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RESEARCH DISSEMINATION FOR COMMUNITY DEVELOPMENT

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Society Partnership Program Otak-Otak of Milkfish in Gresik Regency East Java Province

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Abstract

The amount of small and medium enterprises (SME) in Gresik Regency continues to increase; this makes the Regional Government of Gresik Regency through the Department of Cooperatives, SME, Industry and Trade have difficulties in conducting coaching as a whole. Society Partnership Program Team intends to help the Department of Cooperatives, SME, Industry and Trade Gresik Regency in conducting coaching through training to SME otak-otak of milkfish. The purpose of Society Partnership Program activity to help SME otak-otak of milkfish in solving the problems faced, such as: not knowing how to make the right financial report and do not have the media marketing online (e-commerce). Coaching activities through training to SME otak-otak of milkfish cover several activities, namely: 1) presentation of financial and e-commerce report, 2) practice of making the correct financial report, 3) practice of operating e-commerce. From the results of the implementation of Society Partnership Program activities, such as : 1) Improve the ability and knowledge in making financial statements used to find out income received, production costs incurred, and as one of the requirements in the filing of credit, 2) Improve skills in online marketing through e-commerce used to market products that have unlimited access and efficient.

Keywords: Otak-otak of milkfish, financial reports, e-commerce

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Introduction

Gresik Regency is located in the Northwest of Surabaya with an area of 1,191.25 km² and is divided into 18 districts consisting of 330 villages and 26 sub-district. The area of Gresik Regency is reviewed from the geographical aspect located between 112 ° to 113 ° East Longitude until 7 ° to 8 ° south latitude and only Panceng district which has a height of 25 meters above sea level, while the other area has a height of 2 to 12 meters above sea level.

In the field of fishery, the production of fishery in Gresik Regency in 2015 is 98,367.87 tons, while in 2014 is 97,222.79 tons, so from 2014 to 2015, there is an increase of 1,145 tons, furthermore that the productivity of ponds also increased by 20 tons/ha and infrastructure facilities such as boats/fishing vessels also increased by 406 units,

while the area of cultivation in 2015 is 31,838.02 Ha. The number of fisheries productions, productivity, number of ships and cultivation areas in detail can be seen in table 1 below:

Table 1. Fishery Production, Productivity, Number of Ships And Cultivation Area
Fishery in Gresik Regency Year 2011-2015

Description	Unit	2011	2012	2013	2014	2015
Fishery Production	Ton	56.492,69	77.288,75	102.657,71	96.306,04	98.367,87
Cultivation	Ton	36.649,42	59.903,75	83.414,45	78.010,06	79.759,41
:						
Giant tiger prawn	Ton	2.093,34	3.027,66	4.005,80	3.375,70	3.346,85
King prawn	Ton	4.585,89	7.428,71	7.160,62	6.237,08	6.181,54
Milkfish	Ton	28.428,08	47.700,30	68.811,44	65.975,68	67.998,24
Groper fish	Ton	15,41	9,9	12	66,71	125,89
Nile tilapia	Ton	1.526,70	1.737,18	3.424,59	2.354,89	2.106,89
Catching Public Waters	Ton	19.492,84	16.965,00	18.380,99	17.379,23	18.122,28
Public Waters	Ton	350,43	420	862,27	916,75	486,18
Pond Land Productivity		191,02	456,04	560,04	599,56	619,28
brackish	Ton/Ha	135,75	222,94	258,82	277,96	286,76
Freshwater	Ton/Ha	55,27	233,1	301,22	321,6	332,52

Number of boats / fishing vessels	Unit			31.964	4.519	4.925
Cultivation area	Ha	0,00	0,00	31.964,07	17.335,02	31.838,02
Brackish pond	Ha			17.335,02	17.335,02	17.335,02
Freshwater ponds	Ha			14.629,05	14.730,00	14.503,00

Source: Marine Fisheries and Animal Husbandry Office of Gresik Regency Year 2016

The fishery product of Gresik Regency is abundant because it is located in the north coastal area of Java Island. Milkfish is a brackish water fish that became one of the commodities that are produced in the region of Gresik Regency. Inside of milkfish meat, there are many small spikes so that it can reduce appetite and harm consumers. Therefore, one of the alternative processing of milkfish, in order to increase the added value of milkfish, are otak-otak of milkfish. Otak-otak of milkfish are produced by many small and medium enterprises (SME) in the region Gresik Regency, has a delicious taste, savoury and high protein and low cholesterol.

The Gresik Regency Government through the Cooperative, SME, Industry and Trade Office has difficulty in conducting the development of all existing small and medium enterprises, due to the increasing number of SME. Therefore, the Society Partnership Program team intends to assist Gresik Regency Government in conducting the development of one of SME, that is SME otak-otak of milkfish.

Some Society Partnerships Programs implemented in helping solve problems faced by the community as well as SME include: Assistance and Focus Group Discussion (FGD) used in the implementation of Pamanpintermu for teaching and learning EFL at SMAM Bungah Gresik (Arifani, et al. , 2018); Training and assistance in managing household waste into a product of economic value in Wonokromo sub-district of Surabaya (Kunhadi, et al., 2018); Training of coconut water processing into nutritious food products and economic value (Utami and Cahyani, 2018).

Partner Problems

Based on direct observation and interview conducted by Society Partnership Program to SME

otak-otak of milkfish, therefore can be known problem faced, that is:

1. Do not have individual human resources that deal with marketing issues, so far in selling the products are still conventional, such as offer directly to buyers who visit the shop or the arrival of the buyer to his shop usually obtain information by word of mouth.
2. In the recording of financial administration is still not right, it can be seen from not recording the cost of production and sales results so that financial management has not separated between business needs and personal needs (household needs).

Implementation Method

The implementation method which explains the stages used by the Society Partnership Program Team in solving the problems faced by SME otak-otak of milkfish can be seen in Figure 1.

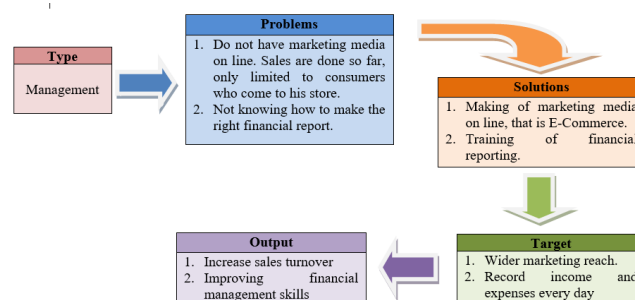


Figure 1. Stages of Society Partnership Program Team in Management field

Results and Discussion

Capital problem is an obstacle faced by most of SME in developing its business. One of the government programs to help finance SME is the People's Business Credit. However, the agency appointed by the government in distributing the funds is very cautious because SME cannot provide financial reports. Financial information related to the condition of its business is not able to be given most of SME (Baas and Schrooten, 2006; Rudiantoro and Siregar, 2012).

According to Shaferi and Handayani (2018) explains that there are still many SME who have problems in doing the complete recording of financial information. Educational background, never participated in accounting training and there is no need for the application of accounting, that is

a constraint for the application of accounting (Kurniawati et al., 2015).

Most of the SME otak-otak of milkfish in Gresik Regency have obstacles in making correct financial statements, it is due to educational background and never participates in financial reporting training. So far, owners of SME cannot distinguish between business activities and personal activities, so the finances are mixed. Therefore, the Society Partnership Program Team helps SME owners in providing financial balance sheet training in collaboration with the Department of Cooperatives, SME, Industry and Trade of Gresik Regency. Implementation of the financial balance sheet training can be seen in Figure 2 below.



Figure 2. Implementation of Training

In addition to the above problems, SME is also constrained from the marketing aspect which is still conventional. Marketing is done so far only limited to offer products that come into his shop or consumers who come to his shop to get information from friends or relatives. Therefore, the Society Partnership Program Team intends to make online and efficient marketing through e-commerce. With e-commerce, SME products can be marketed widely and unlimited access. SME which have the most accessible financial and technological resources to implement e-commerce (Grandon & Pearson, 2004). One of picture SME e-commerce otak-otak of milkfish in Gresik regency can be seen in figure 3.

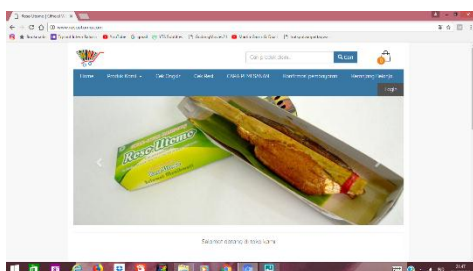


Figure 3. E-commerce display

Conclusion

The results of the Society Partnership Program can be summarised as follows:

1. SME can know the income received, production costs incurred, and as one of the requirements of credit submission through the preparation of the right financial statements.
2. SME can market their products online and efficiently through e-commerce.

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