

Optimalization Business Management for Catfish Farmers Community in Polowidi Village

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ABSTRACT

The catfish farmers community in Polowidi village, Sleman regency, Daerah Istimewa Yogyakarta (DIY) is a community of farmers who develop land around their houses which can be used as medium to breed catfish, but the lack of business management especially in developing pond, marketing, and capital access become the problems in this activity. This community service aims are giving knowledge and upgrading ability of catfish farmers to improve the business management by implementing 4 programs. The first is development of pond by using tarpaulins. The second is training of social media marketing and capital access. The third is mentoring the business activity. The fourth is following up program to improve the catfish farmers ability in the future..

INTRODUCTION

Indonesia as a maritime country has a very attractive fisheries sector. The fisheries sector has a competitive advantage to increase the growth of fish production in Indonesia, especially catfish farming (Fakhri & Taufik Hidayat, 2021). The Ministry of Maritime Affairs and Fisheries also campaigns "Love Eating Fish" for Indonesian society to increase the consumption of fish. Fish production in Daerah Istimewa Yogyakarta (DIY) from the community of catfish farmers only meets around 60% of consumption needs, and the other 40% is supplied from outside the region (Syarifuddin, 2019). Based on that, the opportunity of breeding fish is still great. In 2021, the Ministry of Maritime Affairs and Fisheries has visited one of area in DIY, namely Sleman regency to spread the fish seeds. This support motivates the society of one village in Sleman, namely Polowidi to be catfish farmers by using their yard. The fertile nature and the clean water in this village cause Polowidi can be planted any kind of plant and catfish farming. The resident of this village works in many kinds of business, that are entrepreneur, farmer, civil servants, and teacher. They are very supportive of catfish farming to fulfil the fish consumption in daily life.

Catfish farming is one type of fish farming that can be done by utilizing empty land supplied with clean water. The care and maintenance can also be done in a simple way. Breeding freshwater fish, especially catfish, has great development potential for the society in Polowidi village. Catfish breeding is an activity to raise catfish from small size to consumption size (Darmansah, Sulistiono, Nugroho, & Supriyono, 2016). Catfish consumption can be a source of protein for the society, especially after the Covid-19 pandemic. The new normal activities after the Covid-19 pandemic are currently being adapted by society where people remain productive by complying the applicable protocols (Adharani, Sulistiono, & Rachmawati, 2021). The society can get various benefits, such as providing nutrition for the family, generating additional income, and expanding the business reach from catfish farming.

At the beginning there was a catfish pond from Langit Keberkahan Nusantara Foundation managed by the society in Polowidi village, where this pond could be developed to gain more productivity. Langit Keberkahan Foundation and the society of Polowidi village do the collaboration on social, empowerment and religious activities, including the development of catfish farming. However, the potential for catfish farming is constrained because there are limitations in business management. Business management can be seen through 4 main areas, specifically marketing, finance, operation, and Human Resources (HR) according to each business condition (Fitriyani, Sudiyarti, & Fietroh, 2020). The society in Polowidi village has limitations about widening the pond, selling the harvest, and gaining the capital. Therefore, the focus of this community service is optimizing business management for catfish farmers community in Polowidi village by focusing on developing pond, marketing, and capital.

The Objectives of The Community Service Program

This community service program has some objectives that are giving the knowledge and upgrading the ability of catfish farmers in Polowidi village to improve business management, especially in developing pond, marketing, and capital access. Catfish farming, which is developed in Polowidi village, Sleman reGENCY has a great potential to provide welfare for the society. It can be said that the society already has basic skills in raising catfish from seedlings until they are ready for consumption, but if the catfish for consumption are not absorbed by the market, the catfish will decrease in smaller size so that they will not be fresh again and cause fish death. Business management skill of the catfish farmer community in Polowidi village is currently carried out based on basic self-taught knowledge. Therefore, the assistance about business management is needed to improve the potential for catfish farming. This community service program also supports the Strategic Plan of the Universitas Islam Indonesia (UII) which is consisted of 7 road maps for leading areas, especially the Development of Creative Economy Industries Based on Entrepreneurship and Globally Competitive Ethics.

IMPLEMENTATION AND METHODS

The partner in this community service is the catfish farmers community of Polowidi village. There are several activities carried out to provide solution. The activities carried out based on the main problems of the partner, especially in improving business management knowledge and skill of the farmers. The implementation and methods are explained in figure 1.

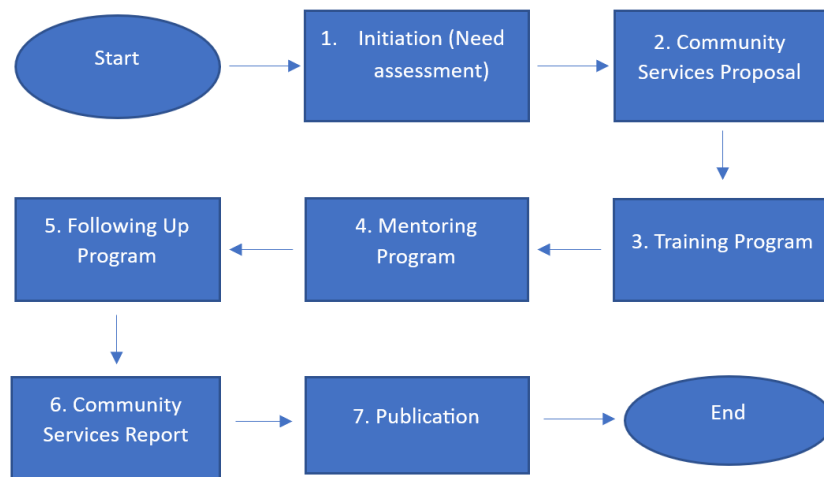


Figure 1. The Flow of Community Services Program

Figure 1 is explained as follows 1) Initiation, in this stage, the community service team conducts assessment and discussion with the management and members of the catfish farmers community in Polowidi village to identify their needs in order to strengthen and develop the business; 2) Community Service Proposal, in this stage, the service proposal is created and approved by the Directorate of Research and Community Service of Universitas Islam Indonesia (UII); 3) Training Program, in this stage, there are two sub-activities, namely training about social media marketing and access to capital, which developing pond previously; 4) Mentoring Program, in this stage, catfish farmer community receives assistance from the community service team to identify deficiencies in business and technical management of catfish farming; 5) Following Up Program, in this stage, the catfish farmers community adopts the catfish farming process in a good and correct way, then share it to other groups; 6) Community Services Report, in this stage, the community service team completes the activity report 7) Publication, in this stage, the community services team creates an article and do the publication as a form of accountability for activities and exposure of community service activities.

RESULTS AND DISCUSSION

Implementation of community service activities are divided into 4 main activities. First activity is development of catfish ponds. The second activity is training of social media marketing and capital access. The third activity is mentoring. The fourth activity is following up program. These activities are based on design thinking that carried out by the community service team to explore catfish farmers community knowledge and ability. Design thinking is a method for developing business and economic enterprises, where design thinking can also provide innovation-based solutions to society (Madanih, Susandi, & Zhafira, 2019).

1) Development of Catfish Pond

This catfish pond development activity is started with a meeting with the management of the catfish farmer group in Polowidi village produces an agreement to support the optimization of business management. The first activity is developing or widening the catfish pond. Pond development was also carried out before the training to provide business stimulus for farmers which is explained as follows:

a. Widening Catfish Pond

In this activity, widening or developing catfish pond is a crucial program to increase the number of catfish. Initially there was 1 pond, then community service team with the farmers developed it into 7 ponds. The making of the pond carried out independently by the farmers, using tarpaulin and providing irrigation through the village water source.



Figure 2. Development of Catfish Pond

b. Purchase Fish Seeds

In this activity, farmers purchase seeds from traders in Sleman regency. The seeds that have been purchased, distributed evenly into the fishponds. The farmers are assisted by women who are members of the Family Welfare Development who take turns providing food to the pond and monitoring the development of the catfish. The fish breeding period is about 3 months.

c. Harvest Estimation

The catfish is ready to harvest after 3 months of fish breeding period. The fish sold was 150 kilograms which sold 21.000 rupiah for each kilogram. The 100-kilogram is marketed directly to wholesaler and 50-kilogram is distributed to residents of Polowidi village especially to housewife.

2) Training of Social Media Marketing and Capital Access

Business management optimization training is held with 2 sub-activities, marketing training and access to capital. In marketing training, participants are given material regarding social media marketing, where participants can increase product exposure through social media on cell phones. In accessing capital, participants are given education on various sources of funds that can be accessed.

The strategy used by companies to continue business activities with the help of social media is called Social Media Marketing (Shareef, Kumar, Kumar, & Dwivedi, 2011). Social media marketing is a new communication tool by organizations or business actors that continues to develop globally and has an impact (Dahnil, Marzuki, Langgat, & Fabeil, 2014). Social media marketing training given to members of the Polowidi village catfish farmer community is provided to maximize the use of social media to sell products. This training was carried out in groups and created an Instagram account for the catfish farmer community in Polowidi village. The more farmers who can maximize the use of applications on cell phones, results in greater income

(Zaman, Sucipto, & Maulana, 2021). Business actors also do not yet fully use the potential of digital tools and have limitations in digital marketing with social media (Maarit & Karjaluo, 2015).

Every growing company needs marketing on social media to make the wider public aware of its business, especially the various products it offers (Utami, 2021). Social media is an online media that makes everyone connect, interact, socialize, and join a community and also as a marketing online tool favoured by businesspeople (Nadzira, Setiyawan, & Wiyarni, 2020) One of the social media platforms that have grown tremendously, thriving on visual content, is Instagram (Sukunesan, 2020). Instagram is also commonly used for shopping. It's designed as photo and video sharing app, but somehow a marketplace is formed within Instagram (Suciati, 2018)

In the practice of using social media as a marketing tool, members of the Polowidi village catfish farmer community use their own devices to practice and try all forms of marketplaces to maximize the digital tools they have and create an Instagram account. Business actors should improve market capabilities, especially social media capabilities to increase sales, profits, and business sustainability. Furthermore, the use of social media helps to widen knowledge about the market (Susanto, et al., 2023)

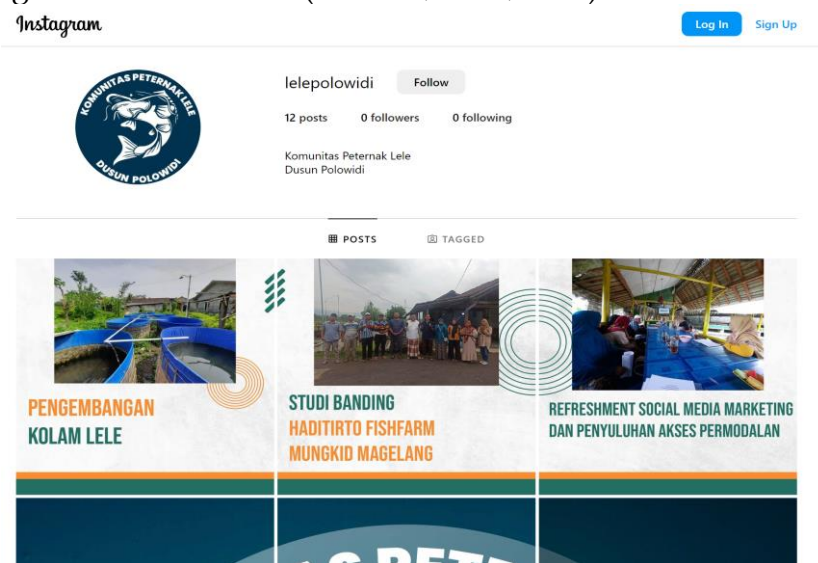


Figure 3. Instagram Account of Catfish Farmers Community in Polowidi Village

In counselling on access to capital, participants are given material about various types of capital, namely own capital, capital from the government, bank loan capital and loan capital from non-bank financial institutions. Participants are also given alternative access to capital through sharia financial institutions by using mudharabah and musyarakah system. In terms of access to capital, business actors also need a mature strategy to get good results, especially in the financial part of a business (Fitriyani, Sudiyarti, & Fietroh, 2020). Access to business financial institutions is also related to entrepreneurial ability to obtain funds to develop a business (Rita & Huruta, 2020).

Capital access is related to financial literacy because there are still many people who use financial products and services without having a good knowledge of the functions, how to choose the right according to needs, and do not know the risks of the products used (Noor, Fourqoniah, & Fikry, 2020). Financial and digital literacy is needed to find suppliers, managing employees, marketing their products, networking with prospective partners, and selling (Fauzi, Antoni, & Suwarni, 2020)



Figure 4. Training of Social Media Marketing and Capital Access

3) Mentoring Program

The mentoring program is carried out to provide supervision regarding the catfish farming business process. In the catfish breeding process, the catfish often jump outside the pond, so many catfish die on the edge of the pond. Apart from that, catfish that are ready to be harvested have insufficient weight. With the 7 catfish ponds developed during the service period, the number of catfish ready for harvest that can be consumed by the residents of Polowidi village increase. This condition supports the nutritional needs of residents. Increasing nutrition and awareness of nutrition is a family program that must be encouraged. Awareness of efforts to improve family nutrition by cultivating freshwater fish, one of which is catfish, is also of interest to various parties, although there are obstacles (Prawoto, Susilawati, & Faqih, 2018). The community service team and catfish farmer conduct a comparative study to Haditirto Fishfarm in Mungkid, Magelang, Middle Java to study catfish farming with the experts to overcome obstacles in breeding catfish in ponds made of tarpaulin.



Figure 5. Seeing the Catfish Pond in Haditirto Fishfarm

Several things are discussed in Haditirto Fishfarm. The discussion is about good and correct procedures for cultivating catfish, starting from creating a good ecosystem, managing catfish food, monitoring and maintaining catfish in ponds, providing oxygen and clean water, harvesting and distributing the harvest, selling the products directly to people in need or through the online shop, which is explained in figure 6 below.

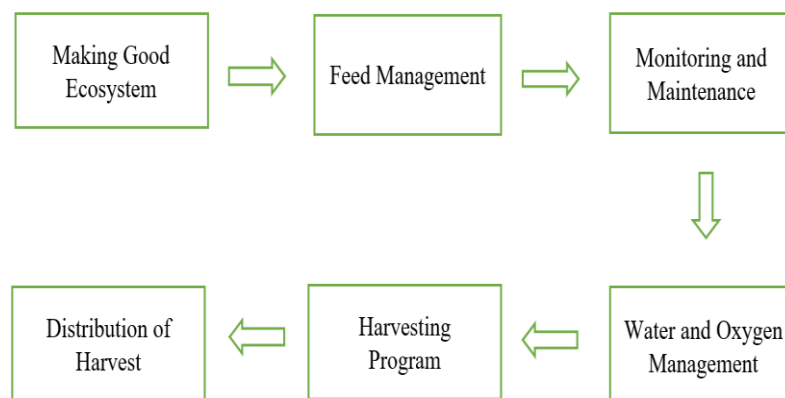


Figure 6. The Procedure of Catfish Farming by Haditirto Fishfarm

Apart from discussing the process of cultivating catfish, the owner of Haditirto Fishfarm also explains another product, namely marinated fish which can be purchased on e-commerce. Haditirto Fishfarm also increases its business exposure through various social media platforms, namely Instagram, YouTube and Facebook. This is also a motivation for catfish farmers in Polowidi village to increase their business exposure.



Figure 7. Closing of Comparative Study Agenda in Haditirto Fishfarm

4) The Following Up Program

The following up program is conducted to increase the ability of catfish farmers in managing business. The catfish farmers adopt a catfish cultivation process in good and correct way in accordance based on comparative studies. Furthermore, in the future catfish farmers will try to share knowledge and experience with all residents of Polowidi village and other catfish farmers community who have the desire to breed catfish in tarpaulin ponds.

CONCLUSIONS AND RECOMMENDATIONS

Optimizing business management in the catfish farmer community in Polowidi village is carried out to support professional business management. Together with the Berkah Langit Nusantara Foundation, the community service team carries out 4 main activities, namely 1) Development of Catfish Pond 2) Training of Social Media Marketing and Capital Access 3) Mentoring Program 4) Following Up Program. The development of catfish pond is carried out at the beginning of activities to optimize business management, which was initially limited to just 1 pond, then expanded to 7 ponds. Two agendas are carried out in the training, namely social media marketing training to increase selling catfish and counselling on access to capital. In mentoring activities, the community service team and catfish farmers conduct a comparative study to Haditirto Fishfarm to learn about good and correct catfish farming. In the following up program, it is hoped that farmers will share the knowledge and experience they have gained with residents and other catfish farmers community.

The recommendation for the next community service agenda is emphasizing the catfish farming business process in Polowidi village, especially an effort to create a business process from upstream to downstream utilizing the potential of the region and residents. It is important to carry out these efforts so that catfish farmers can optimize resources in the village, so that there is no need to buy seeds or feed from outside the village. Furthermore, the catfish harvest can also be processed into a variety of processed foods which can be distributed to the residents of Polowidi village and distribute the products outside the village by using social media marketing and maximizing electronic commerce (e-commerce).

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