

Soft Skill Improvement of Catfish Farmers Society towards “Kampoeng Lele Organik” Through Innovation, Diversification and Utilization of E-Commerce in Ambulu Village, Probolinggo Regency

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Abstract: The people in Ambulu Village do catfish cultivation to increase family income, but the cultivation carried out is still in the stage of home industry and still not developed for business legality, the form of partnership and the products are not yet diversified. The purpose of the service activity is that catfish farmer groups are able to increase their business turnover by diversifying and managing product legality under the brand "Kampoeng Lele Organik". Catfish farmer groups are able to use the website, social media and E-Commerce platform to promote and sell catfish processed products. The method used is counseling, interactive discussions, workshops and socialization. After conducting interactive discussions with catfish farmer groups in Ambulu Village and continued with workshops on making websites "Organic Catfish Village" Ambulu Village, Probolinggo district partners were able to diversify making various kinds of catfish processed products and able to utilize websites, social media and E-Commerce platforms to promote and sell products processed catfish, organic catfish feed and natural probiotics they produce.

Keywords: Soft Skill Improvement, Cat Fish Farmers, Diversification, e-Commerce

Background

Diversification is an attempt to diversify business types. Diversification is a business that is often pursued by a company. Kotler and Armstrong (2008: 71) describe diversification as a company's growth strategy by starting a new business or buying another company outside the company's current product and market. Diversification is a strategy to develop new products for new markets. The situation that supports the implementation of this strategy is that if there are no more growth opportunities for the product or market today, the market environment served is very unstable, and has an impact on fluctuations in sales or profits, and the company intends to optimize its core competencies. From some of the opinions above, product diversification is an effort made by companies to diversify their products or services by creating new products or services to suit consumers' tastes and needs so as to increase sales.

Ambulu Village is a village located in Sumberasih District, Kab. Probolinggo. Geographically, Ambulu Village is in the western part of Probolinggo Regency, with boundaries: the north is bordered by the Madura Strait and the city of Probolinggo, east borders with the City of Probolinggo, south bordering the District of Wonomerto and the west bordering the Tongas and Lumajang Districts. The Ambulu village is divided into 5 hamlets, 9 RWs and 26 RTs. Judging from the height above sea level, Sumberasih sub-district is located at an altitude of 10 to 50 meters, which consists of a lowland and a part of the highlands, Sumberasih sub-district has a tropical climate. The rainy season occurs from October to April while the dry season occurs from April to October. Climate conditions can be viewed from the smallest rainfall of 13mm and the largest rainfall is 276 mm. The air temperature in the Ambulu village ranges from 29 centigrade to 32 centigrade.

The majority of Ambulu villagers are farmers. Based on the geographical conditions and climate, cultivated agricultural products include corn, rice, onions and cassava. In the village of Ambulu, there are a number of problems, including: Lack of types of employment, income from the community relying on the agricultural sector, low level of education, Uneven infrastructure, Small-scale entrepreneurship development (MSME) is still not optimal. In addition to working as a farmer, some communities in Ambulu Village do catfish cultivation to increase family income, but the cultivation carried out is still in the stage of home industry and is still not developed for business legality, partnership and product diversification. The association of catfish farmers began to develop since 2 years ago which was chaired by Pak Kholil. Mr. Kholil himself is a catfish farmer who has received various awards from both the private sector and the government for his dedication in developing organic catfish food and vitamins. Seeing the potential and problems, we initiated Ambulu Village as an "Kampoeng Lele Organik"

Implementation Method

The implementation of the implementation method to overcome the problems of catfish farmers in Ambulu village is as follows: 1. Providing information to the Ambulu Village catfish farmers group about the benefits of organic food and how to make it so that partners can apply science and technology in cultivating organic catfish using natural food and probiotics. 1. Disseminate and discuss with catfish farmer groups in Ambulu Village, so that partners have the thought to try to increase their business turnover

by diversifying and managing product legality which includes: organic catfish feed products, organic catfish vitamin products, processed catfish in the form of catfish and shredded catfish nuggets with the brand "Kampoeng Lele Organik" 2. Conduct interactive discussions with catfish farmer groups in Ambulu Village, so that partners are able to use the website, social media and E-Commerce platform to promote and sell catfish processed products.

Results and Discussion

The association of catfish farmers began to develop since 2 years ago which was chaired by Pak Kholil. Mr. Kholil himself is a catfish farmer who has received various awards from both the private sector and the government for his dedication in developing organic catfish food and vitamins. There are several problems experienced by partners, namely: Not yet established institutions in the catfish farmer community because each catfish farmer conducts cultivation and marketing of products partially, There is no legality and branding of food products and organic catfish vitamins,

Organic Feed Innovation

The phenomena that occur in catfish farmers in general are: catfish growth is not uniform causing cannibalization by large catfish to small catfish. This causes the harvest produced by catfish farmers to be far below the expected yield. The type and composition of feed used will affect the yields that will be obtained by farmers.

Today the consumer community is getting smarter, they prefer organic foods because they have many advantages, especially very good for health (Devi dan Waskito, 2018, Amiri And Yousefian, 2009). Organic catfish will have a taste that is much better than non-organic catfish. The use of organic feed can also save costs and reduce expenditure because the raw materials used for organic feed come from simple ingredients but have a huge impact. The use of organic ingredients can affect taste and have a positive impact on the health of those who consume them. Another positive impact is the use of organic materials to reduce the large cannibalization of catfish to other catfish. The use of organic feed can increase catfish yields and reduce the cost of buying feed.

Diversification of Processed Products

The outreach and discussion was held in the house of the head of the catfish breeders group in Ambulu village, Mr. Kholid and the participants were members of the catfish breeders group. After conducting socialization and counseling, the Ambulu Village community was very eager to process catfish farms. So far, groups of catfish breeders in Ambulu village mostly sell unprocessed catfish, so now they are doing the opposite, namely processing into various processed catfish products in the form of shredded catfish and nugget catfish. They began to feel the sweetness of selling processed catfish products. They receive a greater profit margin than selling unprocessed catfish. Another advantage is that this activity absorbs many workers, especially among the younger generation and women in the village of Ambulu.

Branding Using the "Kampoeng Lele Organik" Brand

The results of diversified catfish processing will have high added value if it looks attractive so that it arouses the appetite of prospective customers. Attractive display can be pursued by providing packaging that attracts prospective customers. Packaging must be from non-hazardous materials. Packaging must also be equipped with information about the materials used, expiration dates and other information in the form of permission from the Department of Health and the most important thing is the statement that the product has been certified halal. In addition to attractive packaging, it is also necessary to provide a brand that is unique, interesting, and easy to remember by consumers. Packaging and branding is also a promotional media for processed catfish products produced by the catfish breeders group. This village branding will help the village community and make it easier for farmers and processed producers to sell the products they produce.

E-Commerce

Currently entering the Industrial Revolution 4.0 era which is marked by the shifting of the behavior of purchasing products or services, especially among young people or millennial generation, switching from off line purchases to online purchases. In line with these changes, the business of catfish farmers and their derivative products should use a marketing approach

Conclusion

After carrying out outreach activities to the catfish farmer group of Ambulu Village about the benefits of organic food and how to make it, there were significant changes from partners. The head of the catfish farmer group "Pak Kholil" initiated the making and use of organic food and natural probiotics for the next stage, all catfish farmers in Ambulu village will make and use organic food and natural probiotics. The group of breeders in Ambulu village are also interested in massively making organic food and natural probiotics to be sold to the public on line.

The socialization and discussion with catfish farmer groups in Ambulu Village seemed to have a significant impact, namely the partners had the thought to try to increase their business turnover by diversifying and managing product legality which included: organic catfish feed products, organic vitamin catfish products, processed catfish in the form of nuggets catfish and shredded catfish.

The partner group also agreed to use the label "Organic Catfish Campo" as a branding for processed catfish and organic feed products and the natural probiotics they produce.

After conducting interactive discussions with catfish farmer groups in Ambulu Village and continued with workshops on making websites "Organic Catfish Village" Ambulu Probolinggo district partners were able to utilize the website, social media and E_Commerce platform to promote and sell catfish, organic catfish and natural probiotic products. they are production.

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