

CULTIVATING CREATIVITY IN PROCESSING HEALTHY FOOD AND STRATEGIES FOR GROWING A COMMUNITY ECONOMY THROUGH CATFISH NUGET PROCESSING TRAINING ACTIVITIES IN KARANG HAMLET, KEMBANG VILLAGE, PACITAN DISTRICT, EAST JAVA PROVINCE

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Abstract - *The potential of the region becomes a milestone for economic growth if managed optimally. Karang-Kembang Hamlet with the potential of an area that has a good agricultural and livestock ecosystem, such as catfish farming. But with the constraints of expensive fish food and difficulties in marketing. The alternative to facing these dynamics is the idea of nutritious food processing training for the community, namely processing catfish nuggets, these activities aim to foster creativity in processing healthy food and foster a people-based economy with the hope that the processing results can be sold. Enthusiasm and community involvement are important values to create an empowered community, of course this is accompanied by the spirit of enthusiasm from the KKN UIN Sunan Kalijaga team.*

Keywords: *Regional Potential, Health Awareness, Growing the Economy*

1. INTRODUCTION

The year 2023 is the momentum for the revival after the *Covid-19* pandemic, the revival of every sector continues to be pursued by every country including Indonesia. The revival efforts carried out are of course from upstream to downstream, coordination and communication with each other are important to form from each *stakeholder*. Contributions with diverse *skills* from each *stakeholder* are one of the solutions in solving complex problems.

Higher education is one of the parts that plays a role in creating quality and competent *stakeholders*. The realization of higher education is reflected in students, known as the hope of the nation and *agents of change*. Therefore, universities have momentum as student training to explore the community, namely the existence of Real Work Lecture (KKN) activities. KKN activities are part of the Tri Dharma of higher education, so that it becomes a momentum for students to apply the knowledge gained when studying formally and at the same time learn society.

Synchronization between the community service system guided by the campus and the potential of the community that is the object, so it is important to use the *Asset Based Community Development* (ABCD) approach, namely a community empowerment approach based on the potential that exists in the community (Muhammad Alhada F.H, 2021). So that several things were found that need attention in Karang-Kembang Hamlet, namely the economic and health aspects, therefore catfish nuget processing training is one of the innovations and creativity to create a better economy and health.

According to the Pacitan Regency Central Bureau of Statistics in 2022, the Pacitan economy grew by 5.54 percent. In the health aspect, there is also good data, namely based on the Indonesian Nutrition Status Study (SSGI) survey in 2021 that the prevalence of stunting has decreased by 11.7 percent. As for the field, socialization related to the importance of economic growth and socialization of stunting prevention still needs to be done, such as in Karang-Kembang Hamlet, Pacitan.

Speaking of Karang-Kembang Hamlet, it has a variety of occupations, including people who work as fishermen, farmers, catfish farmers, teachers, traders and others. In this case, catfish farming is a concern as well as having opportunities to be developed. The community of Karang-Kembang Hamlet has a catfish farming association chaired by Mr. Budi Sasongko, in its development the association cooperates with certain parties. The obstacles felt by catfish farmers include the relevant food prices that are still expensive and the obstruction of marketing space, so they still depend on fish collectors.

There is attention to the economic growth and health sectors in Karang-Kembang Hamlet and generally the Pacitan Regency area because it still lacks massive attention. Some research and efforts in developing Pacitan Regency such as, first, there are entrepreneurship trainings and the development of entrepreneurial spirit in

Pacitan Regency. In this case, the target activities are people who work in the scope of plantations, agriculture, animal husbandry and fisheries. These activities are limited to the exposure of entrepreneurial theories and the development of the entrepreneurial spirit and there are *sharing sessions*. (Rosti, 2018)

Second, there is attention to the human index in Pacitan Regency, it aims to determine the components of the human development index (HDI) and determine the differences in HDI between districts in East Java. This research is very helpful as an effort to plan development for equity, especially in the human development index, which has a very influential impact on economic development (Endang, 2018). Other research is certainly closely related to the Pacitan Regency area, such as the improvement of the fisheries sector (Yusuf et al., 2013) and disaster management (Tatas et al., 2015).

The description of the background that has been mentioned, that this research article has a new breakthrough with a different object of study. It is hoped that this study can provide solutions to economic and health problems. The purpose of writing this article is an effort to explain the *output of* community service carried out by students in KKN UIN Sunan Kalijaga Yogyakarta activities in Karang Hamlet, Kembang Village, Pacitan District. Karang Hamlet has great potential in the development of catfish farming, so the KKN team held training and practice of processing nuggets with catfish as the basic ingredient, in detail will be explained next.

Based on the above problems, the 111th batch of UIN Sunan Kalijaga Yogyakarta KKN Team provided real action with service activities that coincided in Karang-Kembang Hamlet, Pacitan. The real action carried out always collaborates and synergizes with *stakeholders*, such as village government officials, PKK mothers, youth and local communities in an effort to increase the potential found in Karang-Kembang Hamlet. Several considerations, the importance of economic development and awareness about health, so that seeing the potential that exists the KKN team together with *stakeholders* conduct training activities for processing catfish nuggets.

2. METHOD

Descriptive qualitative research was used as the method of this study (Raco, 2010). This research uses data collection techniques with two steps, namely observation and conducting interviews. Observation techniques are carried out in order to find out the situation and condition of the community, in line with the ABCD approach, namely the *Appreciative Inquiry* stage (planning stage), while in this case interviews are carried out in order to explore information related to previous achievements, progress being made and future targets. So after the above stages were carried out, we initiated and collaborated to hold a "Catfish Nugget Processing Training".

The "Catfish Nugget Processing Training" activity is an interactive *sharing session* momentum as well as hands-on practice. The activity was held near the volleyball court in Karang Hamlet, which was supported by a shade tent. The participants of the Karang Hamlet community were very enthusiastic and felt happy about the activity, because the target of this training activity was the people of Karang Hamlet, especially mothers. In this training activity, our internal KKN team became partners who provided and explained the theory of processing catfish nuggets, which had previously carried out internal trials (try and error) several times.

3. RESULT AND DISCUSSION

Here are some explanations regarding the catfish nugget processing training program by considering the potential in Karang Hamlet, Kembang Village, Macro Overview of Fish Farming Potential in Karang-Kembang Hamlet Pacitan.

Talking about the potential of the region is inseparable from the geographical location of the region, so it is important to know the location of the Karang-Kembang Hamlet area. The area of Karang Kembang Hamlet, Kembang Village, Pacitan District/Cab, has boundaries to the south and west bordering Sedayu-Kembang Hamlet, to the north bordering Sirnobojo Village, while to the east bordering Sukoharjo Village. The following is a map of the area of Kembang Village, Pacitan District/Cab.

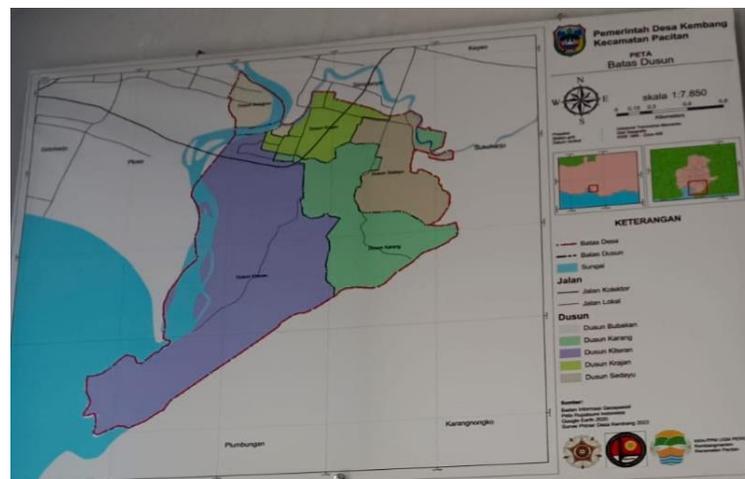


Figure 1. Map of Kembang village, Pacitan sub-district/cab.

Kembang Village is part of Pacitan Sub-district which has a beautiful and attractive area, because of the shady environment and large area. The occupations of the people of Karang-Kembang Hamlet are dominated by farmers (farm laborers), fishermen, fish farmers and students. Some of the occupations of the people of Karang

Hamlet partly have association groups, including a fishermen's association and a catfish farming association.

The existence of the association or working group is a place for friendship and in order to facilitate the development of the business unit. The association becomes an access to cooperation between the community and related agencies, such as the existence of a fishermen's KUB can be a link of cooperation with the Fisheries Service and the existence of a catfish farming KUB can be a link of cooperation with the Livestock Service.

The idea arose that the association could grow the community's economy, such as assistance for the construction of ponds and food subsidies for catfish farming KUBs. Therefore, cooperation can be beneficial between the surrounding community and the government. But conditions say otherwise, the *covid-19* pandemic in 2020-2022 had an unfavorable impact on the pace of the community's economy, including in Karang-Kembang Hamlet. The picture of the declining economy includes many catfish farmers whose ponds died because the price of seeds and food is not cheap compared to the selling price which is stagnant and even falling.

In response to the problems experienced by catfish farmers, the catfish farming KUB took the initiative to cooperate with people who have a wide range of capital. So that there is assistance with fish seeds, food and access to sales according to certain agreements. As for the high price of catfish food, the Catfish Cultivation KUB does not yet have a solution except by taking the step of dead chickens (*tiren*) in cooperation and taking them from the chicken cattle. This is according to information from the head of the catfish farming KUB, Mr. Budi Sasongko.

Catfish Processing Opportunities

The potential of catfish farming in Karang-Kembang Hamlet is distinctive and has become a leading regional commodity. So far, the catfish farming KUB has handed over the harvest to the owner of the capital to be sold to the market, so it is important to develop creativity. This, in essence, is not just a collaboration but also an effort to save the economy during the *Covid-19* pandemic. Therefore, it is important that the benefits of catfish farming can be felt by farmers in particular and the community in general.

Innovation of processed food products from fish should be given more attention, because of its high nutritional content and good for health, some processed products from fish include meatballs, dumplings and others, the hope is that catfish can produce processed products for consumption and distribution (sale). However, fostering creativity and awareness related to innovations in processed products requires cooperation and participation from the community, so that the momentum of developing this potential will provide *outputs* that benefit the community both health and economy.

Improving healthy living standards and economic stability is a challenge when the *covid-19* pandemic breaks out. Access to community activities is limited due to the pandemic, but it is important to face these conditions. This pandemic condition is not an obstacle to always improve life. Access that is starting to return to normal, it is important to move from the community itself, especially in optimizing existing potentials, one of which can produce processed products from catfish. Therefore, this is the basis of the catfish nuget processing training program.

Training Program on Processing Nuget from Catfish

The catfish nuget processing training program is a design that adjusts the potential and opportunities found in Karang-Kembang Hamlet. This program is held with several stages in community empowerment efforts, namely through the planning, implementation, monitoring and evaluation stages. Of course, all *stakeholders* are involved in all stages, especially the people of Karang-Kembang Hamlet as the subject of welfare growth.

Planning to determine this program is the result of observations of the community and internal discussions of the KKN team. The community provides suggestions in determining programs that may be appropriate to implement. While the implementation is inseparable from the role of local stakeholders, such as the Head of Hamlet and Head of RT who coordinate with the community both regarding the time, place and equipment needed, so that there is enthusiasm and the creation of an active *sharing station* in the activity. Here are some documentation during the activity,



Figure 2. Catfish Nuget Processing Training Activity

The next stage is monitoring and evaluation, which also involves the community directly. This program has goals and hopes to be sustainable, not only in empowering the community in general but also in empowering each family as the smallest unit in society.

In line with the framework of efforts to empower the community proposed by Friedmann, it can be seen from three components, namely:

1. *Enabling* is creating an atmosphere that allows people to develop their potential. So an optimistic attitude in this case needs to be fertilized, namely by encouraging motivation.
2. *Empowering* is a real effort or action in strengthening the potential owned so that the community is more empowered and ready to compete.
3. *Protecting* is an effort to pay attention to the interests of weak communities, meaning that all *stakeholders are* involved and participate in decisions and making policies.

Therefore, the community empowerment initiated by the KKN 111 UIN Sunan Kalijaga student team assigned to Karang-Kembang Hamlet is to hold training on food processing from fish, namely catfish nuggets. This activity has the aim of *sharing information* and providing additional understanding to the people of Karang Hamlet, that catfish meat can be made into attractive food for consumption, namely nuggets.

The idea of the catfish nugget processing training activity was inspired by the field conditions of the Karang Hamlet community, especially catfish farmers. At first, the people of Karang Hamlet received assistance from related parties regarding catfish cultivation, starting from the construction of ponds to fish food. But the assistance had little impact on long-term sustainability, meaning that the community was expected to be independent. The next problem is that the owner of the pond only deposits the harvest directly to the owner of the capital, and finally the marketing of large catfish has low marketability due to taste and so on. Therefore, the KKN team was moved to create activities that can foster creativity and mindset of the community to process the harvest or fish that are already large into healthy and attractive food for individual consumption or can be distributed widely.

The training activities were held smoothly with high enthusiasm from the people of Karang Hamlet, the number of participants +/- 40 people. The activity was held on July 30, 2023, as a follow-up to the previous KKN tin work program, namely health socialization (*stunting*) which was held on July 20, 2023. Follow-up of health socialization activities, including making nutritious food processing training with the hope that public health will improve and the *stunting* rate can decrease.

After the training and practice of processing nuggets from catfish, the community can develop recipes that have been given by the KKN team. It is hoped that the food recipe can bring benefits to all, and can be implemented in a small scope,

namely the family (as an effort to create a healthy family by consuming nutritious food) and a large scope, namely being able to sell it in the market (as an effort to increase economic income based on populism).

Evaluation Discussion and Suggestions

These training activities certainly have advantages and disadvantages, so it is important to evaluate catfish nuget processing training activities to improve the sustainability of these activities. As for talking about the shortcomings of these activities including the relevant implementation time is too short so that in exploring creativity has not been maximized and equipment (cooking utensils and others) there are still obstacles from each training group such as there are equipment that is less supportive. While the advantages of these activities include being reflected in the high enthusiasm of the community, accompanied by a passionate KKN team so that active *sharing sessions* occur in these activities. In addition, this activity provides innovations and solutions for catfish farmers in particular and the people of Karang Hamlet in general in creating attractive and nutritious food.

The continuation stage of the activity includes a good response from the people of Karang Hamlet, so that the recipes that have been compiled by the KKN team can be brought to their respective homes, so that the community, especially mothers, can explore the menu of dishes that have been studied carefully. The hope for the future is that when family needs are met, they can develop to MSMEs with the available capital, of course, this needs continuous guidance from the hamlet and village governments with the aim of increasing awareness of maintaining health and growing a people-based economy.

4. CONCLUSION

Community empowerment efforts that have links with many elements in community life are important to be considered and followed up. Karang-Kembang Hamlet is an area that has good potential, both in agriculture and animal husbandry, especially in catfish cultivation. However, the *mindset of the* community needs to be developed, it is known that farmers have problems with fish food and marketing when the harvest arrives. Therefore, motivation is needed for a better direction.

The KKN 111 UIN Sunan Kalijaga Yogyakarta team, which was placed in Karang Hamlet, Kembang Village, Pacitan district, initiated and collaborated with community *stakeholders to initiate* a nutritious food processing training program by adjusting the potential of the village, especially the scope of the hamlet. The implementation of the training is in the form of catfish nuget processing training. The activity was welcomed by the community as evidenced by high enthusiasm, of course with the hope of providing sustainable benefits, especially in improving the quality of health and economic growth. Of course, it is important to have further collaboration such as from the hamlet, village and related parties to develop existing potential.

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