



PKM CATFISH PROCESSED BUSINESS DEVELOPMENT IN SUDAMANIK VILLAGE CIMARGA DISTRICT RANGKASBITUNG

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ABSTRACT

Food security is one of the determinants of community welfare, especially in the countryside. Efforts to achieve these conditions need cooperation between various elements, one of which is the role of universities through community service activities. Cultivation carried out in Sudamanik Village, Cimarga Subdistrict, Lebak Regency aims to earn income during difficult times in pandemic times. Therefore, this Catfish processed business is a program from students doing community service in Sudamanik Village and can be developed by the Local Community. The method used in this activity through marketing assistance and catfish processing assistance by using kitchen tools that can be used in the manufacture of catfish crackers, namely knives to memfilet / cut catfish and finished cracker dough then to smooth the dough using a mixer and to form the dough into long oblongs by manual use of hand. The results of processing this catfish into catfish crackers are preferred and beneficial for health. It is expected to help improve the economy of the Sudamanik community in the time of pandemic. Catfish is processed into a ready-to-eat process that is healthy, nutritious, practical and economical. Catfish processing business can be developed in Sudamanik Village as an alternative income if there is a delay in rice harvesting, the high willingness of the community to be able to produce catfish crackers is the beginning of the rise of MSMEs in Sudamanik Village.

Keywords: *Development; Processing; Packaging*

INTRODUCTION

Catfish farmers in Sudamanik village are very much but they do not know how to process it correctly and adequately, they focus more on cultivating it. Therefore, we as students took the initiative to help make a terobosan with us making a loka work that is the manufacture of crackers from the primary material of catfish.

Catfish has business prospects that can be said to be very easy to cultivate- yes, because catfish also has many enthusiasts from the sudamanik community, not only easy to cultivate but also easy to market it. Therefore, we as mahasiswa play a role to make this catfish as a loka karya that is the making of catfish crackers.

Not only has much interest, but catfish also has many nutrients, such as protein of 18.7%. Making catfish is also easy to make for various food works but we take the initiative to make it into catfish crackers. The activities of catfish breeders in the village

are usually using a type of jumbo catfish, because the jumbo catfish meat is thicker and also the protein is larger

METHOD

The yang method is used in this activity through marketing assistance and catfish processing assistance by using kitchen tools that can be used in the loading of catfish crackers, namely knives to memfilet / cut catfish and cracker dough that has been steered a n to smooth the dough using a mixer and to form the dough into a long oblong by manually using hands.

To market products that we have made need to be promoted with the use of information networks and technology that are now very easy to access we can utilize various platforms such as social media or e-commerce, before we market the products we make we have prepared the strategy, the strategy we use is blue ocean marketing where this strategy is very suitable because this strategy is relying on initiatives and causing creativity, especially in the airmanic community, therefore by using the blue ocean marketing strategy will be much customer who are interested in the products we make.

RESULTS

From the results of observations that we make about MSMEs in Desa Sudamanik, the majority of the community works as farmers, ranchers and traders and there are no MSMEs that produce crackers made from catfish. So, we decided to make an in-depth observation about the results of catfish cultivation in the village sudamanik, the peternak catfish in the village sudamanik only focused on cultivating and selling it to the steamers or the nearest markets and can also to the local community so that the wheels of the economy turn sometimes erratically.

So, we made a breakthrough by making crackers from catfish because we saw excellent sales prospects by making catfish crackers so that cultivators do not focus on selling fish only but also farmers have new products from catfish cultivation, namely catfish crackers.

The steps of the process of making catfish crackers include;

First, prepare tools and materials such as, Tools; pans, gas stoves, spatulas, mixers, knives, plastic gloves, and containers.

To make 1 kg of crackers in need the following ingredients;

Catfish 1 kg 25000 rupiah

Tapioca flour 5000 rupiah

Flavoring 100 gr 5000 rupiah

Garam 500 gr 6000 rupiah

Garlic 1 clove 2000 rupiah

Shallots 1.5 cloves 5000 rupiah

Oil 2 kg 30000 rupiah

Total raw material price Rp 78,000. -

The Market Price for Catfish crackers is 175,000., /kg Wow. quite the difference up to Rp 97,000, /kg is a business that is good.

There are several processes in the manufacture of catfish crackers in the style of residential mothers in the series of processes do not require high-tech tools but simply by using makeshift kitchen tools, among others:



Figure 1. Catfish For in Cut and Take the Offal.



Pictured.2 Catfish in Fillet Dagingand Re-T



Figure 3. Catfish meat in mixer and mixed with seasoning that Salreadyin makes.



Figure 4. Dough and Seasoning have been mixed in an oblong round shape.



Figure 5. Dough that has been formed in boiled until it becomes solid chewy.

Then slice the shaped dough from the pan. Kemudian, put the dough in the freezer to make a solid dough.



Figure 7. In Dry Until Dry for Approximately One Day



Figure 8. Crackers in Kemasan Dalam Wadah Plastik

CONCLUSION

Catfish processing business can be developed in Sudamanik Village as an alternative income if there is a delay in rice harvesting, the high willingness of the community to be able to produce catfish crackers is the beginning of the rise of MSMEs in Sudamanik Village.

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