

Development of Local Economic Potential for Women through the Cracker and Mujair Fish Brains Business in Dukuh Tunggal Village, Glagah District, Lamongan Regency

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ABSTRACT

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Women who have free time can be used as capital and opportunities to carry out productive activities that can generate income. Women of Dukuh Tunggal Village who are members of the 10 PKK (Family Welfare Development) group try to make crackers and major fish brains to increase people's income and welfare. The purpose of this activity is to strengthen the local economic capacity of women in Dukuh Tunggal Village by taking advantage of the business opportunities around them. The implementation method is Asset-Based Community Development (ABCD) which includes three stages, namely the preparation stage, the implementation stage of counseling and training, and the mentoring stage. This study concludes that the service in Dukuh Tunggal Village, Glagah District, Lamongan Regency, was carried out well, with the material presented can be accepted by participants through counseling, training, and assistance in the aspects of production and management of otak-otak and major fish crackers. Participants hope that there will be a technology transfer related to the fishery business to support their business in the future.



Introduction

The potential of fisheries in Lamongan Regency is quite large, in the aquaculture sub-sector, activities are cultivated in an area of around 20,487.40 Ha, including Ponds covering an area of 932.29 Ha, Paddy Ponds of 19,503.54 Ha, Ponds of 51.35 Ha, Karamba of Floating Nets (KJA) of 0.08 Ha and Karamba Tancap of 0.14 Ha (Zulkarnaen, 2016). Lamongan Regency also has potential in Inland Public Waters (PUD) with a total area of 5,275.50 Ha, of which the area includes 1,090.00 Ha of Swamp, 2,723.00 Ha Reservoir, and 1,462.50 Ha River. Glagah District is one of the largest fish farming areas in Lamongan Regency with a pond land area of 3,210,000 m² and pond rice fields of 38,563,500 m² in 2021 (Hastin, 2021).

With a large fishery production, Glagah District has great potential in processing fishery products. However, unfortunately, the production of processed fish in Glagah District is still very low compared to other fish farming areas (Yaskun & Sugiarto, 2017). Some of the factors that may cause the low production of processed fish in Glagah District include: (a) Lack of training for farmers and fishery business actors on processing techniques and good business management can affect the quality and quantity of processed fish production, (b) The use of less modern and efficient processing technology can hinder the increase in the added value of fishery products and (c) Limited capital and investment to increase processing capacity And introducing new technologies can be a major obstacle (Rahim & Safitri, 2022).

Dukuh Tunggal Village as the largest fish farming area in Glagah District has an industrial center for processing household-scale fishery products processed from mujair fish. Mujair fish is a native fish of freshwater waters that has a relatively fast growth rate. When the harvest arrives the abundant fishery products will not be able to be spent in a short time, if left unchecked, it will undergo a process of change that leads to damage and resulting in a decrease in prices (Jaya et al., 2021).

To overcome this problem, women from Dukuh Tunggal Village who are members of the 10 PKK (Family Welfare Development) group try to make crackers and mujair fish otak-otak. Mujair fish was chosen because it has a soft, thick, and savory meat texture, so it is suitable for processing into crackers and otak-otak. Mujair crackers are usually slightly black or deep black because of the base layer of the mujair fish skin. However, in the hands of the women of Dukuh Tunggal Village who are members of the 10 PKK group, the crackers produced are white (Soleh, 2017). After being fried, these crackers have a very savory, crispy, and taste that is not inferior to milkfish or carp crackers. In addition, mujair fish is also processed into otak-otak. Usually, otak-otak is made of milkfish. However, in the hands of these women, the major fish brains produced are no less delicious than milkfish brains. Moreover, the relatively more affordable price of major brains makes this commodity marketable to embrace the lower middle economic class (Mulyana et al., 2017).

The efforts of the 10 PKK group in processing mujair fish into crackers and otak-otak provide several benefits, including: (a) Reducing Losses, by processing mujair fish into products that have a longer shelf life, losses due to fish damage can be minimized, (b) Increasing Added Value, processed products such as crackers and otak-otak have a higher selling value than selling fresh fish, (c) Providing Employment: This processing activity provides employment for women in Dukuh Tunggal Village, increasing family income and the welfare of the local community and (d) Women's Empowerment: Involving women in economic activities and processing of fishery products strengthens their role in the economic development of the village (Rahmatunnisa, 2021). With this strategy, Dukuh Tunggal Village not only maximizes the potential of mujair fish cultivation but also develops a processing industry center that is beneficial to the local economy and community welfare.

The center of the processing industry of household-scale fishery products processed by mujair fish in Dukuh Tunggal Village is still very simple. The products produced are still of low quality because they use poor raw materials, the production process is still simple, and lack hygiene (Maharani, 2024). The market is still limited to local and without having a clear brand branding. The high desire of women in Dukuh Tunggal Village to support the family economy and the lack of knowledge and skills in processing fishery resources are reasons for us to provide assistance as well as knowledge on how to process mujair fish into a typical product that is worth selling and become a culinary center typical of mujair fish in the Glagah District area. To support the sustainability of these efforts, it is necessary to diversify processed products in the form of crackers and mujair fish brains which will be the forerunner of the culinary flagship products of Dukuh Tunggal Village.

With the right assistance and product diversification efforts, Dukuh Tunggal Village can develop a more advanced mujair fish processing industry center and become a culinary icon typical of the Glagah District. This not only boosts the local economy but also empowers women and improves the well-being of the local community.

Method

The implementation method used in this service is Asset-Based Community Development (ABCD). The ABCD method is based on the principle of recognition of the potential, strengths, talents, and assets of individuals and the general public, to inspire positive change by focusing on the needs and problems at hand. This approach not only sees the glass half full but mobilizes the energy of each individual to participate in a more meaningful way in the development of community assets. This method was chosen because ABCD emphasizes asset-based development and the potential owned by the community itself. This is due to the characteristics of women in Dukuh Tunggal Village who have a variety of skills and economic potential that can be further developed. ABCD not only identifies existing problems but also focuses on the strengths and resources available in the community.

This activity was carried out on May 1 - August 1, 2024, in Dukuh Tunggal Village, including a location survey of the stages of implementing training activities. The target of this activity is women who are members of the 10 PKK (Family Welfare Development) group of Dukuh Tunggal Village which consists of 15 participants. This community service activity is an educational activity to support the family economy for women by providing counseling, training, and assistance related to production aspects and aspects of business management of crackers and mujair brains in Dukuh Tunggal Village, Glagah District, Lamongan Regency.

Results and Discussion

Preparation Stage

The preparatory stage to support the development of crackers and major fish brains in Dukuh Tunggal Village, Glagah District, Lamongan Regency, includes: 1) Location

Survey and Interview: Conduct a location survey to identify the potential of fishery resources, especially major fish. As well as conducting interviews with women who are members of the 10 PKK group of Dukuh Tunggal Village. The goal is to understand their existing conditions, needs, and expectations related to the development of crackers and major fish brains. 2) Local Potential Analysis: Conclude that mujair fish fishery resources are very abundant around the location. This is supported by the fact that some of the husbands of culinary business actors are local farmers. As well as identifying that the market demand for fish crackers and mujair otak-otak is quite stable, especially during the fasting month and Eid al-Fitr. 3) Selection of Location and Time of Implementation: Determine that training activities for crackers and major fish brains will be carried out in early May 2024. And decided to provide community assistance, which includes counseling, training, and assistance related to aspects of production and business management. Thus, this preparation stage is a strong foundation to drive and optimize local economic development activities through the cracker and major fish brains business in Dukuh Tunggal Village.

Counseling and Training Implementation Stage

The purpose of this activity is to provide information, knowledge, and work experience to participants regarding the production of crackers and major fish brains, both in terms of production and management. This training took place in a classical format with discussions, where the speakers delivered training materials through presentation slides. The material discussed includes:

1. Production aspects include identification of fresh fish, selection of raw materials, sanitation, and hygiene, benefits of packaging, packaging and packaging design, storage of major fish crackers and otak-otak, stages of making major fish crackers and otak-otak and demonstration and evaluation. In this activity, the direct practice was carried out of processing mujair fish into snacks in the form of major fish otak-otak and major fish crackers. From the results of the discussion during the fish brain processing demonstration activity, participants had an interest in the processed product. This was marked by the active discussion activities related to the use of spices/spices during the demonstration activities. The finished processed products are then tested by the participants and the results of the tester have a good taste (delicious) and with a good level of chewiness.
2. Management aspects include setting selling prices, financial bookkeeping, and online marketing for major fish crackers and otak-otak products. The main goal is to increase participants' understanding of effective financial management so that they can calculate capital and profits accurately, as well as maintain business sustainability. The discussion showed that the participants' financial records were still carried out simply, and sales were still direct (door to door). Therefore, the concept of online marketing was introduced as a new strategy to expand the market. Through the digital platform, participants are expected to reach a wider range of consumers, increase sales, and build brand awareness. Thus, an increasing understanding of financial management and the

implementation of online marketing strategies is expected to help participants develop their businesses in a sustainable manner.



Figure 2
Counseling and Training on Making Mujair Fish Brains and Crackers

Assistance Stage

The mentoring stage after the counseling and training activities for the major fish crackers and otak-otak business was carried out online via WhatsApp to help participants overcome problems after the training of major fish otak-otak and mujair fish crackers in Dukuh Tunggak Village. As a result, participants began to develop fish brain products, marketing through orders and storage at stalls around Dukuh Tunggak Village and Glagah District. Material modules are provided during the training to support participants' understanding. This activity went well, as evidenced by the activeness of the participants in the question and answer session and their involvement in the entire series of activities. The community considers this activity important because it opens up new trade opportunities that characterize the local food of mujair fish in Glagah District.

The results of the assistance in developing local economic potential for women through the cracker and mujair fish brains business in Dukuh Tunggal Village, Glagah District, Lamongan Regency include:

Women's Empowerment

One of the concrete results of this assistance is the formation of a group of women who are members of the 10 PKK group of Dukuh Tunggal Village. Previously, the mothers processed mujair fish into crackers and otak-otak individually. However, after mentoring, they managed to organize themselves to be involved together in processing, production, and marketing collectively.

Skill Enhancement

The training and guidance provided by resource persons who are competent in the field of fish processing and already have various trademarks of processed fish products of various products have been quite successful in improving women's skills in processing mujair fish into high-selling value products such as crackers and otak-otak. Here are the aspects that have been successfully improved through the training and guidance:

1. Good and Correct Fish Processing Techniques
2. More Efficient Use of Production Equipment
3. Creativity in the Development of Flavor Variations and Product Packaging



Figure 3
Mujair Fish Brains and Crackers Before and After Assistance

Business Sustainability

Business sustainability The impact of assisting the development of local economic potential for women through the cracker and mujair fish brain business includes the development of branding and digital marketing (Maq et al., 2024).

This activity helps business groups in creating strong and attractive branding. This includes creating a logo, designing attractive packaging, and defining a brand identity that reflects the quality and uniqueness of the product. In addition, teaching digital marketing strategies to village women, including the use of social media (such as Instagram, Facebook, and WhatsApp) to promote products (Asfahani et al., 2023).



Figure 4 Branding Development

Conclusion

The service activities in Dukuh Tunggal Village, Glagah District, Lamongan Regency, were carried out well, with the material presented being accepted by the participants through counseling, training, and assistance in the aspects of production and management of the otak-otak and mujair fish cracker business. Participants hope that there will be a technology transfer related to the fishery business to support their business in the future. Overall, this program has a positive impact by improving women's living standards, strengthening social cohesion, and encouraging the spirit of mutual cooperation in the Dukuh Tunggal Village community.

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