

Conference Paper

Snack Product Processing and Business Management of Milkfish Crackers to Increase Local Potential

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ABSTRACT

The purpose of the Community Service Program for the Utilization of Science and Technology for the Community (PIKAT) is to provide training and assistance to the "Rojo Mino" Pond Farmers Association Partner Group, which produces processed milkfish. Because all this time, what partners have done with milkfish ponds only sell milkfish products directly without further processing. For this reason, to increase local potential, it is necessary to provide counseling to partners. Based on this, the Community Service Program for the Utilization of Science and Technology for the Community (PIKAT) was carried out to partners to improve knowledge and skills of milkfish processing through training and assistance in making milkfish processed products, financial management of their business, and providing knowledge and enlightenment in strategic management in marketing products with an online system. From the results of this counseling, it was found that the productivity produced by partners in processing milkfish into cracker snack products began to increase in sales. The marketing network that is carried out is increasingly widespread. Thus, the local potential generated by the "Rojo Mino" Pond Farmers Association Partner Group increases.

Keywords: Milkfish, crackers, product processing

Introduction

Milkfish is one type of brackish water aquaculture (pond) because it has a high salinity tolerance (euryhalien) (Fitri et al., 2016). Milkfish is very popular as an ingredient for public consumption because it has good nutritional content, namely high protein content of 20.38% (Sugito et al., 2013). Humans need fish protein because, besides being easier to digest, it also contains amino acids with a pattern almost the same as the pattern of amino acids found in the human body (Sampelsm 2014).

So far, pond management is still done traditionally by pond farmers in producing milkfish (Suharno et al., 2017). The results of the management are used as the primary source of household financing. Therefore, if these fishery resources are utilized optimally, the pond community can live in a high level of welfare to live properly. The higher the level of pond productivity, the higher the level of interest. Increasing the productivity of ponds will make people's mindsets more open to things related to the future.

Among the factors determining productivity are appropriate technology, seeds, feed, knowledge, and conducting counseling to be applied in a more complex and realistic economic life, especially with the information revolution 4.0. Lack of public knowledge about how to process milkfish will cause milkfish to have less high economic value. Therefore, alternative milkfish

How to cite:

Susilowati, E., Suryaningrum, D. H., & Andayani, S. (2022). Snack product processing and business management of milkfish crackers to increase local potential. *International Seminar of Research Month 2021*. NST Proceedings. pages 41-44. doi: 10.11594/nstp.2022.2407

processing is needed to reduce milkfish's nutritional value and natural taste and can be done independently at home (Hasan, 2019).

Based on the description above, it is necessary to carry out a community service program to use science and technology for the community (PIKAT) at the "Rojo Mino" Pond Farmers Association Partner Group, Kel. Medokan Ayu Surabaya. This community service activity aims to provide training and assistance to the "Rojo Mino" Pond Farmers Association Partner Group, Kel. Medokan Ayu Surabaya produces processed milkfish.

In addition, it also introduces a good product marketing strategy to increase local potential, which will impact increasing partner income.

Material and Methods

The implementation methods in the PIKAT Program Dimas activities include:

1. Preparation phase

Field observations are carried out at this stage, formal introductions first with partners, socialization, and coordination with partners, taking care of activity permits, and purchasing raw materials and equipment.

2. Training Stage

In the training phase, there are 2 (two) methods used, namely:

a. Provide counseling

This stage of counseling is carried out using lecture and question and answer methods to explain material first, how to choose suitable raw materials according to standards, socialize diversification of processed milkfish products, and business management. Second, how to manage business finances by providing counseling in bookkeeping, calculating the cost of goods, and providing strengthening aspects of business motivation for pond farmers and providing good marketing strategy techniques in marketing their products following advances in information technology in this era of the industrial revolution 4.0.

b. Training

At the training stage, with this method to know the process of processing cracker snack products made from milkfish to make it easier for trainees to understand the training material.

The processing method for milkfish cracker snack products is as follows:

1. First, prepare the ingredients:

a. Milkfish (raw material), garlic, salt, sugar, eggs, tapioca flour, and water.

b. As well as the equipment used in the production process: stove, LPJ gas, blender, pot to boil water, large size pot for kneading (mixing ingredients), medium-size pot for milkfish porridge, dandang langseng (pot) for steaming semi-finished ingredients, a place to drain the steamed semi-finished product, a cutting tool to cut the ingredients into thin strips, a woven place to dry the thinly sliced milkfish cracker snack products.

2. The milkfish is cleaned of scales, head, and excrement, and the thorns are removed. After that, wash it clean with clean water. Then the clean milkfish is blended to become soft like milkfish porridge, then placed in a medium-size saucepan. Seasonings: peeled garlic, sugar, and salt.

3. The next step, Tapioca flour, is poured into a large pan with the spices that have been mashed plus eggs for mixing so that they are well mixed.

4. Result of step c. little by little poured into a large saucepan. Then pour hot water that is boiling mixed until the dough is chewy. After that, it is cut into pieces to be crushed to form like long rice cakes. Then steamed for about 20 minutes.

5. After 20 minutes, it is removed and then drained from cooling, then sliced thinly, and finally the slices are dried in the sun.

6. The next day, the finished product for milkfish crackers was ready to be packaged and marketed.



Figure 1: Providing training on the process of making snack products milkfish crackers

Results and Discussion

The purpose of the Community Service Program for the use of science and technology for the community (PIKAT) is to provide knowledge to partners about processing and business management in managing the production of milkfish cracker snack products. At first, Mitra Paguyuban Pond Farmers "Rojo Mino," in processing milkfish, was only done simply, roasted, or directly sold. However, with this community service program, it is possible to change the mindset, views, and thoughts on milkfish processing from ponds. At the initial stage, lectures were given, given counseling materials in the counseling process related to standard quality ingredients needed in the process of making milkfish cracker snack products accompanied by questions and answers and discussions. Likewise, it was bookkeeping materials, calculating the cost of goods, and appropriate marketing strategies that must be carried out in the face of increasingly sharp competition today and changes in information technology, especially in this 4.0 information revolution era.

After the theoretical briefing process has been given through counseling, the next stage is training on financial bookkeeping. Here partners are given training and understanding of the importance of recording business finances. The cost of goods produced and what selling price will be set for the products to be produced can estimate how much profit will be received on the sale of their products. Of course, after calculating the cost of goods sold, the last step is to provide training on marketing. With knowledge of marketing management strategies, participants' insight increases, so it is hoped that they will be able to make changes (innovations) in running their business to expand the market and increase income.



Figure 2. Lectures and discussions with mothers during counseling



Figure 3. The process of weighing milkfish cracker products and ready to be marketed

Conclusion

The existence of counseling and training on processing and business management was greeted with pleasure, joy, and a high response by the Paguyuban Farmer Partner "Rojo Mino," Kel. Medokan Ayu. In addition, the counseling carried out can increase the knowledge of partners. So that the partner's ability to advance in the knowledge of processing snacks made from milkfish.

Based on the results of the Community Service Program (PIKAT) implementation, it can be concluded that with training in processing and business management of milkfish cracker snack products at the "Rojo Mino" Pond Farmers Association Partner, Kel. Medokan Ayu, the quality and quantity of processed crackers made from milkfish as a local product produced by partners, is increasing. Thus, it can increase the local potential of the partners. In addition, it can increase knowledge about business financial records so that partners can carry out orderly financial administration of their business and can run their business properly. And can increase knowledge and insight about Marketing, so that it can implement various marketing strategies, so that sales turnover increases.

Acknowledgment

Thank you to LPPM UPN "Veteran" Jawa Timur for providing for the Community (PIKAT) so that the proposer team can improve the knowledge and skills of the "Rojo Mino" Pond Farmers Association Partners of Partners Medokan Ayu Surabaya.

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