

FRESH WATER FISH AS A CAPITAL FR ESTABLISHUNG A FISH PROCESSING CENTER IN THE COMMUNITY OF MOROCALAN VILLAGE GLAGAH DISTRICT TO INCREASE HOUSEHOLD INCOME

Noer Rafikah Zulyanti¹ Sani Rusminah², Levia Inggrit Sayekti³

^{1,2,3}Program Studi Manajemen Fakultas Ekonomi Universitas Islam Lamongan

ARTICLEINFO

Keywords:

Fresh Water Fish;
Fish Processing Center;
Income;
Household

E-mail :
sanirusminah@gmail.com

ABSTRACT

Morocalan Village is one of the villages in Glagah District. Most of the Morocalan villagers make a living as fish farmers. The problem in Morocalan Village is that it does not optimize the potential results in the village. Based on the results of discussions with the Morocalan village community, the following are solutions to solve the above problems: Increasing the income of the Morocalan Village community, by inviting the community to become entrepreneurs, Establishing a center for processing freshwater fish business, Making the processed freshwater fish into a superior village product that can be marketed in local, regional, and national markets. Cooperating with freshwater fish management companies, in order to increase production capacity. The purpose of holding this program is to form new entrepreneurs in Morocalan village, and to increase income from Morocalan village. The steps in the activity plan that we will do are, starting with exploring partner problems, continuing with finding solutions, and continuing with training, not only that, we will also form a sociopreneur group in Morocalan village, so that later a fish processing center will be formed. Morocalan village fresh water, and able to increase the income of the Morocalan Village community.

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The development of Micro and Small and Medium Enterprises (MSMEs) in Indonesia is one of the priorities in national economic development. This is not only because the business is the backbone of the people's economic system which is not only aimed at reducing the problem of disparities between income groups and between business actors, or poverty alleviation and employment. Innovation is a word that is familiar to our ears, which is a key word for the business world. In this new millennium era, where the sales market has begun to move to the buyer's market, the role of innovation seems increasingly important and very decisive to be able to win the competition. Whereas in the twenty-first century, which can be said to be the true era of globalization, the role of innovation will certainly be more important and decisive, even though the format is slightly different due to a market shift from local and regional markets to global markets.

The role of the community in contributing to national development and increasing economic growth can be carried out by running or becoming micro, small and medium enterprises ("MSMEs"). The position of MSMEs is very important and strategic in the economy

national. The existence of MSMEs in the national economy is so dominant, on the grounds that there are a large number of industries in each economic sector, have the potential to create jobs, and the large contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) (Sarfiyah, 2019). The existence of MSMEs cannot be removed from the life of the Indonesian people today. From its existence, UMKM can provide benefits, one of which is to become a livelihood for survival. Another benefit is being able to create creativity that is in line with efforts to maintain and develop local wisdom traditions in the area where MSMEs live. The other side of the existence of MSMEs is that they can provide broad employment opportunities considering that Indonesia has a large population and ranks fourth in the world (Anggraeni, 2013). The presence of MSMEs can reduce the unemployment rate. That way we can know the existence of MSMEs that MSMEs are labor-intensive, using simple technology so that it is easily understood by the workforce. The number of MSMEs in Indonesia is 64,194,057 or 99.99% of the number of businesses in Indonesia (Sumampouw, 2021). This data proves that MSMEs are indeed a very potential market and are

Fresh Water Fish As A Capital Fr Establishung A Fish Processing Center In The Community Of Morocalan Village Glagah District To Increase Household Income. Noer Rafikah Zulyanti, et al

the backbone of Indonesia's economic growth with a contribution of 65% to Gross Domestic Product or IDR 2,394.5 trillion produced by MSMEs in 2019 (Sumampouw, 2021).

Morocalan Village is one of the villages in Glagah District. According to data from BPS, geographically the Morocalan Village area consists of 98.50 Ha, which is used for rice fields and aquaculture around 96.00 Ha, while the land not used for rice fields is around 2.50 Ha. according to BPS data in 2019 explained that the harvested area of freshwater fish in Morocalan Village was 96.00 Ha, with monthly production reaching 136.19 tons, with a productivity level of up to 70%. Glagah Subdistrict are mostly rice field farmers and fish farmers. Based on data from the village office in Glagah District, it was noted that in 2019 there was 1 small industry, which was in Morocalan Village, Glagah District, while there were 4 small traders in Morocalan Village, trading facilities owned by Morocalan Village, namely there were 9 units consisting of 4 shops fruit stalls, 1 kiosk, and 1 stall, the number of shops and sub-districts in Morocalan Village is 6, with 4 shops and 2 street vendors. In the service sector, in Morocalan Village there is 1 party equipment rental business. In terms of government policy, the funds provided by the village for economic development amounted to 733,141,000, the taxable land area in Morocalan Village was 24,825,027, with a total taxpayer of around 438, and mandatory buildings of around 11,407 m². the number of cooperatives in Morocalan Village is 1.

2. METHOD

Execution time

This activity was carried out in Morocalan Village, Glagah District, Lamongan Regency. With the target of the program, namely fish processing businesses. This activity was carried out in July, namely on July 12 2022 and July 16 2022.

Implementation Method

The implementation method is carried out through three stages. The first stage is Observation and Interview, the initial steps taken are area observations and interviews with Morocalan Village Officials to gather detailed information about the problems faced by fish processing businesses. Based on the results of these observations and interviews, it can be seen that freshwater fish processing businesses have the potential to serve as fish processing centers in Lamongan Regency.

The second stage is Program Socialization, before implementing the program the first step we took was conducting program socialization, we did this activity because this is the initial stage of the program, which aims to make the community members know the intent and purpose of why we could decide to choose Morocalan Village. The socialization of this program was attended by village heads and business actors.



Figure 1. Program Socialization

The third stage is conducting business training and mentoring, this stage starts from how to find business ideas, to how to market products starting from the national market, to the international market. in this case the participants who attended were approximately 30 people, apart from that to carry out this program we also invited presenters from this activity, namely we collaborated as a team between lecturers and students who were involved in this community service.



Figure 2. Fish Processing

3. RESULTS AND DISCUSSION

we determine the success indicators of our program, including: Making a Journal to be published, producing a minimum of 5 new sociopreneurs in the community and at least 1 new sociopreneur group, trained old sociopreneurs in the region, in this case we continue to train existing sociopreneurs so that they are increasingly trained in entrepreneurship, an increase in the income of the people involved as a sociopreneur target in this case an increase in the average income of the community now, namely Rp. 3,000,000 per month, with the PPK program in Morocalan Village aims to be able to increase the income of the Morocalan village community, so that it increases to 100%, namely Rp. 6,000,000 per month, an original product from Morocalan Village is produced, including otak otak-otak, otak-otak chips, fish floss, and other processed fish products.

Monitoring and evaluation by the team will follow-up assessment of assistance, namely by testing business actors in practice starting from taking product documentation, posting products on social media and marketplaces, receiving orders, and finally sending consumer ordered goods. Evaluation monitoring needs to be carried out to determine the readiness of business actors to utilize digital marketing after the training has been carried out. From the implementation of the evaluation monitoring stage it is hoped that it will be able to provide data related to the readiness of business actors in implementing digital marketing. Processed fish business actors in Morocalan village benefit from this activity. They come to understand that digital marketing can add value and reach a wider audience.

4. CONCLUSION

This activity was carried out in Morocalan Village, Glagah District, Morocalan Village has the potential for freshwater fish, but there is a lack of innovation in the village, related to the use of freshwater fish. With the implementation of this activity, it helps the people of Morocalan Village, starting from how to find business ideas, to marketing products through digital.

REFERENCE

- [1] Anggraeni, F. D. (2013). pengembangan usaha mikro, kecil, dan menengah (umkm) melalui fasilitas pihak eksternal dan potensi internal (studi kasus pada kelompok usaha "Emping Jagung" di Kelurahan Pandanwangi Kecamatan Blimbing, Kota Malang). *Jurnal Administrasi Publik*, 1 (6), 1286-1295.
- [2] Fattah, A., Syairozi, M. I., & Rohimah, L. (2021). "YOUTH CREATIVE ENTERPRENEUR EMPOWERMENT (YOUTIVEE)": Solutions for Youth to Contribute to the Economy and Reduce Unemployment. *International Journal of Economics, Business and Accounting Research (IJEBAAR)*, 5(3), 1689-1697.

- [3] Sarfiah, S. N., Atmaja, H. E., & Verawati, D. M. (2019). UMKM sebagai pilar membangun ekonomi bangsa. *Jurnal REP (Riset Ekonomi Pembangunan)*, 4(2), 137-146. <http://dx.doi.org/10.31002/rep.v4i2.1952>
- [4] Sumampouw, W., Kurnia, K., & Arrobi, I. R. (2021). Perlindungan hukum terhadap usaha mikro kecil dan menengah pasca pemberlakuan undang-undang nomor 11 tahun 2020 tentang cipta kerja. *Jurnal de jure*, 13(1), 24-39. <https://doi.org/10.36277/jurnaldejure.v13i1.506>
- [5] Syairozi, M. I., Aziz, K. F., & Taufiqurrachman, F. (2022). PENGARUH LIKUIDITAS, SOLVABILITAS DAN PROFITABILITAS TERHADAP PERTUMBUHAN LABA PERUSAHAAN (Studi Kasus: Terhadap Perusahaan Sektor Percetakan, Periklanan dan Media, Tahun 2016-2020). *Jurnal AKTUAL*, 20(2).
- [6] Syairozi, M. I. (2017, September). ANALISIS PAJAK DAN VARIABEL MAKROEKONOMI TERHADAP PENERIMAAN PAJAK PERNGHASILAN. In *Seminar Nasional Sistem Informasi (SENASIF)* (Vol. 1, pp. 338-350).
- [7] Nugraha, A. (2022). Sosialisasi Pentingnya Inovasi Produk Pada Filter Coffee Dan Pelatihan Inovasi Produk. *Majalah Ilmiah Pelita Ilmu*, 4(1), 35-50.
- [8] Huzaifi, A., Hanifah, F., Harkart, M. A., Ardiansah, R., Christina, V. S., Sutoro, M., & Sugiarti, E. (2022). Peran Sumber Daya Manusia dalam Mengembangkan Kinerja pada UMKM Griya Cendekia di Desa Curug, Kecamatan Gunung Sindur, Kabupaten Bogor. *Jurnal Ilmiah Mahasiswa Mengabdikan (JIMAWAbdi)*, 2(1), 1-14.