

## Conference Paper

### Fishery Service Empowerment In Business Opportunity For Fish Crackers of Increasing Family Revenues in the Gisikcemandi at Sedati Sub District, Sidoarjo District, Indonesia

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#### Abstract

Utilization of the potential or local wisdom of a village by the community if managed properly will be a source of income. The purpose of community service is the empowerment of the community in utilizing the processed marine fish in making fish crackers. Implementation of dedication in Gisik Cemandi hamlet is because fishing communities mostly tend to rely on fish catches for sale directly. Based on these conditions it is done dedication in improving the processed fish. This incident is done by counseling and training in making fish crackers, especially made from milkfish. Participants of extension and training as many as 30 divided into 6 groups consisting of locals, especially mothers. The outcomes and training are expected to provide housewives skills. Skills acquired can be developed to open a business of making crackers that impact on increasing opinions and family welfare.

**Keywords:** Business opportunity, income, local wisdom, potential

#### INTRODUCTION

An area must have the potential of local wisdom. The potential should be utilized as best as possible, and if potential utilization is used appropriately it will impact on the welfare of the community itself as well as its surroundings. One must be able to survive in the midst of society with the ability possessed both internally and externally. This should be realized with community empowerment, especially in increasing the utilization of local wisdom.

Enterprises in improving the welfare of life by opening a new business land in the utilization of natural products around. It is taking into account everything, including the availability of facilities and infrastructure that support, as found in the village of Gisikcemandi located in the district, Sedati Regency of Sidoarjo, East Java. The village is close to where the fish auction or TPI.

The village of Gisikcemandi is a village rich in natural resources, especially marine products. Most of the people depend on the catch of the sea. This sea produce are sometimes also erratic depending on the season. Natural factors affect the influence of seasonal fluctuations. If at the time of fish season supported by the weather then the income will be more. On the other hand, if circumstances do not support the income will decrease. This is what interferes with earning revenue.

Uncertain conditions in income, it is necessary empowerment, especially to housewives in helping the husband's income. Various kinds of business by utilizing marine fish to be processed. One of the empowerments of processed fish is shaped like fish crackers. Fish crackers are one of the most famous foods and everyone will

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know them. Fish crackers with basic ingredients are derived from fish and not from shrimp. This is a variation of nutritious food with a variety of flavors.

Crackers is a type of snack foods, often used as side dishes with a very affordable price. Fish crackers can be sold in cooked form or can be sold in raw form with various packaging. This business opportunity should be utilized by the local community. Making fish crackers by utilizing the results of marine fish makes the community more innovative and creative in entrepreneurship, especially in the field of food. Based on the above explanations and problems, then we will do community service about community empowerment to make use of processed fish in the manufacture of fish crackers.

This topic is in line with the direction of policy and development of UPN "Veteran" of East Java in the field of community service, which is to improve the application of science and technology that prioritizes the potential of local resources and wisdom that impact on improving the welfare of the community. In addition, it empowers the potential of local resources and contributes to solving community problems (*Renstra* UPN "Veteran" of East Java 2015-2019).

Fishermen tend to rely on fish catches for sale directly. The catch of fish depends on the season so it affects the uncertain income, when not in the fish season. Based on the situation, the mother's role is needed to support the husband's income by utilizing the fish caught in the fish season to be processed into fish crackers.

The welfare of family life is strongly supported by the level of economy owned. The increased economy is not only the responsibility of the whole husband, but the housewife needs to play an active role. According to Ikwantul et al (2014) that the family consists of two or more people who are bonded in blood, marriage or adoption bonds that live together. Family members must have their own duties and functions according to their abilities.

According to Kusnadi (2009) that the fisherman community is a living, growing and developing community in the coastal area which is a transition area between the land and sea. Usually, the citizens who live in coastal areas most livelihood is fishermen. The work of the fishermen shows that all of its activities are related to the sea and coastal communities with mutual assistance.

According to Kusnadi (2006), there are several qualitative indicators that are characteristic of fishermen community empowerment, namely: 1) the achievement of social welfare-economy both individual, tagged house and community, 2). Economic institutions function optimally and economic activity is stable and continuity, 3). Social institutions function well as local development instruments, 4). The development of people's access to economic resources, information, market capital and technology. 5). Increased community participation in coastal development decision-making and the growing critical awareness of citizens to the problems of development that exist in coastal areas. 6). Coastal areas become the center of regional economic growth and dynamic national economy and have the attraction of investment.

In increasing the family income is the very necessary role of housewives. Women's character as well as housewives as well as wives, as individual women as well as members of the community.

## METHODS

The approach used in this activity is to conduct training and mentoring the manufacture of fish crackers for housewives. The method used is participatory learning and action (PLA). The PLA methods include:

1. Approach the particular group of mothers to provide an understanding of the improvement of family welfare. Family welfare is strongly influenced by the role of mothers in helping to earn income by capturing business opportunities to make fish crackers.
2. Training and mentoring of fish crackers that can be developed as a business.
3. Guidance and facilitation of sustainable production management techniques that include the manufacture of quality krupuk so it can be sold in the market.

## RESULT AND DISCUSSION

Implementation of community service program was initiated by socializing first in the Office of Gisikcemandi Village by meeting with the Lurah. The team's goal is to introduce ourselves and inform the purpose of the PIKAT program in utilizing local wisdom. The Gisikcemandi Locals are mainly fishermen. Her mothers are mostly housewife who often helps her husband when the husband takes care of fish catch. The Lurah responded positively if housewives were given training in making fish crackers. Next discussed the technical implementation with Mrs. Lurah as chairman of PKK. Training participants are set as many as 30 housewives moms.

Mr. Lurah hopes that the implementation of counseling and training of cracker making can continue in the future. Hope that citizens have skills in making fish crackers and later can be traded so that it can help the family income. Evidence when Mr. Lurah gave a continuous welcome and hope for the implementation of counseling and training of making crackers.

During the execution of counseling and training, trainees were very enthusiastic to follow. Counseling is done to provide motivation to housewives in increasing family income. How to increase family income in addition to helping husbands who work as a fisherman but can take advantage of fish catches to be made krupuk which later can be traded

## CONCLUSION

This program can be expected to be conduct continously, thus it can help housewives for enhancing the income.

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