Coastal Community Empowerment Based on Home Industry *Pemindangan* and *Pengasapan* in Desa Tambaksari Kecamatan Rowosari Kabupaten Kendal

Oktaviani Adhi Suciptaningsih¹, Titik Haryati², Novika Wahyuhastuti³, Agus Mukhtar⁴

¹PEN DIDI KAN EKONOMI, FP IPSKR, UPGRIS
²PPKN, F IPSKR, UPGRIS
³PEN DIDI KAN EKONOMI, FP IPSKR, UPGRIS
⁴TEKNIK MESIN, FT, UPGRIS

**Abstract**

The home industry of *pemindangan* and *pengasapan* is one of the main potential of the tourist village in Desa Tambaksari, Kecamatan Rowosari, Kabupaten Kendal. But the home industry has not been able to develop optimally because it is constrained by several things, such as the equipment used is still traditional and very simple, the hygiene of production process is still low, limited marketing, limited capital, not licensed business, and no product diversification. Therefore, this empowerment activity aims to empower the home industry actors *pemindangan* and *pengasapan* marine fish based *pindang pangkon* and *asap paparasi*. While the specific target is to increase the quality and quantity of production through *pindang pangkon* and *asap paparasi*, cost efficiency of productive economic activity of coastal communities through improvement of capital system, production system and marketing system. The method to be used is identification of problem, program socialization, giving of *pindang pangkon* (new technological innovation in the form of combination pans used to accelerate and facilitate the production of *pindang*), and *asap paparasi* (is fogging integrated system so hygienic and environment friendly), training and mentoring, demonstration plotting, monitoring and evaluation of the program. The result of this empowerment activity is the increasing of the quality and quantity of the production of *pindang fish* and *asap fish* so as to improve the welfare of home industry of *pemindangan* and *pengasapan*.

**Keywords**: Coastal Communities, Empowerment, Home Industry

**INTRODUCTION**

Tambaksari Village is one of the 16 villages in Kecamatan Rowosari, Kabupaten Kendal. Whereas Kendal City itself is one of the cities included in the "Metropolitan Area of Kedungsepur" (Kendal, Demak, Ungaran (the capital of Semarang Regency), Salatiga City, Semarang City, and Purwodadi), which is the fourth largest Metropolitan Region after Jabodetabek, Gerbangkertosusila, and Bandung Raya.

Based on BPS data: Rowosari Subdistrict in Figures 2015, Tambaksari Village has an area of 1.38 km², consisting of 3 hamlets, 6 RW, 32 RT, with a population of 3,046, 1,526 are male, the remaining 1,520 are female. Despite its location on the coast, the Desa Tambaksari community is not a fishing community. Based on the type of work, as many as 1,205 people work in the fisheries processing industry, namely *pemindangan* and *pengasapan*. Most *pemindangan* dan *pengasapan* are residents over 45 years of age (parents). *pemindangan* and *pengasapan* skills are inherited and carried out traditionally. The lack of knowledge of scanning and smoking makes...
the process of pemindangan and pengasapan far from the feasibility standard (for example washing the basic ingredients of unhygienic fish, still using a stove, using used newspaper or cement paper in the scanning process, waste to the river, etc.). As a result the selling value of pindang and ikan asap is low. This is not commensurate when compared to the production process which takes 8 to 10 hours per day. The low income makes marine fish scavengers and smokers in the village far from prosperous, this can be seen from the Rowosari BPS data in 2015 there are 453 families including underprivileged families. Thus the poverty experienced by pemindang and pengasap is structural poverty, because it is hereditary.

The problem faced is that the equipment used is still traditional and very simple, the hygiene of the production process is still low, limited marketing, limited capital and not yet licensed business, there is no product diversification, so the goal to be achieved is to empower pindang pangkon-based marine fishers and pemindang and pengasap in Desa Tambaksari, Kecamatan Rowosari, Kabupaten Kendal. While the specific target is to increase the quality and quantity of production through plywood and asap paparasi tools, the cost efficiency of the productive economic activities of coastal communities through, improvement of capital systems, production systems and marketing systems.

Whereas for productive-age residents working as Female Workers (TKW) and Indonesian Workers (TKI) (men) who work abroad, including in Hong Kong, Taiwan, Saudi Arabia, Malaysia and Singapore. According to Desa Tambaksari Profile data there are 45% of the population of productive age. Factors that cause the large number of people of productive age who work abroad are high levels of poverty, lack of employment in the surrounding areas, low level of education, presence of patriarchal culture, gender bias in society which results in gender inequality especially for women.

Patriarchal culture prioritizes men and makes women become second-class citizens (second class) (Sultana, 2010; Chowdhury, 2015; Habiba, e.t., 2016). In this case the boys in Desa Tambaksari have more opportunities to empower themselves than girls. This includes accessing various opportunities, including in obtaining education (although on average junior high school graduates), accessing jobs (marketing pindang and ikan asap), participating in various trainings organized by government and private (for example entrepreneurship training, although based on information from village officials yet some succeeded in becoming entrepreneurs) and others.

Whereas women have limitations in various matters, including in the field of education (many of them are only primary school graduates, this is because people assume "the highest education for women, if they already have a husband, they will be at home, taking care of household affairs" (stereotype / negative labeling), as a result they have difficulty accessing work because they do not have an adequate diploma let alone special skills. Because of this assumption women are rarely included in various trainings including entrepreneurship training. Even though most of the production of scans is carried out by women from cleaning fish, boiling, smoking, etc., men on average only take raw materials from agents and market pindang and smoked fish. When those who get male training, but who do the women's production process, surely the various information and knowledge obtained during the training is not applied. So that empowerment programs that have been carried out by the Government and the private sector have experienced failure because they are not on target.

The existence of gender bias, namely the misunderstanding of gender and nature (Mahadevappa, 2012; Verniers, et, 2018; Lundine, et, 2018) (for example, the
community views homework, caring for children as the nature of women, while men are naturally making a living) has led to gender inequality, for example the marginalization of women (the impoverishment of women), even though women are working on the process of pemindangan and pengasapan, but because those who make money, finance is held by men. Women are only given money for daily needs, do not have access to empower themselves. Subordination (marginalization of women), for example women do not need to be highly educated, because they will only work as housewives. Double burden, women are not only responsible for working on domestic work but also because a poor economy requires them to help the family's economy, which is on average being pindang laborers, pemindang and pengasap.

This is the cause factor that causes many women of productive age to work as migrant workers abroad. The work of migrant workers is considered the most promising job and is easiest to do because it does not need special skills, does not require high education and no fees (usually the recruitment agency which sends a salary deduction system, so the migrant workers who do not need to pay a lot).

Based on information from the Pemerintah Kabupaten Kendal (data from Baperlitbang (formerly Bappeda) Kendal, Dinas Perikanan dan Kelautan, Dinas Koperasi dan UMKM) and the private sector have sought to improve the quality of life of Tambaksari villagers through various training, equipment assistance, comparative studies with city scanners others, but have not produced the results as targeted.

Departing from the above conditions, Universitas PGRI Semarang programed Kuliah Kerja Nyata Pembelajaran Pemberdayaan Masyarakat di Desa Tambaksari Kecamatan Rowosari Kabupaten Kendal.

The results of the discussions conducted between the LPPM Universitas PGRI Semarang, the Badan Pemberdayaan Masyarakat Desa as the person in charge, the Baperlitbang, Kepala Desa, the home industry players agreed upon the implementation of KKN-PPM Universitas PGRI Semarang refers to Kendal Regent Regulations by working together on matters concerning the industry home pemindangan and pengasapan.

**METHOD**

The method used to overcome the problem is to do a strategic approach to the program which is carried out in several stages, namely: (1) Identification of the problem to find data about: profile of the pemindangan and pengasapan home industry; village potential, community culture, problems that need to be addressed; (2) Program socialization to all relevant parties, namely to home-based industry players, pemindang and pengasap, PKK mothers, youth of Youth Organization, Desa Tambaksari community, Badan Pemberdayaan Masyarakat Desa, Dinas Perindustrian, Dinas Pertanian dan Perikanan, Baperlitbang Kabupaten Kendal; (3) extension programs, training and providing tools to partners namely training for home industry pemindang and pengasap include training to improve the quality of production of pindang and asap fish, business management training, diversification of processed pindang fish processing, aquaponics training; training for PKK mothers includes diversification of fish food processing training; (4) the provision of pindang pangkon and asap paparasi equipment for home industry pemindang and pengasap and book donations for the Tambaksari Village smart park; food processing expo is attended by all residents of Desa Tambaksari. Each training was attended by approximately 25 people; (5) Program monitoring and evaluation, conducted by 4 Field Lecturers, 4 people from Desa Tambaksari, 40 students from KKN-PPM.

**RESULTS AND DISCUSSION**

Various activities carried out in KKN-PPM activities received a positive response
from the villagers of Tambaksari Village. This was evidenced by active participation which was marked by the attendance, enthusiasm of the trainees by asking questions, being active in opinion, and changing attitudes after the training was conducted.

The following is the overall process of Training on Entrepreneurship Quality Improvement and Production Efficiency of Processing Pindang and Asap Fish Processing. This training aims to improve the entrepreneurial quality and efficiency of the production of pindang and asap fish produced by home-based pemindangan and pengasapan in Desa Tambaksari. This training consists of several activities, namely:

1. How to produce correct pindang and asap fish. After participating in this activity, it is expected that there will be a change in mindset from home industry players on how to produce pindang and asap fish in accordance with the standards. The training presented resource persons from the Dinas Kelautan dan Perikanan as well as the business owner of "Rembang Minafood" namely Dini Bangun Wijayanti. The target of the activities is 25 people in the home industry of pemindangan and pengasapan in the Desa Tambaksari. This activity was continued by mentoring the correct way to scan and smoke by KKN-PPM students at the Universitas PGRI Semarang for 40 days. Each pemindang and pengasap is accompanied by 2 students. Every time they produce pemindang and pengasap fish, students will monitor whether production is in accordance with the standards of pemindangan and pengasapan that have been taught during the training. Students checklist the stages of scanning and smoking. The stages monitored include cleanliness (cleanliness of the place to scan and smoke, cleanliness of the equipment), sanitation (environmental hygiene, building construction, floors, doors, hand washing facilities, toilets, waste disposal), and hygiene (including the use of non-ink / newspaper paper, wearing gloves, wearing a head cover and mask, removing stomach contents, separating raw material channels and finished materials).

2. Giving pindang pangkon and asap paparasi equipment. This activity aims to improve the quality and quantity of production of pindang and asap fish. This tool is expected to be one alternative solution to business constraints, namely the use of equipment that is still simple and manual. Because, usually pindang fish is made by boiling on a stove or stove using a basin, and smoked fish made by smoked / baked on coals. The advantage of using pindang pangkon is that it can save the production time of pindang fish and increase the number of pindang fish produced. Likewise by using asap paparasi, the time to mengasap becomes shorter and the amount of mengasap fish becomes more. In addition, it also maintains hygienic processed fish produced. Pindang pangkon and asap paparasi made by Mechanical Engineering students at the Universitas PGRI Semarang. There are 2 pindang pangkon and 1 asap paparasi given to home industry pemindangan and pengasapan. The criteria for the recipients of this tool are those who passed the monitoring of mentoring to improve the quality of entrepreneurship and the efficiency of the production of processing pindang and asap fish carried out by students.

3. Diversification of processed pindang fish into pindang nugget, pindang sticks and pindang shredded fish. This activity aims to increase the productivity of the pemindangan and pengasapan cottage industry through various kinds of processed shrimps produced. The target of this activity is the home industry of pemindangan and pengasapan and 25 PKK women from the Desa Tambaksari. The speakers were 7 students of entrepreneurship KKN-PPM. The training participants were not only
taught how to make processed *pindang* fish but were also taught the techniques of packaging and labeling.

4. Business management. Business management is a series of activities to plan, direct and control the business carried out. Each of these activities must be carried out as it should be, if there is imperfection in one of the activities it will impact with reduced efforts to achieve business objectives (Mishra, et, 2018; Mishra, et, 2018). This *pemindangan* and *pengasapan* effort must also be based on the right business management, in order to reach the goal to the fullest. This activity aims to increase awareness of the home industry of *pemindangan* and *pengasapan* industry about the importance of business management in improving the quality of its business. The resource person for this activity was an Economic Lecturer and Field Advisor for the KKN-PPM in Tambaksari Village, Novika Wahyuhastuti. The target of this activity is a home industry of 20 people.

5. Granting entrepreneurial book donations. The purpose of this activity is to increase entrepreneurship of the home industry players in the *pemindangan* and *pengasapan* industry through a culture of literacy. Literacy culture is a culture of reading and writing (Supiandi, 2016). Reading can affect personal attitudes, morals and intelligence (Anggraini, 2016; Aini, 2018). It is expected that home industry *pemindangan* and *pengasapan* can increase their knowledge and skills about various types of entrepreneurial activities in the field of fisheries. Literacy cultural movements in home industry *pemindangan* and *pengasapan* are important because based on the facts in the field, reading culture has not been firmly rooted in everyday life. The books provided are how to maintain fish, diversify processed fish, and books that can foster an entrepreneurial spirit. The book was donated to the Desa Tambaksari community in general, managed by the Desa Tambaksari Library as the *Rumah Pintar* Desa Tambaksari. People can borrow various kinds of books every day. The book donated came from donors and donations from the KKN-PPM team of the Universitas PGRI Semarang, Desa Tambaksari. The following is a series of images from various activities that have been carried out:
Training on Quality Improvement of Entrepreneurship and Production Efficiency of Processing *Pindang* and *Asap* Fish

Business Management Training

Food Processed Diversification Training

Food Processed Diversification Training
The picture above is a variety of activities carried out by KKN-PPM Universitas PGRI Semarang in Desa Tambaksari Kecamatan Rowosari Kabupaten Kendal. The results of these various activities are increasing knowledge about how to increase the productivity of pindang and asap fish businesses, skills to develop business, and the increasing income of home industry pemindang and pengasap.

**Conclusion**
The home industry empowerment activities of pemindangan and pengasapan in Desa Tambaksari can increase the quantity and quality of the businesses of the pemindangan and pengasapan home industry. Supporting factors of success are a positive response from the Pemerintah Desa Tambaksari, thus facilitating the implementation of empowerment activities carried out, positive response from the community to participate in various empowerment activities carried out so that there is balanced feedback, in addition to good cooperation between Pemerintah Desa Tambaksari with Universitas PGRI Semarang. While the inhibiting factors are limited costs and time in the empowerment process. Not all home-based industry players have participated in various activities, out of which only 348
around 25 people were involved. And empowerment time is limited to approximately 1.5 months.

**Suggestion**
Empowerment activities require sustainability. Because, the empowerment process is very long, from awareness to business improvement. Therefore, it is necessary to follow up on empowerment that has been carried out in other forms and activities.

**Thank-you note**
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**REFERENCES**


