

Community Service of Business Group at Sendangsari Village, Pajangan Bantul District, Yogyakarta Province

Setia Wardani¹, Hasti Hasanati², Nafisah Endahati³

^{1, 2, 3}University of PGRI Yogyakarta, Yogyakarta, Indonesia

[¹setia@upy.ac.id](mailto:setia@upy.ac.id), [²hasti@upy.ac.id](mailto:hasti@upy.ac.id), [³nafisah@upy.ac.id](mailto:nafisah@upy.ac.id)

Abstract. Partners in the Community Partnership Program (PKM) are Mina Jaya Fish Cultivation Group engaged in fishery and Sri Lestari Woman Group engaged in food sector, located in Gupakwarak, Sendangsari, Bantul which is 13 kilometers from University of PGRI Yogyakarta. The main problems in both partners were the absence of partners to accommodate and sell the cultivation yield, the local market coverage, the conventional product design, and the lack of knowledge of the diversification products on fish basic ingredients, as well as the product quality improvement. This Community Partnership Program aims to establish and develop economically independent business groups in Gupakwarak by providing solutions of problems to partners. The solutions to solve the problems of partners included methods of counseling, training, and mentoring. Methods of counseling and training covered (1) training of cultivation process (in the form of snacks), (2) training of product design utilizing Information and Communication Technology (ICT), (3) training of quality improvement/quality of cultivation (packing, taste standardization, as well as natural preservation), (4) training of determining marketing price of cultivation product, and (5) training of product marketing management by utilizing ICT through web, Facebook and Instagram, while the accompaniment method which was done included assisting PIRT setting for snack product, and mentoring of marketing partner of cultivation yields. Outcomes achieved in this PKM include aspects of services, products, and others. The service aspects are acquiring the skill and knowledge of snack processing by utilizing the cultivation (fish-based), obtaining the skills and knowledge about the quality of product (packaging, preserving natural, and standardizing flavors and forms), acquiring the skill and knowledge of product price determination, obtaining the knowledge and skill for designing

product, and acquiring knowledge and skill on ICT-based promotion management. Product aspect includes snacks with cultivated based material (tilapia fish and catfish) in the form of catfishabon and fish siomay, web promotion, as well as Gupakwarak Hamlet profile.

1. Introduction

Sendangsari is a village in Pajangan Sub District, Bantul which is located about 13 km from University of PGRI Yogyakarta (UPY). There are potential tourist area named Banyunibo and Pulosari. Sendangsari consists of 18 hamlets, one of which is Gupakwarak Hamlet. To the north, Gupakwarak borders with Dadapbong, Beji in the south, Guwosari in the east and Kabrokan Wetan in the west. Gupakwarak Hamlet has an area of approximately 80 hectares. It is in the highlands and there are many teak trees. In Gupakwarak there is a never-receding spring located behind the Fadillah mosque.

Gupakwarak Hamlet is inhabited around 100 to 200 Family Heads (KK). Each of whom has a family member 4-6 people, most of whom work as construction workers, farm laborers, ranchers, traders and work on garment factory. According to data from the National Education Office of Bantul Regency, Gupakwarak Youth is mostly having a high school / vocational education equivalent. However most of them prefer to work as factory workers compared optimize the potential in the village by building entrepreneurship. This is because there is no knowledge about entrepreneurship from related parties that changes their mindset.

In 2012 with the aim of opening employment opportunities and maximizing natural potential, ten young people formed a cultivation group namely Mina Jaya Cultivation Group, chaired by Rizali Majid. This is considered by some other young people to be impossible because the location of Gupakwarak Hamlet is in the highlands while the location of the river is at the bottom. In real terms it is very unlikely to open a business, especially fish farming. But this is evidenced by the presence of fish ponds formed with the help of tarpaulins and well water (fresh water). Mina Jaya Aquaculture Group cultivates species of carp, tilapia and catfish. The three types of fish are chosen by the cultivation group because the harvest period is quite short, which is six months for tilapia and carp species and three months for the catfish species. The young man has proven that his dream of starting fish farming has become a reality.

Sri Lestari Women's Group is a group of mothers who have businesses to sell self-produced snacks. The purpose of the establishment this group is to meet household needs. However, marketing is difficult. The lacks of this knowledge in processing fish cultivation results the two cultivation groups experienced various problems, among others, when the harvest arrived difficult to find partners to sell the results of cultivation (Kina Mina Jaya partner), while partners both have problems with lack

knowledge of cultivation results fish become snacks, these are the two things that result in less optimal income from both partners.

Based on these preliminary observations, the service team through Community Partnership Program (PKM) from Higher Education intends to provide training and assistance to both Sendangsari Village Business Groups, especially Gupakwarak Hamlet with new innovations in terms of increasing income through diversification of cultivated products, Communication Information Technology (ICT)-based marketing management. By those new innovations, the products (cultivated products) produced are qualified and can reach wider market share.

2. Method

Based on observations, it gains strengths, weaknesses, opportunities and threats from businesses that are managed. Those can be summarized as the following.

Strength:

- (1) An organizational structure has been formed on both partners.
- (2) The results of cultivation produced are healthier because they are not exposed to mercury waste (using well/fresh water).
- (3) The program become the first fish cultivation group in Gupakwarak Hamlet.
- (4) Both partners can work together (the results of cultivation at the first partner can be used as a product base for the second partner).
- (5) Abundant basic materials (first partner cultivation) can be used for the second partner.

Weaknesses:

- (1) Knowledge of Sri Lestari Women's Group in terms of processing fish cultivation for snacks and the like is lack.
- (2) There are no partners who collaborate to market the cultivation results.

Opportunity:

- (1) It can serve new jobs.
- (2) The government is promoting a culture of eating fish (Gemari).
- (3) Demand for tilapia, carp and catfish in the market is still high due to Yogyakarta area as a city of culinary tourism.

Challenge (Threat):

- (1) Product must be qualified.
- (2) Marketing that is still local.

The procedure for this activity is illustrated in Figure 1 below:

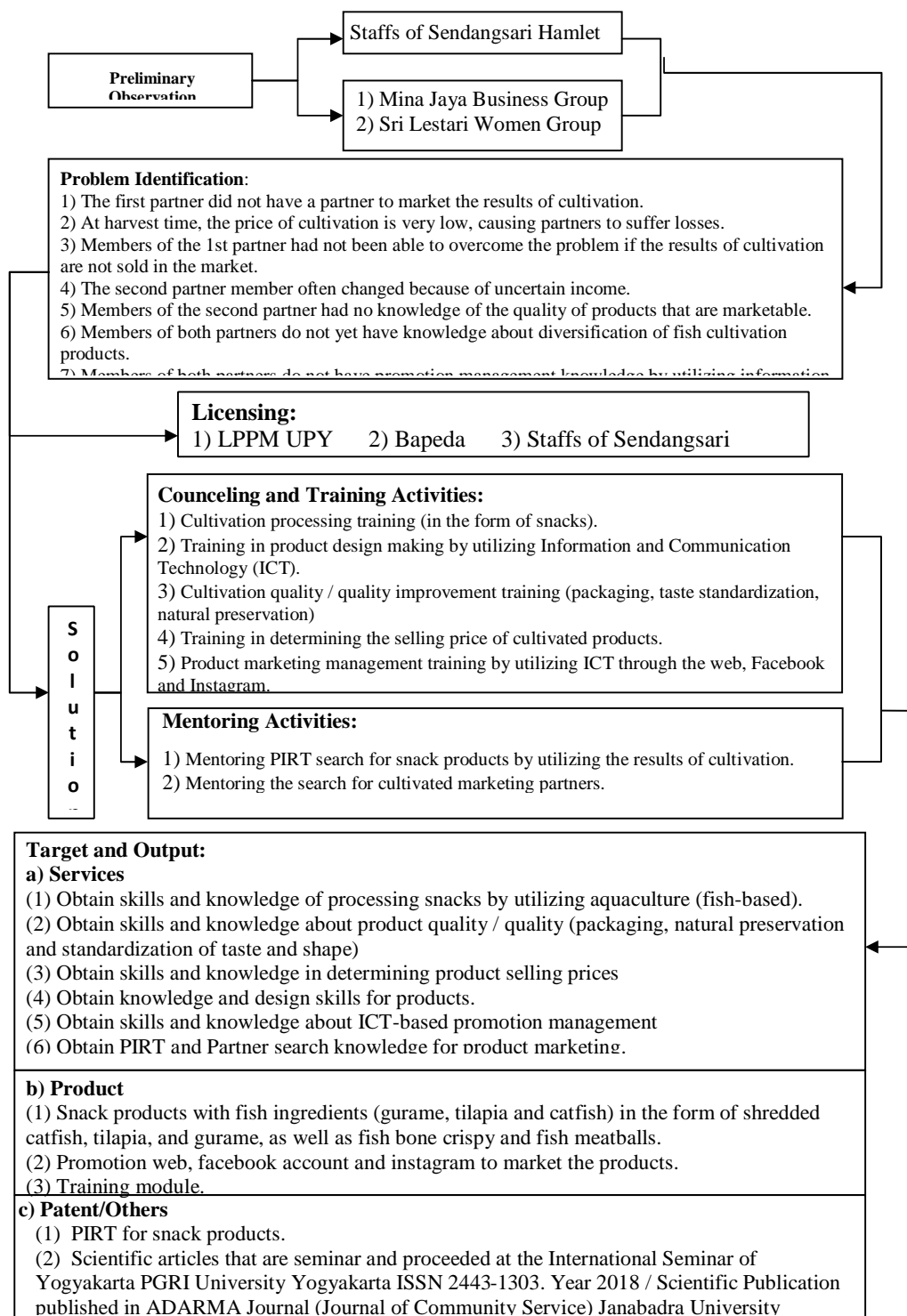


Figure 1. The community service procedure

3. Results and Discussions

Implementation of the Community Partnership Program (PKM) Sendangsari, Pajangan Sub district, Bantul District Yogyakarta Province was carried out in several activities and done at the house of one of the members of the Sri Lestari Women's Group located in Gupak Warak Hamlet. PKM implementation can be explained as follows. Before carrying out the activities, the dedication team conducted friendships to the two business groups for introductions and coordinating the activity schedule plan and re-checked the problems in the two business groups. PKM activities were carried out on every Saturday / Sunday, in accordance with the agreement of the two business groups so as not to interfere with their other activities.

3.1. Activity 1: Socialization of fish-based foods with KW Sri Lestari

The first activity was held on Saturday 28 April 2018 at 9:00 A.M. until 3.00 P.M. This activity held for getting to know all members of the group KB Mina Jaya and KW Sri Lestari efforts and discussed the socialization and implementation of PKM, the problems existed in both business groups and discussed about entrepreneurship. In this activity the members of the two business groups asked a lot about PKM, because for them this activity was very helpful for them to provide solutions to problems. After socialization activities finished, the service team checked the production site.

3.2. Activity 2: Training in determining the selling price

The second activity was carried out on Sunday, July 15th 2018 at 09.00 A.M until 04.00 P.M. This activity discussed the determination of the selling price. This training activity aimed to enable both business groups to cover costs incurred in achieving certain profit targets, increasing the value of money, increasing shared area of food, and adjusting to competitor prices.

3.3. Activity 3: Practice training on making shredded catfish, fish meatballs and dumplings.

The third activity was carried out on Sunday July 22nd 2018, started at 09.00 A.M until 04.30 P.M. In this activity, the team the servant conducted socialization about the processing of traditional and modern fishery products, problems and challenges in the future of traditional and modern fishery products processing and the practice of making shredded catfish and dumplings.

4. Conclusion

In this PKM activity, the members of both business groups were very enthusiastic to participate in good counseling, training and mentoring activities that have been held since April to July which aims for providing food processing skills made from catfish and tilapia; for providing the standardized-packaging skills so that product buyers will be more interested; for providing pricing skills to avoid losing with similar products from other business groups.

References

- [1] D.A. Garvin, 1994. *Kualitas Produk: Alat Strategi Yang Penting*. Free Press.
- [2] Deitel and Neito. 2001. *E-Business and E-Commerce. How to Program*. New Jersey: Prentice Hall
- [3] Direktorat Jendral Industri Kecil.2007. *Kemasan Flexible*. Jakarta: Departemen Perindustrian.
- [4] Hariyadi, Purwiyanto. 2008. *Pengemasan Pangan*. Industri Kemasan Indonesia Institut Pertanian Bogor
- [5] Jaswin M. 2008. *Packaging Materials and its Applications*. Jakarta: Indonesian Packaging Federation.
- [6] Mulyohardjo,M dan Haryono,B. 1986. *Teknik Pengemasan: Pengemasan Bahan Pangan Keripik*. Pusat Antar Universitas Pangan dan Gizi Universitas Gadjah Mada.
- [7] Sampurno B. 2008. *Flexible Packaging Laminates*. Jakarta: Markets Flexi pack.
- [8] Sarwono, Jonathan. 2006. *Strategi Penelitian di Internet*. Yogyakarta: Penerbit Graha Ilmu.
- [9] Sarwono, Jonathan dan Suryana,Taryana. 2007. *E-commerce dengan PHP*. Yogyakarta: Penerbit Graha Ilmu.