

## Conference Paper

### Empowerment of Fisherman Women in the Development of Nugget Shell Business in Bluru Kidul Village, Sidoarjo District, Sidoarjo Regency

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#### Abstract

This community service is empowering women fishermen in the development of business of mussel nuggets in Bluru Kidul Village, Sidoarjo District, Sidoarjo Regency, the implementation is from March to June 2018, this community service method in the form of Training, Assistance and practice making shellfish nuggets in accordance with the recipe for dough taste, & hygiene of food products. Training, Assistance and Packaging & Labeling marketing management practices, monitoring and mentoring after training. This concept is to create a community that is independent and creative in projecting their future, families of fishermen communities in Bluru Kidul Village, Sidoarjo District, Sidoarjo Regency, will no longer depend on the local government in the development of home industry businesses in their village, but are able to stand on their own with potential in his territory. The management system based on independence and creativity in the development of the production of shellfish nuggets is still rarely found. Therefore, in the future, Bluru Kidul village is expected to become a pilot village especially in the production of shellfish nuggets in East Java in particular, and in Indonesia in general, especially for coastal villages.

**Keywords:** Empowerment, shellfish nugget, women fisherman

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#### INTRODUCTION

The development of the nugget business with shellfish basic ingredients in Bluru Kidul village is a follow-up of IBM Women Fishermen Empowerment in the Development of Shellfish Meatballs business. This is considered important for people in Bluru Kidul village, especially fishermen's families in an effort to increase income and family welfare, because it is predicted in the sense that it will continue to be evaluated that making shellfish nuggets can increase production. Besides fishermen women will be able or empowered to increase production sourced from shellfish basic material which is also accompanied by an increase in income, it is necessary to explore other potentials that are very possible can also increase the income of fishing families, namely the Development of Shellfish Nugget Business Development

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meatballs. However, because of its speculation, it has not been developed properly. Therefore it is necessary to touch other parties to develop the business of making the shellfish nuggets. Shellfish itself is a complete source of animal protein containing essential amino acids needed by our body. Essential amino acids are amino acids that cannot be made in the body, so it must absolutely come from food, especially shellfish.

Assessing women cannot be separated from the values or provisions that distinguish male and female social identities, as well as what must be done by women and what men must do in economic, political, social and cultural terms both in family life, society and nation (Budiman, 1985; Megawangi, 1997). Women's empowerment is a process of awareness and capacity building towards greater participation to have power and supervision in decision making and transformation so that women can produce something useful (Karl, 1995 in Man Yee Kan, 2002). Separating the chain of poverty is considered to be able to free from powerlessness and free from poverty, grow power and have independence. Empowering women as a continuous process to increase women's abilities and independence in an effort to improve the welfare of their families.

The business of making shellfish nuggets in the village of Bluru Kidul has actually been done quite often by women fishermen who are members of the Joint Business Group (KUB), in addition to shellfish crackers and shellfish meatballs. However, because of its speculation, it has not been developed properly. Therefore it is necessary to touch other parties to develop the business of making the shellfish nuggets. Shellfish itself is a complete source of animal protein containing essential amino acids needed by our body. Essential amino acids are amino acids that cannot be made in the body. The business of making shellfish nuggets in the village of Bluru Kidul is actually quite often done by women fishermen who are members of the Joint Business Group (KUB), in addition to shellfish crackers and clam meatballs. However, because of its speculation, it has not been developed properly. Therefore it is necessary to touch other parties to develop the business of making the shellfish nuggets. Shellfish itself is a complete source of animal protein containing essential amino acids needed by our body. Essential amino acids are amino acids that cannot be made in the body, so it must absolutely come from food, especially shellfish.

Assessing women cannot be separated from the values or provisions that distinguish male and female social identities, as well as what must be done by women and what men must do in economic, political, social and cultural terms both in family life, society and nation (Budiman, 1985; Megawangi, 1997). Women's empowerment is a process of awareness and capacity building towards greater participation to have power and supervision in decision making and transformation so that women can produce something useful (Kan, 2002). Separating the chain of poverty is considered to be able to free from powerlessness and free from poverty, grow power and have independence. Empowering women as a continuous process to increase women's abilities and independence in an effort to improve the welfare of their families.

Coastal communities as poor people have complex problems, namely the factors of economic poverty, social marginalization, and function and dignity. The factor of education where the education level of the people of this coastal area is still largely low. Education is important because community empowerment will increase personal and group capacity (Wahyono, 2004). The function of groups for individuals is to provide training and support for their members, helping the individual's psychological development by providing a platform for his intellectual and emotional development. While the group function for the organization is positively the cooperation between workers is needed so that there is a high spirit, which can be an important factor to increase production, awareness of carrying out tasks so that it will strengthen the organization (Tranggono, 2011). Community education is a process whereby educational efforts are realized in an integrated manner with the efforts of local people to improve social, economic and cultural conditions that are more useful and empowering the community. Therefore, it is necessary to empower women fishermen through productive economic based life skills education with the use of local potential in an effort to improve the welfare of coastal communities (Mulyono, 2007).

From the above situation can be described the problems that are being faced by women fishermen in the development of shellfish nuggets. First is their knowledge. Their knowledge of making shellfish nuggets has only been based on their own understanding so that it feels less able to compete when compared to other types of shellfish

nuggets that have been entrenched in Indonesia. The second problem is marketing. So far, the sale of the production of shellfish nugget is also limited in the village itself, even for the consumption of the fishing family itself. This certainly requires a third party to help make a sales promotion.

## **METHODS**

### **Community Service Locations**

This community service is carried out in Bluru Kidul Village, Sidoarjo District, Sidoarjo Regency, concerning the Empowerment of Fisherman Women in the Development of Shellfish Nugget Business in Bluru Kidul Village, Sidoarjo District, Sidoarjo Regency.

### **Community Service Participants**

Participants in this community service are the Chair and members of the Joint Business Group (KUB) Sumber Rejeki RT.02 RW.07 Bluru Kidul Village and Chair and members of the Sumber Mawar Joint Business Group (KUB) RT.02 RW.07 Bluru Kidul Village as many as 20 people plus other invitations who witnessed the activity

## **RESULT AND DISCUSSION**

### **Community Service Results**

One of the coastal communities in the Sidoarjo Regency is a fishing community in Bluru Kidul Village. In an effort to increase the income of fishermen families in Bluru Kidul Village, among others, is the role of fishermen women in seeking additional income, both in the activity of shelling shells, making clams satay, fried mussels, making shellfish and shellfish, as well as making and developing shellfish nuggets. In the history of settlements in the village of Bluru Kidul has been known for the results of ponds and the source of shellfish produced by many fishermen, so that the city of Sidoarjo, as well as the city of shrimp, is also famous for its traditional specialties, namely lontong Kupang with scallop satay. But shellfish nuggets actually also have the potential to be developed; and because of this potential, the women fishermen are moved to process the catch of fishermen, among others, shellfish which are processed and processed to become "shellfish nuggets" as an additional source of family income.

Various efforts have been made, but there has been no serious attention from the local government or investors who care about it so that this business is not so visible, and even tends to disappear. Bluru Kidul Village consists of 2 dukuh, namely Dukuh Rangkah Lor and Dukuh Bluru Kidul itself. The area is approximately 260 Ha with an altitude of 4-5 m above sea level. The boundary of Bluru Kidul Village is north of Kemiri Village, south of Sidoklumpuk Village, east of the East Ring Road / bordering the Sea, and west of the Pucang Village / Sidoarjo City; with a population of 18,618 people. One of the potential possessed by Bluru Kidul village is the fishing community, which is, of course, the main livelihood is to go to sea to look for shellfish catches with various types of shellfish; among others, mussel shells, beam shells, batik shells, tiger shells, cow mussels, intersections, and blood clams. Common facilities that are owned in this shellfish fishery sector are the presence of docks or fishing boat stops.

As a place for fishermen to collect catches, shells are formed by groups

Joint ventures include Joint Business Groups (KUB) Sumber Rejeki, KUB Sumber Makmur, and KUB Sumber Jaya, as well as KUB Mawar and KUB Melati. The activities carried out by KUB-KUB are: (1). Shellfish catching is carried out in Madura strait sea waters using diesel motorized boats and with fishing gear such as garit, garuk, and other traditional tools such as tires and baskets. The catch of fishermen in the form of shells reaches an average of approximately Rp. 1,000,000, - in one trip to sea in certain months or can only reach Rp. 500,000, - up to Rp. 600,000, - in normal months (depending on the weather); (2). Provision of fishing facilities. This is also an activity carried out by KUB in providing facilities such as fishing gear in the form of boats, diesel engines, scratches, and garit, as well as tires and baskets; in addition to other activities in the form of community social activities, such as

community service to dredge sedimentation of rivers in Bluru Kidul Village and Sedekah Laut / Nyadran which are conducted once a year. Equally important are the activities carried out by fishermen's women or mothers in Bluru Kidul village in supporting the Joint Business Group (KUB) in finding additional income for the fishermen's family by making shellfish crackers, shellfish meatballs, shellfish nuggets, etc. in fact there are many other potentials that can be developed; in an effort to increase the income of fishing families. For the manufacture of nugget shellfish, there are two compositions, namely the original composition using only mussels and the addition of chicken, while the composition is as follows:

#### Nuget Kerang Recipe

1. 100-gram mussels
2. Chicken 100 grams
3. Garlic 4 cloves
4. 2 cloves onion
5. 1.5 grams of salt
6. Sugar 1.0 grams
7. 1.5 grams of pepper
8. Wheat flour 40 grams
9. 30-gram tapioca flour
10. 50 grams of bread flour
11. Carrots 2 medium size seeds
12. Eggs 2 points
13. 15 grams of milk

#### How to make it next

1. Shells weighed 200 grams
2. Wash the shells until they are completely clean
3. After being processed, washing the shells is mashed using a blender or mixer to become like porridge
4. Mix all ingredients including tapioca flour 30 grams of wheat flour 40 grams, red goods 2 cloves of garlic 3 cloves, salt of 1.5 grams, sugar 1.0 grams of pepper 1.5 grams, skim milk 15 grams, eggs 2 grains, enough bread flour, enough carrots, mix the ingredients.
5. Insert the mixture into a baking sheet and steam for 30 minutes
6. The steamed nugget dough is cooled and then cut to taste
7. The cut nuggets are put into the egg and then the bread flour is rolled until all the nugget dough is covered
8. Put the nuggets into the freezer
9. Nugget is ready to be fried.

For the composition of one recipe above, if it is processed into nugget shells will produce a profit of up to 40% with an output ratio of Rp. 25,000 per recipe by producing 48 pieces of nugget shells, and if sold per piece for Rp. 1,000 it will produce Rp. 48,000, and if added with packaging costs and labor costs as much as 10,000 benefits obtained per recipe are Rp. 13,000.

#### **The target to be achieved**

The target of this activity is the empowerment of fishermen women in the development of shellfish nugget production as a follow-up to the development of shellfish and meatballs production, which is expected to increase income for fishermen families in Bluru Kidul village so that a better knowledge of shellfish nuggets can be achieved.

how is the communication strategy in marketing the production of shellfish nuggets which in the end will be able to obtain the welfare of the fishing community families?.

### **Priority Issues and Solutions for Solutions**

Priority determination of problems based on team and partner agreement is Knowledge of product development in making shellfish nuggets with the right composition/recipe so that it can produce flavors that are able to compete with other nuggets. Therefore we need a concept/recipe for making shellfish nuggets with the right recipe.

Marketing Management. Marketing problems are principal problems in relation to increased production. Therefore we must look for appropriate management and a suitable marketing network in order to grow the production of shellfish nugget that can be promising to be developed, including packaging and labeling.

Not knowing, it's not a shame, that is one of our terms in introducing a product, moreover this is an "industrial home" by comparing shellfish nuggets with other types of grounded nuggets, so it seems clear that shellfish nugget is not able to penetrate more markets largely. This is due to the limited marketing network that is not accompanied by effective and correct marketing communication strategies.

The strategy is essentially planning (planning) and management (management) to achieve a goal. But to achieve this goal, the strategy does not only function as a road map that shows direction but must show how the operational tactics. Communication strategies need to be arranged in a flexible manner so that operational communication tactics can be immediately adjusted to the influential factors. To achieve the purpose of communicating effectively, one needs to understand the nature of communication and messages to be able to determine the type of media needed and the communication techniques that will be established (Effendi, 1986: 34). The communication process is declared successful if the communicator is able to convey the message and the communicant can receive the contents of the message so that it can cause an effect. Therefore, related to how to market the home products of the shellfish nugget industry carried out by women fishermen in Bluru Kidul-Sidoarjo village, it is necessary to use a communication strategy so that it can penetrate the market so that it is expected to be able to compete with other types of nuggets that have been circulating.

### **Priority Issues and Solutions for Solutions**

Priority determination of the problem based on the agreement of the team and partners is Knowledge of the development of production in the manufacture of shellfish nuggets with the right composition/dough, so as to produce flavors that can compete with other nuggets. Therefore we need a concept/recipe for making shellfish nuggets with the right mixture.

Marketing Management. Marketing problems are principal problems in relation to increased production. Therefore we must look for appropriate management and a suitable marketing network in order to grow the production of shellfish nugget that can be promising to be developed, including packaging and labeling

### **CONCLUSION**

It has been explained that in this community service, the team and partners will implement the channel control strategy. In relation to this, the assistance provided by the team is integrated and sustainable assistance.

Integrated mentoring is that the team not only accompanies partner and community partners in terms of theoretical application, but the team will also assist partners in terms of theoretical conceptual explanations. In a sense, the team will accompany partners from training, production, to marketing. The team will accompany partners from planning to executing community service activities including integrated web creation training and cyber marketing, where conditions permit.

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