

Identification of Needs for Increasing the Selling Value of Salted Fish in Kali Baru

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ABSTRACT

Salted fish is one important product resulting from the process of catching fish. It is mostly produced by residents who live close to the sea. Besides being sold in large quantities to collectors, salted fish can also be sold independently by salted fish producers. This activity aims to identify the needs of salted fish producers in Kali Baru, Cilincing, North Jakarta, for increasing the selling value of salted fish. This is important so that salted fish producers receive better compensation for the salted fish produced. A community service team from Universitas Bunda Mulia carried out field observations to identify needs of producer partners. The team observed that partners needed more “irik” bamboo mats, especially when fish arrive in large quantities, so that fish could be dried in one batch. Additionally, for the boiling process of small fish, partners need “laha” baskets to support the optimization of the process. To increase the selling value of salted fish, partners need educational counseling support for making labels and packaging for their products. They could also benefit from counseling on how to sell salted fish online, especially in an online marketplace. After identification of the needs of salted fish producer partners, continued community service is planned to address these needs.

Keywords: *Counseling, salted fish, selling points*

ABSTRAK

Ikan asin merupakan salah satu hasil proses ikan tangkap yang banyak dihasilkan oleh warga yang bertempat tinggal dekat dengan laut. Selain dijual dalam jumlah besar ke pengepul, ikan asin dapat juga dijual secara mandiri oleh para penghasil ikan asin. Kegiatan ini bertujuan untuk melakukan identifikasi terhadap kebutuhan-kebutuhan penghasil ikan asin dalam meningkatkan nilai jual ikan asin bagi kelompok kecil penghasil ikan asin di Kali Baru Cilincing, Jakarta Utara. Peningkatan nilai jual ikan asin menjadi penting agar para penghasil ikan asin mendapat hasil yang lebih baik dari ikan asin yang dihasilkan. Identifikasi yang dilakukan oleh tim pelaksana dari Universitas Bunda Mulia adalah dengan observasi lapangan. Hal-hal yang ditemukan oleh tim pelaksana abdimas dalam observasi ini yaitu mitra membutuhkan stok irik dalam jumlah yang lebih banyak khususnya pada saat ikan datang dalam jumlah besar agar dapat dijemur dengan sekali proses. Selanjutnya yaitu proses perebusan untuk ikan yang berukuran kecil. Pada proses ini mitra masih membutuhkan stok laha untuk mendukung optimalisasi proses perebusan ikan. Berikutnya, untuk meningkatkan nilai jual ikan asin, mitra membutuhkan penyuluhan dalam membuat label dan kemasan untuk mitra. Identifikasi selanjutnya yaitu mitra perlu diberikan penyuluhan mengenai cara menjual ikan asin secara online khususnya pada marketplace. Identifikasi kebutuhan-kebutuhan mitra ini direncanakan akan dilanjutkan dengan membuat kegiatan abdimas berupa penyuluhan.

Kata Kunci: Penyuluhan, ikan asin, nilai jual

INTRODUCTION

Salted fish, popular in Indonesia, is a fish product that is processed by drying and salting fish. Fish that has been processed with crystal salt is often used by people in Indonesia as a complement to side dishes. The process of making salted fish on a micro-scale, usually at home businesses, has a relatively low process cost (Martínez-Alvarez & Gómez-Guillén, 2013). Indonesia has many salted fish-producing groups, one of which is located in Kali Baru, Cilincing, North Jakarta. Aside from selling their products to collectors on a large scale, these salted fish producers also sell salted fish products independently, especially through online sales in the marketplace. However, many members of this group have limited knowledge about how to increase the selling value of salted fish, which can be altered according to the quality of the salted fish itself as well as the quality of the packaging. This is indirectly related to the ability of salted fish producers to market their salted fish products. Christian et al. (2021) explained that the business performance of

salted fish sellers is strongly influenced by the ability to market salted fish. In small industries, especially concerning business performance, financial conditions and the availability of facilities can have an impact on business success in the marketing and selling of salted fish (Mengesha, 2020).

Salted fish producers in Kali Baru, Cilincing, North Jakarta, hereafter referred to as simply “salted fish producers,” could be helped to increase the selling value of the salted fish produced. Observations of a community service implementing team found several needs that could be addressed to aid this group’s sales and marketing. First, however, the process of identifying this small group is itself an important initial key for the success of increasing the selling value of salted fish. Several recent publications address the importance of proposed targets within the methodology used in implementing community service activities in Indonesia, (see Table 1). However, few studies use the method of field observations to conduct work. Thus, this study proposes using field observations in its community service implementation.

Table 1. Recent Publications Regarding Salted Fish in Indonesia

No	Author	Partner target	Location	Topic	Method
1	Mutaqin & Natari (2021)	Jambal Roti salted fish entrepreneur	Kabupaten Pangandaran	Export potential of Jambal Roti salted fish.	Survey
2	Marzuki, Pratama, Amaliah, Iryani, & Gala (2021)	Housewives	Maros, Sulawesi Selatan	Shredded salted grouper with high marketability	Mentoring and management
3	Moniharapon, Pattipeilohy, Soukotta, Mailoa, & Moniharapon, (2021)	Fishing community business group	Parigi dusun Wahai	Salted fish preservation technology application	Extension, Training, Implementation, Assistance, Monitoring, and Evaluation
4	Rais, Haqiqi, Sabanise, Huda, & Firstanto,	Salted fish producer	Muareja, Tegal	Micro controller-based	Workshop

	(2020)			automatic salted fish clothespin	
5	Rais & Nurohim, (2020)	Fisherman	Pesisir Pantai Pantura	Internet of things (IOT)-based automatic salted fish dryer	IOT-based automatic salted fish dryer Research/SDLC
6	Feni, Mufriantje, & Saputra (2020)	Salted fish processing center	Kampung Melayu, Bengkulu	Break-even point and return of investment in salted fish business	Research by census
7	Kahar, Tenripada, & Halwi (2020)	Member of the Salted Fish UKM group	Kota Palu	Simple bookkeeping for SMEs	Socialization and practice
8	Wahyuni, Mesra, Lubis, & Batubara, (2019)	Fisherman	Bagan Deli	Salted fish online sales	Outreach and training
9	Sarwono, Sutarmin, Ruhama, Suwarni, & Selviana, (2018)	Processing and Marketing Group	Kuala Secapah Village	Fish processing technology innovation	Training
10	Khoiri & Sudarma, (2017)	Fisherman farmer group	Pantai Gading, Secanggang	Poverty alleviation by using salted fish drying machine	Empowerment

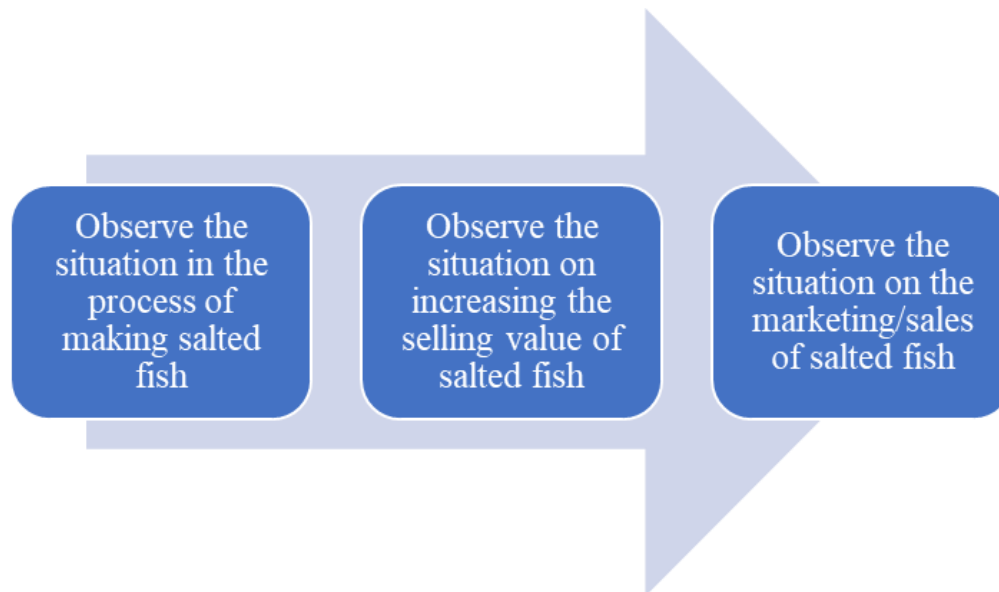
Source: processed by the community service implementation team

As seen in Table 1, each of the various community service activities carried out has a unique situation, importance, or urgency that has been used to address the needs of the groups or partners. Considering these previous activities regarding the implementation of community service is important for identifying the needs of partners and ensuring that activities adequately address their needs and concerns.

METHODS

Field observations were used to identify the needs of partners in this activity. Observations were carried out by

a community service implementation team from Bunda Mulia University on December 17, 2021. Additionally, the community service implementation team conducted a series of interviews to assess the research question. The methodological process is shown in Figure 1. Observations and interviews were aimed at exploring as much as possible about the needs of the partners—a small group of fish producers in Kali Baru, Cilincing, North Jakarta—in increasing the selling value of their salted fish. The small group of salted fish producers in this area consists of several



warehouses, each of which is headed by an owner.

Figure 1. Field observation process

RESULTS AND DISCUSSION

Based on the observations made by the community service implementation

team, results were obtained in the form of several identified partner needs and proposed solutions for each of these these needs.

Table 2. Identification of partner needs

No	Needs	Analysis	Solution
1	Salt drying optimization	Partners need enough “irik” bamboo mats for drying the fish in the sun.	Providing “irik” assistance for partners so that the drying process can be optimal, especially when the number of fish is large.
2	Optimization of fish boiling	Partners need a “laha” or a tool to filter fish from the boiled water.	Providing “laha” assistance for partners so that the boiling process can be carried out optimally.
3	Partner knowledge in increasing the selling value of salted fish	Partners need information, knowledge, or training on how to increase the selling value of salted fish.	Provide counseling on how to increase the selling value of salted fish in the form of labeling and packaging. In addition, partners will also practice creating the packaging samples that have been provided.
4	Partner knowledge in online sales	Partners need assistance on how to	Provide counseling and assistance on how to do online marketing and

sell salted fish online. sell products online.

Source: processed by the community service implementation team

Salt Drying Optimization

Based on observations made by the community service implementing team, partners still rely on a manual method of drying fish in the sun. Through this method, the fish can be dried in 3-5 hours. However, if it rains, the drying process takes longer. Because of the properties of the fish, the drying process must be done immediately. However, the limitation of “irik” equipment,

bamboo mats for drying fish (Figure 2), becomes a problem when there are a lot of fish to process. Therefore, partners need a large number of “irik” mats to accommodate larger numbers of fish. It is also useful to speed up the drying process by drying fish in one batch. If there is not enough “thread,” the fish drying process must be done more than once, which can slow down the overall fish drying process.



Figure 2. “Irik” bamboo mats used to dry fish

Source: Photo taken by the community service implementation team

Fish Boiling Optimization

Before drying, small-sized fish is often boiled using a furnace made like a tub. Boiling fish is done using firewood because the firewood evenly distributes the heat of the fire. Partners indicated that they have tried boiling with gas, but the results were not

good because the heat generated was not evenly distributed, slowing down the process of boiling fish. Fish are boiled with a mixture of crystal salt for about 3 minutes. The boiled fish is removed using a “laha” basket to filter the fish from the boiled water (Figure 3). Next, the fish that have been removed will be dried in the sun.



Figure 3. “Laha” basket used to filter fish from boiling water.

Source: Photo taken by the community service implementation team

Increasing the selling value of salted fish

Partners still have limited knowledge about ways to increase the selling value of

salted fish. Therefore, the implementation team proposed providing counseling and practice on how to increase the selling value of salted fish. One of the ways to increase the

selling value is to improve the aesthetic of the product to be sold. Thus, the community service implementation team proposed creating packaging labels for salted fish to be sold by the project partners. In this case, the community service implementation team will make a branded label for the salted fish packaging that will be sold. In addition to labels, the implementation team will provide partners with ways to make packaging with previously available labels. The packaging process will include the use of a vacuum sealer to remove air from packages, so that the quality of salted fish can last a long time.

Making online sales

As the final stage in the observation process, the community service implementation team identified that salted fish producers would benefit from making sales online. This can support partners in maximizing sales of salted fish produced. In addition to being sold to collectors, partners can also sell online on the marketplace. Therefore, the community service implementation team felt the need to provide counseling and assistance on how to create an online store and how to sell salted fish products on an online marketplace. This method was chosen because online sales on a marketplace do not require much monitoring time. Partners can carry out the salted fish packaging process if there is an order request. Thus, partners will be given and explained the steps on how to sell salted fish online in the marketplace, and assisted to set up their online store.

CONCLUSION

Based on observations made by the community service implementing team, it can be concluded that partners need a variety of resources to increase their salted fish sales. First, partners need more “iris” bamboo mats, especially when fish arrive in large quantities. This is so that the existing fish can be dried as

one batch in the sun. Second, in the process of boiling small fish, the partners need a larger stock of “laha” baskets to support the optimization of the fish boiling process. Next, the partners would benefit from counseling on how to increase the selling value of salted fish. The implementation team in this case will provide labels and packaging for partners. So that the packaging produced is the same as the sample packaging made by the implementation team, partners will be given the opportunity to practice how to make salted fish packaging. Finally, the community service implementation team found that partners needed counseling on how to sell salted fish online. The team in this case will provide suggestions and demonstrations on how to open an online store and how to sell online in a marketplace. The identification of the needs of these partners will be followed up through community service activities, in the form of counseling, so that these identified needs can be given solutions that are beneficial to partners.

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