

Increasing The Economic Capacity Of Fishing Communities Produced By Malay Fisheries And Tanjak In Jaring Halus Village, Secanggang District, Langka Regency

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Abstract.

The aim of the Community Independence Program (PKM) activities in Jaring Halus Village, Kec. Secanggang District. Langkat, namely providing education about the character of entrepreneurship and exploiting the potential of fishing communities and Malay tanjak artisans in the village of Jaring Halus district. Secanggang by providing assistance training for Malay seriding and tanjak fish processing as well as digital marketing training. The activities that have been carried out by the service team with partners are efforts to increase creativity, innovation and productivity as well as increase economic capacity by fostering an entrepreneurial spirit through the processing of seriding seafood and the packaging of Tanjak Melayu. The results of the PKM activities obtained by the fishing community and Malay tanjak craftsmen in Jaring Halus village, include: Increased insight and knowledge of partners regarding the processing of marine products in the form of seriding and packaging of Tanjak Melayu, Improved science and technology (IPTEK) partners regarding business opportunities through the provision of Digital Marketing training, Increasing the economic capacity of fishing communities and Malay Tanjak craftsmen in the village of Jaring Halus.

Keywords: Jaring Halus, Tanjak, Seriding Fish and Digital Marketing.

I. INTRODUCTION

Jaring Halus Village, which is 69 km from the Muhammadiyah University of North Sumatra, is one of the villages in Secanggang District, Langkat Regency, North Sumatra Province with an area of 1,096 hectares. Jaring Halus Village has 5 hamlets with a population of 3,360 people with a productive age of 29.60% which have natural resource potential including the abundant production of seriding fish where the majority of people work as fishermen. Tengkulok/Tanjak (Songket Malay custom) which is a characteristic of coastal Malay culture. There are many Malay traditional events in Deli Serdang Regency so that they have economic value. The location of Jaring Halus village from stabat traditional market is 29 km which is the center of economic transactions in Secanggang District.



Fig. Village Potential that can be Developed

Jaring Halus Village has the potential for abundant natural resources in the form of marine products which then some people process marine products into a source of daily income either in the form of direct marine products or processed products such as shrimp paste, seriding fish, salted fish, and various marine fish. Jaring Halus Village has a superior business unit that is managed individually, namely seriding fish. Furthermore, the processing of traditional songket managed by Village-Owned Enterprises (BUMDES) which is a typical village product which is a characteristic of coastal Malay culture. The number of Malay traditional events in Deli Serdang Regency makes tengkulok / tanjak (hat / headband) continue to take place continuously (Suwandi et al., 2020). However, the fishing community of Jaring Halus Village experiences limitations in producing seriding and climbing fish where the equipment used still uses makeshift equipment so that it does not produce good production. Then, the packaging and marketing carried out today are only limited to capabilities, where the packaging method still uses manual methods only, and marketing does not have a wide reach, only at the location of partner villages. In addition, the existing fishery and tanjak (Malay customary songket) production has not yet carried out product composition tests and certifications that make product safety guarantees not guaranteed if they are widely marketed (Oktari, 2019).

In the guidebook published by the Ministry of Education and Culture regarding the Main Performance Indicators guide, it is explained in detail to all IKU points, namely: first, students get off-campus experience. Includes internships, research, village projects, student exchanges, entrepreneurship, and also through teaching activities. Through this IKU, it is hoped that the campus will provide more facilities for students to develop themselves. Not only passive in class but carrying out learning activities with varied models, and able to provide qualified skills. Second, lecturers have activities outside the campus, so that lecturers' activities are not only on campus itself. But also off-campus such as seeking industry experience as well as teaching at other campuses. Third, the work of lecturers is used by the community. Namely related to the results of the research carried out should provide great benefits to the surrounding community (La Suhu et al., 2020). Therefore, Economic Capacity Building needs to be carried out in order to help the welfare and economy of the community in a sustainable manner, especially those with natural resource potential. (Rokhani et al., 2022). In addition to helping the welfare and economy of the community, increasing economic capacity can also be a solution in realizing creative, innovative, and high-work behavior to realize independence in the food sector in the face of regional and global competition.



Fig 2. Condition of Partners in Fine Net Village

As part of the Tridharma of Higher Education, the essence of the Community Independence Program (PKM) is to increase the contribution of lecturers to help the community find solutions to the problems they face. The purpose of this PKM is to provide direction and socialization to the fishing community and Malay Tanjak craftsmen about the processing of marine products in the form of seriding fish and Malay Tanjak as well as digital marketing training as an effort to increase the economic capacity of the community in Jaring Halus Village.

II. METHODS

The stages of implementation of activities are described as follows:

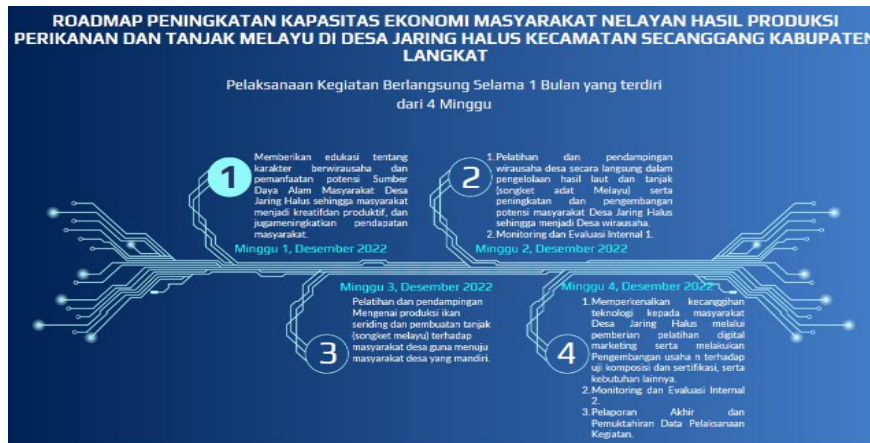


Fig 3. RoadMap for the Implementation of PKM Activities

Partners actively participate in these activities, such as in the management of village potential such as seriding fish production and malay climbing, partners provide advice related to tools and raw materials that are in accordance with the needs of partners. In addition, in training activities and workshops, partners actively participate, so that they really understand how to do digital marketing so that they can improve product marketing. Partners will also play an active role in Engineering training in managing seriding fish production and making Malay climbs as a superior product of the Fine Net village community. After this activity is completed, the implementation team will evaluate the implementation and sustainability of the program, by conducting active communication with partners, to review the increase in production capacity and product sales. This will be done for 2 weeks with online media, namely whatsapp or zoom.

III. RESULT AND DISCUSSION

The results achieved from the Community Self-Reliance Program (PKM) activities in Jaring Halus Village, Secanggang District, Langkat Regency, namely Providing education about the character of entrepreneurship and utilizing the potential of fishing communities and Malay tanjak craftsmen in Jaring Halus Village, Secanggang, Training and assistance for village wirausaha in the management of marine products and tanjak (songket Melayu), Training and Assistance on the production of seriding and tanjak fish (malay songket), Partners actively participate and enthusiastically in participating in activities as well as creative and innovative in packaging and producing village potential in the form of seriding fish and Malay Tanjak marine products, Providing digital marketing training and developing business and community income, The results achieved from the Community Self-Reliance Program (PKM) activities in Jaring Halus Village, Secanggang District, Langkat Regency, namely Providing education about the character of entrepreneurship and utilizing the potential of fishing communities and Malay tanjak craftsmen in Jaring Halus Village, Secanggang, Training and assistance for village wirausaha in the management of marine products and tanjak (songket Melayu).

Training and Assistance on the production of seriding and tanjak fish (malay songket), Partners actively participate and enthusiastically in participating in activities as well as creative and innovative in packaging and producing village potential in the form of seriding fish and Malay Tanjak marine products, Providing digital marketing training and developing business and community income, The results achieved

from the Community Self-Reliance Program (PKM) activities in Jaring Halus Village, Secanggang District, Langkat Regency, namely Providing education about the character of entrepreneurship and utilizing the potential of fishing communities and Malay tanjak craftsmen in Jaring Halus Village, Secanggang, Training and assistance for village wirusaha in the management of marine products and tanjak (songket Melayu), Training and Assistance on the production of seriding and tanjak fish (malay songket), Partners actively participate and enthusiastically in participating in activities as well as creative and innovative in packaging and producing village potential in the form of seriding fish and Malay Tanjak marine products, Providing digital marketing training and developing business and community income, Increasing partner knowledge and partner motivation in starting a business by improving techniques in packaging Seriding and Tanjak Malay fish products, Strengthening and increasing the economic capacity and income of the fishing community and Malay Tanjak craftsmen through the Seriding fish business and Tanjak Malay handicrafts.

The output targets achieved from the Community Self-Reliance Program (PKM) activities in Jaring Halus Village, Secanggang District, Langkat Regency, namely:

- a. Providing education about the character of entrepreneurship and utilizing the potential of fishing communities and Malay tanjak craftsmen in Jaring Halus Village, Secanggang District.



Fig 4.The public is enthusiastic about participating in educational activities about the character of entrepreneurship

- b. Training and assistance of village wirusaha in the management of marine products and climbs (songket Melayu).
- c. Training and Assistance on the production of seriding and tanjak fish (Malay songket).
- d. Partners actively participate and enthusiastically in participating in activities as well as creative and innovative in packaging and producing village potential in the form of seriding fish marine products and Malay Tanjak.
- e. Providing digital marketing training and developing business and community income.
- f. Increasing partner knowledge and partner motivation in starting a business by improving techniques in packaging seriding and Tanjak Malay fish products.
- g. Strengthening and increasing the economic capacity and income of the Tanjak Malay fishing and artisan communities through the Seriding fish business and Tanjak Malay handicrafts.



Fig 5.The team provides training and education on the business development of the Tanjak Malay fishing community and craftsmen

The functions and benefits of the results of community service activities are as follows:

- a. Improving the knowledge and skills of the people of Jaring Halus village in seriding fish processing and packaging of Malay Tanjak for. As well as Village-Owned Enterprises (BUMDES) which play a role in spurring the growth of superior business products of Jaring Halus Village to be widely marketed.
- b. Improving the quality and quantity of fishing community seriding fish products and Malay Tanjak

products to be highly competitive while still relying on the uniqueness / characteristics of Jaring Halus Village.

- c. Increasing the attractiveness of superior Malay seriding and Tanjak fish products to the wider community / market, strengthening cooperatives, community business groups, and MSMEs to be resilient, develop, and provide economic capacity building for fishing communities and Tanjak Craftsmen in Jaring Halus Village.

Table 5.1.Partner Condition Improvements

Types of Upgrades	Before	After
Knowledge	Partners don't know about digital marketing systems	Partners are better able to understand about digital marketing in increasing market expansion.
Skills	Partners' skills and motivation are still limited in processing seriding and Tanjak Melayu fish	Partner's skills and motivation increase in processing seriding and Tanjak Melayu fish.
Business Projection Management	Partners are less motivated to run a business and process the natural resources of a fine-net village	Partners are more motivated and more confident about business prospects and processing the potential of fine net village natural resources so as to increase the economic capacity of the community.

The activities that have been carried out by the service team with partners are an effort to increase creativity, innovation and productivity as well as increase economic capacity by fostering an entrepreneurial spirit through the processing of seriding fish lau and packaging of Tanjak Melayu. The impacts and benefits of PKM activities obtained by fishing communities and Malay climbing craftsmen in Jaring Halus village, among others:

- a. Increased insight and knowledge of partners about the processing of seafood in the form of seriding fish and packaging of Tanjak Melayu.
- b. Improvement of science and technology (IPTEK) partners about business opportunities through the provision of Digital Marketing training.
- c. Increasing the economic capacity of the Malay Tanjak fishing and artisan communities in the Fine Net.

IV. CONCLUSION

Community Service in Jaring Halus Village can generally be said to be proceeding according to plan. This can be seen from the cooperative and enthusiastic attitude of partners in attending and participating in the activity event step by step until the event is over. In addition, partners actively ask questions and discussions and are more motivated to follow up on the programs offered. At the end of the activity, they hope that there will be more intense cooperation as a follow-up to this PKM program to be more useful for the people of Jaring Halus village, Secanggang district, Langkat Regency.

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