritious and safe Bakso Kerang. Kelompok Usaha Bersama (KUB) Sumber Rejeki and Kelompok Usaha Bersama (KUB) Sumber Makmur already tried to produce bakso kerang traditionally as the consequence the composition and measurement were still uncertain.

According to Rastuti (2015) confessed that business activity in fisheries starts from pre-production to marketing generally be done traditionally. In the primary sector (pre-production and production process), capturing process by fishermen in Indonesia reached 2.2 million according to the Ministry of Marine and Fishery in 2012. More than 95% of the amount consists of small and traditional fishermen. Generally, as traditional business sectors, their equipment, and capital production are inadequate and limited.

In the treatment process sector, underlying products from the sector are burdened by strict export regulation. For instance, Sidoarjo fish crisp company is obligated to implement ISO 22000, OHSAS, and BRC certificate to pass export requirements set by the ‘Buyers’ in Europe, Japan, and America as the biggest buyer. The three main problems on the developing fisheries industry in Sidoarjo which are: inadequate technology, a lack of business partnership, and limited market share. Determining product decisions can be a tool for a producer in marketing and communicating the product in accord with consumer demand to build a perception when the consumer consumes the product. One of the important decisions regarding product variables is product attributes
which are quality, feature, and design product (Kotler & Amstrong, 2001). The next activity is providing a semi-automatic machine for bakso. This machine, hopefully, strengthens the quality and quantity of bakso. So that this home industry can continue to strive both in its marketing development and production activity for social welfare.

Material and Methods
Research implementation and Community service for community program (PIHAT) are one of the UPN Veteran East Java community service programs. The implementation method in this program is identifying partnership problems, providing solutions, monitoring and evaluating finished activities to gain satisfying outcome for the proponent, government, and the society, especially the fisherwomen. The outcome of this program is a business refinement concept related to the flavor and development model for bakso kerang home industry in the marketing network which guarantees the continuity of high production and community welfare.

Result and Discussion
The outcome of community service of the Research Implementation program in Bluru Kidul Village, Sidoarjo, is in the form of Training and assisting the production of Bakso Kerang, Channel Control Strategy, and integrated mentorship based on priority matrix and action plan.

Basic concept of action plan
Plans were made to empower the community, especially in Bluru Kidul Village, Sidoarjo, according to the occurred problems: a lack of knowledge on the product development process of Bakso Kerang with appropriate compositions to create a great flavor, tasty, and competitive product. Thus, a concept or recipe on how to make Bakso Kerang with appropriate ingredients as necessary. Besides, management and marketing communication strategies were also important in creating business. Therefore, finding accordant management and marketing communication strategy as well as a network of marketing were accordingly significant to develop a promising Bakso Kerang production.

Problem priority matrix and action plan

| Problem Priority                                                                 | Partnership                                                                 | The Success indicators                                                                 | The final status of monitoring result and explanation                                      |
|---------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Training and assisting the production process of Bakso Kerang                   | Villagers participate in every conducted activity                           | High participation from the villagers                                                  | Processed product of Bakso Kerang                                                        |
| Channel Control Strategy                                                       | Village: provide supporting facilitation                                    | Partners can utilize the technology for online marketing to create wide marketing for the product. | Appropriate marketing method of Bakso Kerang                                              |
| Integrated mentorship                                                          | Villagers actively participate in the activities                           | Partners understand the importance of product quality standards                       | Created Bakso Kerang Product with high and standardized quality                           |
|                                                                                 | Village: provide supporting facilitation                                    |                                                                                        |                                                                                           |
Training and assisting the production process of bakso kerang

The production process of bakso kerang program was created to benefit all kinds of captured clams by the fishermen/women in Bluru Kidul village. To produce the best result, in the production process, fresh clams were the main ingredients. If the main ingredient was less fresh, it would have affected the taste, color, and smell. The conducted training and assisting activity tried to create the same quality standards made by Kelompok Usaha Bersama (KUB) Sumber Rejeki and Kelompok Usaha Bersama (KUB) Sumber Makmur. To maintain the quality, it needed an exact composition. One of the ways was providing a semi-automatic machine for bakso.

Channel control strategy

The Channel control strategy was essential to authorize all mediators/members in the distribution channel to control the activities moderately to reach the community's goal (Tjiptono, 2008). Control or authorization was decided by the mediator and done by the producer.

Integrated mentorship

Integrated mentorship assigned the proponents to assist the society on theory application as well as a theoretical concept. By other means, the proponents assisted the villagers from the training and mentoring process, production, packaging, labeling, to marketing. Therefore, partners understood the importance of quality standards of the product.

Action plan

Table 2. The agenda of research implementation and community service program (PIHAT)

| Number | Description of Activities                      | May | June | July | Agt | Sep | Okt | Nop | Dec |
|--------|-----------------------------------------------|-----|------|------|-----|-----|-----|-----|-----|
| 1      | Place survey and coordination                 |     |      |      |     |     |     |     |     |
| 2      | preparation                                   |     |      |      |     |     |     |     |     |
| 3      | The production process of bakso               |     |      |      |     |     |     |     |     |
| 4      | Social mapping                                |     |      |      |     |     |     |     |     |
| 5      | Training the production of bakso kerang       |     |      |      |     |     |     |     |     |
| 6      | Assisting the production of bakso kerang      |     |      |      |     |     |     |     |     |
| 7      | Monitoring & evaluating                       |     |      |      |     |     |     |     |     |
| 8      | Activity report                               |     |      |      |     |     |     |     |     |

The outcome of this program which was conducted in eight stages from May to December was well achieved. Those stages were place survey and coordination, preparation, design process of Bakso, mapping socialization, training of making Bakso Kerang, assisting the production process of bakso kerang, monitoring and evaluating, and writing activity report.
The provision of a semi-automatic machine for Bakso was a way to improve processed food products from captured fisheries of this village. This machine purposely creates bakso with quality standards according to the composition to maintain its taste. To gain a suitable taste and demand in accord to attract a lot of consumers, product variations are also significant aside from its composition. Determining product decisions can be a tool for a producer in marketing and communicating the product in accord with consumer demand to build a perception when the consumer consumes the product. One of the important decisions regarding product variables is product attributes which are quality, feature, and design product (Kotler & Amstrong, 2001). To fulfill product quality components, features, and design products were conducted during mentorship activity from the production process, packaging to marketing production. Research application and community service program (PIHAT) has contributed to produce Bakso Kerang both in creating composition and taste through training and assisting the process of production. By providing a semi-automatic machine, Kelompok Usaha Bersama (KUB) Sumber Rejeki and Sumber Makmur are no longer producing bakso in the traditional way. Partners can quickly produce Bakso Kerang according to production targets, saving time and effort.

The important thing after production is product marketing where in this process is packaging design, as well as how to market the Bakso Kerang product. According to Kotler & Keller (2009), the packaging makes a difference with other products. According to Tranggono and Tutiasri (2020) claimed that the packaging apart from being a differentiator from other products, also makes the product more attractive and increases the price of the product. In this marketing process, the community service team has provided training on how to package bakso products so that they are attractive and have more product value. Apart from conducting training in packaging, the team also introduced social media to the community as a means of the marketing model. Tjiptono (2008), the activity of disseminating information to persuade and remind the target consumer so that their products can be accepted, purchased, and loyal are called a marketing activity.

The mentoring activity is a series of community service activities that start from the production process, such as determining and maintaining the precise taste and nutrition that the product can be accepted by the community. The production of Bakso Kerang is assisted by the procurement of semi-automatic meatball machines for time and energy efficiency. The next activity is to provide training on how to market Bakso Kerang products. Therefore, the product can be accepted by the community and compete with other meatball products. Packaging, as well as marketing through online media, is a way for the community service team to provide knowledge to the people of Bluru Kidul village about marketing.

Conclusion

This study expected to increase the productivity of Kelompok Usaha Bersama (KUB) Sumber Rejeki dan Kelompok Usaha Bersama (KUB) Sumber Makmur’s members.

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