



Community Service Programs for Serundeng and Marine Fish Chili Crafts Community with Local Expertise to Encourage Entrepreneurial Innovation and Competitiveness in Kenjeran, Surabaya

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Abstract: Community service programs based on science and technology as a medium for mentoring prospective entrepreneurs in Rangkah district. Tambak Sari Kenjeran Surabaya, East Java. As partners are craftsmen of various srundeng and sambal and young people who have connections as entrepreneurs from various groups in the target areas of the activity. The problem faced is that all this time the roasting process of srundeng and sambal sprinkles uses the conventional method, namely by using a frying pan that contains oil so it is unhealthy because it causes cholesterol and easily changes aroma. In carrying out the business activities of making srundeng and sambal sprinkled with sea fish, partners have not applied science and technology as well as potential entrepreneur partners. Many young people from various backgrounds in Rangkah Kenjeran Surabaya which has links as entrepreneurs but no one has yet facilitated assistance. As a solution for this community service program is to use a roaster with a capacity of 15kg / hour with dimensions specifications: 133x63x110cm, fuel: LPQ, 450watt electricity, 220v, to increase production capacity. Second, given training in mentoring concept knowledge and understanding of socio-spiritual and technological insight into marketing activities. Furthermore, providing training on creativity and innovation in the manufacture of products from marine fish from the Kenjeran coastal area to activity partners. The methods of implementation are (1) design, build, maintenance and use of roaster machines (2) training, practice, and assistance to increase conceptual competence and understanding of social and spiritual marketing for partners. (3) Training, practice, and mentoring transmit the mindset and behavior of an entrepreneur to students so that they behave and be entrepreneurial for partners. The results of this activity show a positive impact in improving the quality of partner products and increasing understanding, especially in entrepreneurship in improving their business going forward.

Keywords: entrepreneurship; community service; community empowerment

INTRODUCTION

Entrepreneurship education is a planned and applicable effort to increase the knowledge, intention / intention and competence of students to develop their potential by manifesting themselves in creative, innovative and risk-management behavior (Ade Suyitno 2013). At this time the economic sector is more directed by issuing supportive policies, such as Law No. 3 Article 3 of 2014 concerning industry to realize the national industry as a pillar and driver of the national economy (Gumelar, Pratiwi, Riyanto, 2015). For this reason, industrialization must prioritize efficiency, added value that has market competitiveness, and continue to develop as many people as possible who participate in industrial activities in the regions down to the rural level (Tan 2007). Industrial development at this time does not only depend on large-scale industry, but also has begun to pay attention to the role of small industries. Small industry is the main pillar in regional economic development. On the side of the existence of small industries, it is the business sector on which the workforce relies on in Indonesia. The development of



small and household industries is more effective because in addition to expanding employment and business opportunities it can also encourage regional and rural development in Indonesia (Wicaksono, 2014).

One of Mitra1's micro activities in the Kenjeran Sea No. 252 Rt / Rw 007-001 Rangkah Tambaksari Surabaya, East Java, namely the manufacture of srundeng from marine fish, led by Achmad Ainur Rofik so far in producing srundeng and sambal sprinkles using raw materials originating from the kenjeran coastal area, namely tuna. It is a form of processing innovation from tuna so that the selling value is higher by processing it into srundeng. As well as an alternative choice of consumers / fans of tuna with different processing. It is undeniable that the benefits of tuna for health are very numerous considering the very large nutritional content in it. As an archipelagic country, Indonesia has various types of marine products such as tuna, which should be enjoyed by all Indonesian citizens. This is what Minister Susi has often said, Indonesian citizens to always consume marine fish.

. Srundeng innovations and creations can be made for various materials according to taste. The tool for frying partner 1 still uses a simple tool, namely a frying pan so that it is ineffective and efficient, the oil content still sticks so that when it is packed, it looks oil. Besides that, srundeng which contains odorless oil and contains saturated oil that causes cholesterol. So that this service is offered the use of a TTG fryer / spinner for high productivity. Mitra 2 are young people who have links as entrepreneurs from various circles in the Rangkah Tambak Sari Kenjeran Surabaya-East Java. Who has often come to partner place of business to discuss activities to open a business. Sometimes during production times, many young people see and help get involved in the production process.

The establishment of this business began with friendship and friendship during their education at the Indonesian Business School. While waiting to get a job they tried to practice the knowledge gained during their education. The business premises are located in two cities, namely Surabaya and Gresik. The making of serundeng is inspired by the original specialties of our ancestors which are made of abundant ingredients from Sabang to Merauke. People know the name serundeng, which is made from coconut oil flavored with spices. By roasting over low heat. In the past, serundeng only made from coconut, here we try to collaborate with seafood fish, such as: ebi, tuna, and others.

From this activity, it is able to assist partners in accelerating the production process, which previously took 3 days manually, can be shortened to 1 day through the help of production equipment. Then in terms of marketing development it is supported by information technology and assistance in its utilization so that it can reach the national market. As well as developing partner potential in entrepreneurial behavior and responding to future challenges

LITERATURE REVIEW

Micro, Small and Medium Enterprises (SMEs)

Seeing the scale of their business, srundeng craftsmen can be categorized as small and household industries. The definition of small and household industries follows the definition of MSMEs based on Law no. 20 of 2008 article 6 (UU no 20, 2008). Micro enterprises are business entities that have a net worth of not more than Rp.50,000,000.00 (fifty million rupiah) excluding land and buildings for business premises; or have annual sales proceeds of not more than Rp. 300,000,000.00 (three hundred million rupiah). Small Business is a business entity that has a net worth of more than Rp.50,000,000.00 (fifty million rupiah) up to a maximum of Rp.500,000,000.00 (five hundred million rupiah); does not include land and buildings where the business is carried out; or have annual sales proceeds of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion and five hundred million rupiah).

Mujiyadi and Gunawan (2007: 34) say that there are several steps in empowering the poor:

1. Community empowerment is a prerequisite for poverty reduction efforts. The concrete step is to increase people's critical awareness of their position in the socio-political structure in which these poor people live.
2. Efforts to break the exploitative relationship with the poor. This means allowing the critical awareness of the poor to emerge to carry out reorganization in order to increase work productivity and quality of life.
3. Instill a sense of togetherness (egalitarian) and provide an image that poverty is not destiny but as an incarnation of social construction.
4. Realizing the formulation of development by fully involving the poor.



5. The need for social and cultural development for the poor
6. The need for a more equitable redistribution of development infrastructure.

Local Wisdom of the Kenjeran Coastal Area

In general, the meaning of Local Wisdom is ideas, values or views from a place that has a wise and good value character which is followed and believed by the people in that place and has been followed from generation to generation.

Local Wisdom has several characteristics, namely:

1. Have the ability to control.
2. Is a fortress to withstand the influence of outside culture.
3. Having the ability to accommodate outside cultures.
4. Have the ability to give direction to cultural development.
5. Having the ability to integrate or unite external cultures and indigenous cultures.

Local wisdom is explicit knowledge that emerges from a long period of time and co-evolves with the community and environment in the area based on what has been experienced. So it can be said, local wisdom in each region varies depending on the environment and the needs of life.

Community Economic Empowerment Based on Local Wisdom

Efforts to encourage stakeholder participation in social development can be done through: (1) reorientation of the bureaucracy towards effective relations with the community through a community network coalition; (2) increased sense of responsibility where people develop themselves, awareness of understanding their needs, problems, abilities and potentials; and (3) facilitate communication between various local stakeholders. It is necessary to apply the guiding principle, namely coming to the people, living with the people, learning from the people, planning and collaborating with the people, starting with being known by the people, building and developing, teaching by example, introducing patterns not showing off, showing the system not creating obstacles, harmonizing perceptions, changing creative patterns, and provide creative freedom (Moeljarto, 1991). The concept of people-centered development with a focus on community empowerment is a strategic approach, in which creative initiatives from the people form the basis of development policies.

Building community welfare needs to involve the people in the process so that policy makers understand carefully the real problem. Key success factors are: (1) commitment to policy makers; (2) the ability of the facilitator to assist the community; (3) the environment supports mutual change; and (4) there is a guarantee for change and study results as a source or reference in making policies. Interventions are needed in strengthening and understanding the community to identify and develop certain sectors through a participatory approach. This can help the community to know and understand the resource management process, so that the implementation of development programs becomes more sustainable (Moeljarto, 1991).

Based on the information technology-based relational marketing model, a more targeted local wisdom-based community economic empowerment can be implemented, so that the goals and objectives of development that take place in the regions can be achieved, namely:

1. The implementation of efforts to accelerate local economic development through the involvement of the government, business community, local communities and civil society organizations in a participatory process.
2. Developed and developed strategic partnerships and alliances in an effort to accelerate local economic development among stakeholders in a synergistic manner
3. Development of economic facilities and infrastructure that support efforts to accelerate local economic development.
4. The realization of the development and growth of SMEs in an economical and sustainable manner.
5. The realization of an increase in people's income, reduced unemployment, a decrease in the level of poverty.
6. The realization of increased equity among community groups, between sectors and between regions.
7. The creation of resilience and economic independence of local communities.

Social Marketing Concept

The social marketing concept as illustrated in figure 1 is a marketer concept that must be realized in SMEs and marketers in general. The three scopes of the concept of social marketing can each be explained as follows: Strategic entrepreneurship is focused on efforts to develop a corporate-oriented business culture, as entrepreneurial marketers expect profits. Operational consumers are more focused on the company's ways of dealing with customers, to marketers consumers must meet their expectations of satisfaction. The community is focused on the ways the company deals with the community around the business, the marketer must be able to meet their expectations of welfare.

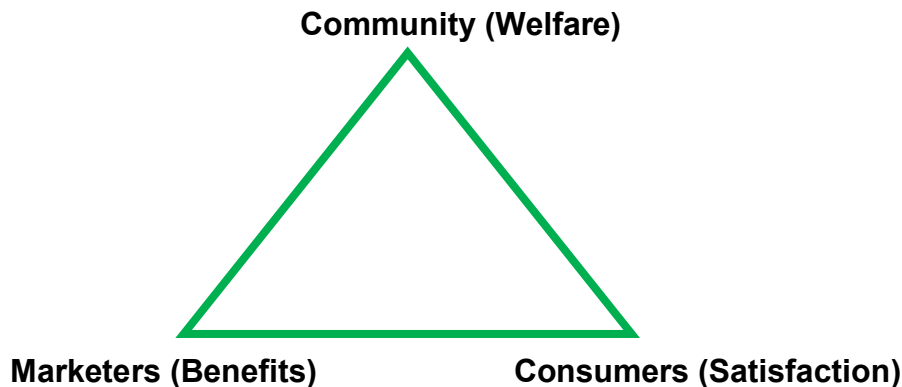


Figure 1. Social Marketing Concept Triangle

METHODS

Based on the agreement between the service team and partner 1, namely Achmad Ainur Rofik as the owner and craftsman of Aneka Srundeng and Kenjeran Sea Fish Sambal No. 252 Rt / Rw 007-001 Rangkah Tambaksari Surabaya, East Java. Partners (2) Young people who have links as entrepreneurs from various circles in the Rangkah-Kec Village. Tambak Sari-Kenjeran Surabaya-East Java., Then the justification of the agreed priority issues to be resolved during the implementation of the service program is illustrated below:

- a) Designing (engineering), training, practice and usage assistance (including maintenance and maintenance / troubleshooting) the use of a roasting machine with a capacity of 15kg / hour. Dimension specifications: 133x63x110cm, fuel: LPQ, 450watt electricity, 220v, material: stainless steel for partners 1 training involves partners 2.
- b) Practical skills training, and assistance in updating of knowledge and information on conceptual knowledge and understanding of socio-spiritual marketing and technological understanding in carrying out e-commerce marketing activities.
- c) Practical skills training, and mentoring for training, practice, and mentoring transmits the mindset and behavior of an entrepreneur to students so that they behave and be entrepreneurial for partners 1 and partners 2.

Activities that show steps to solve the problems agreed upon between the service team and partners are as follows:

Preliminary visits to partners I and II preparations include:

1. Conduct initial communication about planned activities between the Implementing Team and the two partners.
2. Determine the schedule for the implementation of activities that have been mutually agreed upon between the Implementing Team and the two Partners with guidance according to the schedule from ITS.
3. Determine and discuss the types of partner participation to support each activity proposed by the community service Implementation Team.
4. Improving the production process to improve the quality of results using technology by doing design (engineering), training, practice, and assistance.
5. Conduct training, practice, and assistance, so that they have the capability of human resources (HR) to update knowledge and information on conceptual knowledge and understanding of socio-spiritual and technological insight into marketing in e-commerce marketing activities.

6. Conduct training, practice, and assistance to young people who have links as entrepreneurs from various circles in the Rangkah-Kec Village. Tambak Sari-Kenjeran Surabaya-East Java.

RESULTS

Of all the activities, the team and partners are still focused on achieving good synergy until in the end it takes 2 (two) months to be able to start mentoring activities in partner locations. Thus, the process that has begun to take shape needs to be followed up that is faster than the scheduled time. These activities include:

Preliminary visits to partners I and II preparations include:

- a) Conduct initial communication about planned activities between the Implementing Team and the two Partners. Determine the schedule for the implementation of activities that have been mutually agreed upon between the Implementation Team and the two Partners with guidance according to the schedule from ITS. Determine and discuss the types of partner participation to support each activity proposed by the community service Implementation Team. This activity has gone according to plan.
- b) Improving the production process to improve the quality of results using technology by doing design (engineering), training, practice, and assistance of spinning machines. So that in the implementation of production it is more efficient for production, it does not change quickly and is durable. This activity has been carried out with the help of a spinning machine.
- c) Conduct training, practice, and assistance in the preparation of a business plan as a form of preparation for a professional business. The business plan serves to design the initial business strategy and plan. A business will be difficult to develop if it is run without a business plan or plan. For this reason, it is very important for an entrepreneur to compile a business plan so that the business they are engaged in is more focused and oriented correctly and can achieve success.
- d) Finding sources of funds from a business plan that has been prepared is useful for bringing in parties such as investors, banks or others who will help run the business. This means that the business plan that has been made can become a kind of proposal or complement to the proposal that will help get business capital.
- e) Business plans can also be used to predict the future of the business that you are running. Because, when compiling a business plan, you will see a short, medium and long term picture for the business to be run. Business plans can also increase the level of business that is being run. A well-prepared business plan and design will create a special passion for business people to run their business.



Figure 2. Documentation of activities with Serundeng SME partners and technology transfer

CONCLUSIONS

With the implementation of this service activity, it can be concluded that: The 10 November Surabaya Institute of Technology can carry out its functions in accordance with the Tri Dharma of Higher Education, namely Community Service which is an activity in contributing thoughts to national development in general.

As well as the management of srundeng production, it is hoped that later it will use appropriate technology, namely the oil dropper / spinner machine which has external benefits. So that the results



of the production of the oil content can be 0.05%, which means that with minimal oil content, the production results do not smell / rancid / change taste and color even without preservatives. Thus, increasing the quality of srundeng products has an impact on business productivity, so the economic level of the partners will gradually increase as well. Meanwhile, the partner group will be assisted in solving the problem of improving the quality of their human resources in the field of marketing management, namely making a business plan which is the identity of a business and its sales and marketing training using technology.

As a sustainability aspect, it is necessary to strive for the results of training on management functions, namely planning, organizing, actuating, controlling and operational management functions, namely human resource management, marketing management, financial management, information management, production management properly and correctly implemented because it will be very beneficial for improvement of business quality.

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