



# Women Empowerment in Bekasi City Turning Catfish into Frozen Food

Irwan Indriyanto<sup>1</sup>, Yuaniko Paramitra<sup>1\*</sup>, Muhammad Syarif Hartawan<sup>2</sup>, Zulfa Laila<sup>1</sup>, Ridho Hidayatullah<sup>1</sup>

<sup>1</sup> Faculty of Economic, Universitas Krisnadwipayana, Pondok Gede, Bekasi, Indonesia.

<sup>2</sup> Faculty of Engineering, Universitas Krisnadwipayana, Pondok Gede, Bekasi, Indonesia.

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Corresponding Author:

Yuaniko Paramitra

[nicoyp@unkris.ac.id](mailto:nicoyp@unkris.ac.id)

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**Abstract:** The position of women as family financial managers is emphasized from a series of productive efforts that strategically utilize the potential of social capital in the socio-community environment. The purpose of the community service activity is to implement a series of activities that will have beneficial value to strengthen the knowledge and skills capacity of the Bina Karya Srikandi housewife group to be able to utilize the results of the residents' catfish harvest into a variety of frozen food by utilizing technology in the production and marketing process. The form of community service that the author uses in this activity divided into two, namely, Training Method and Provision of catfish product processing equipment. Training that provided in this activity focuses on 3 areas, namely partner HR development, product development and marketing process development, the development carried out is an effort by the author to help overcome the problems experienced by partners. The results of the activity is we develop our partner in 3 areas such as, HR development, Product and marketing development, we providing training on processing catfish meat into frozen food made from catfish, such as catfish meatballs, ready-to-fry catfish, and catfish otak otak to increase their awareness about their brand image and engagement with social media marketing by provide social media Instagram for Bina Karya Srikandi to promote their product. We also help them create brand logo. Bina Karya Srikandi now have more variant catfish product and more marketing channel.

**Keywords:** Empowerment, Digital Marketing, Economy Empowerment, Processed Products.

## Introduction

Increasing community economic development and independence needs to pay attention to the aspect of family economic empowerment which can be an entry point to advance community welfare. The implementation of various policies and programs oriented towards family economic empowerment deserves appreciation in its role in providing access opportunities, especially for women, so that it can improve the quality of family life (Kusumaningrum 2016). Women's social capital has components that contain trust, social values and norms, reciprocity which is the foundation of mechanisms and forming cooperative institutions can be utilized to strengthen the family economy (Wibowo et al., 2023). Thus, the position

of women as family financial managers is emphasized from a series of productive efforts that strategically utilize the potential of social capital in the socio-community environment (Dewi and Puspitasari 2012; Heryani, Herinawati, and Murdayah 2023). As is known, Law Number 52 of 2009 has mandated that fostering family resilience and welfare is carried out through increasing access and opportunities for receiving information and economic resources through family micro-enterprises, innovative development in providing assistance to poor families, and implementing poverty alleviation efforts (Paramitra et al., 2023).

RT.005/013 located in Duren Jaya Village, East Bekasi District, Bekasi City, is one of the RTs whose residents are creative in utilizing public facility land to become economic value for its residents. Catfish

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cultivation in picture 1 is the choice of residents to become one of the entrepreneurial activities in their environment. This activity is a potential area that can still be developed sustainably. The current size of the pond is 6m long, 2m wide, and 1.5m high which is divided into 2 pond sections and the total capacity of the catfish pond is 1,500 fish. The catfish harvest from the pond is 168.7 kg

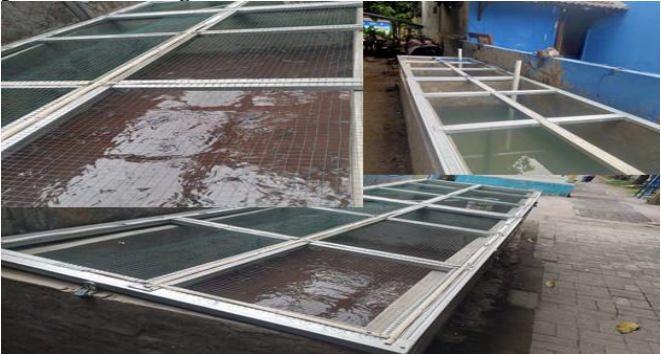


Figure 1. Catfish ponds in RT.005/013

Bina Karya Srikandi as our partner consisting of a group of housewives in the RT 05/13 neighborhood, has a plan to make catfish into frozen food products with various variations of processed products including original catfish fillets, yellow spiced catfish fillets, grilled catfish fillets, catfish nuggets, and catfish meatballs, they had the idea that the catfish harvest could be processed into frozen food which would have a higher selling value compared to just selling the fish as is, but do not yet have the knowledge and skills in the production and marketing process. This condition is a problem from the existing potential and needs to be solved (Febriyanti, Khairani, and Hajar 2023).

The purpose of the community service activity is to implement a series of activities that will have beneficial value to strengthen the knowledge and skills capacity of the Bina Karya Srikandi housewife group to be able to utilize the results of the residents' catfish harvest into a variety of frozen food by utilizing technology in the production and marketing process. This initiative is expected to not only improve the welfare of the community but also ensure that the management of freshwater fishery resources is an activity that supports the Sustainable Development Goals (SDGs) (United Nation, 2023) , where there are decent jobs and economic growth including small-scale economic growth, can be through the development of the food sector by utilizing the results of the residents' catfish harvest, creating decent jobs, and promoting the results of housewife entrepreneurship and without poverty by reducing poverty with the economic empowerment of mothers, and encouraging them to be able to increase income and improve the quality of life (Kamaluddin and Kadju 2024).

Method

The form of community service that the author uses in this activity divided into two, namely, Training Method and Provision of catfish product processing equipment. The training is intended so that the human resource capabilities of housewives who are members of the Bina Karya Srikandi partners can be upgraded, the provision of catfish product processing equipment is expected to increase the value of the product, from initially selling fresh live catfish, it can be processed into various kinds of processed catfish foods such as fish balls. In our training, we focus on 3 things, namely (1) increasing the human resource capacity of housewives who are members of Bina Karya Srikandi partners, this training includes critical thinking so that they can identify the potential of their area and maximize that potential, because only through the exploration of the potential of their area, the area can be developed (Tari Andini et al., 2023) (2) Training in processing catfish products into frozen food, so that it can increase the economic value of the product, the training conclude processing catfish meat into frozen food made from catfish can be processed into various kinds of frozen foods such as catfish meatballs, ready-to-fry catfish, and catfish otak otak (3) Marketing training, housewives are trained to improve their brand image so that many buyers are interested in their processed products (Verawati, Anwar, and Afiati 2024; Anwar, Afiati, and Verawati 2024) which focuses on marketing through Instagram social media (Anjainah et al., 2023). Further details can be seen on figure 2.

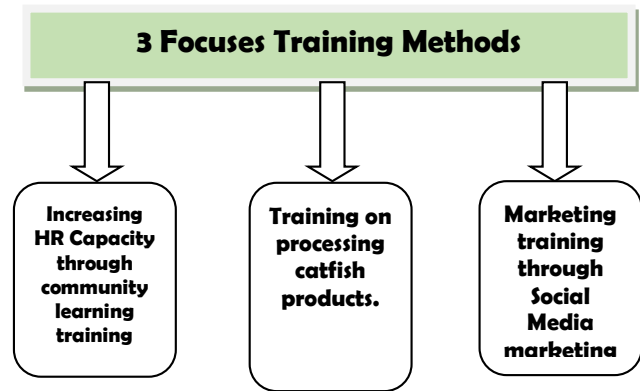


Figure 2. 3 focuses in training

The provision of catfish product processing equipment is carried out by providing 6 technological tools funded by the DRTPM grant, namely: 1) Fish Meat Bone Separator, a tool for separating catfish meat from bones. 2) Meat grinder, a tool for making minced meat., 3) Planetary Mixer, a tool for mixing dough. 4) Vacuum sealer, a tool for removing air from plastic packaging. 5) Catfish Meatball maker machine, a tool for mould catfish



meatball shapes. 6) Chest freezer, a tool for storing processed food production results so that they last longer. Technology utilized in supporting frozen food production will be integrated to ensure that partners can be independent and operational without obstacles.



Figure 3. 6 technological tools funded by the DRTPM grant

## Result and Discussion

### Result

The Bina Karya Srikandi partner training activity was carried out at the partner secretariat office located at RT.005/013 in Duren Jaya Village, East Bekasi District, Bekasi City. The activity began with critical thinking training which aimed to enable the mothers who were members of Bina Karya Srikandi to maximize their potential and have creativity that could maximize the potential in the area. The members of Bina Karya Srikandi had difficulty analyzing their potential and how to develop it so that they could improve the economic conditions of their families and the surrounding community, because one of the problems faced by the partners was that they had not been able to map their potential and had not been able to optimize the potential, therefore this training focused more on the importance of thinking creatively and innovatively in utilizing the potential.



Figure 4. Critical thinking training process

Then the activity continued by providing training on processing catfish meat into frozen food made from catfish, such as catfish meatballs, ready-to-fry catfish, and catfish otak otak. In this activity we demonstrated how to process catfish meat into various kinds of processed food made from catfish, using equipment that had been provided by the implementing team. With this catfish processing training, we expect an increase in income because we no longer sell fresh catfish but sell ready-to-cook food in packaging, the catfish processing training process is carried out starting from the process of grinding catfish that has been cleaned using the Fish Meat Bone Separator tool so that the output is catfish meat is separated from its bones, and ready to be processed further, after that the separated fish meat is put into a meat grinder which functions to chop fish meat and the resulting output is softer fish meat, after that the meat is mixed in the prepared dough and mixed in a planetary mixer, after the mixing process is complete the dough mixture is put into the meatball molding machine, in this process the size of the meatballs can be adjusted, after the meatballs are molded, they are packed in plastic packaging and sealed with a vacuum sealer so that the fish meatballs last longer, labeled and put into the storage freezer.



Figure 5. Production training process

In addition to making meatballs, we also provide training to process catfish into ready-to-fry catfish in packaging and catfish brains, then the last training we also provide training on the importance of packaging and product labels on goods that are ready to be sold, we provide knowledge on how to package products so that they are more durable and more ready to be sold and have added value and there is a brand attached to

the packaging so that consumers have awareness of products made by Bina Karya Srikandi partners (Anwar, Afiati, and Verawati 2024).



Figure 6. Brand logo and packaging product

In addition to packaging and brand logos, we also provide and help create social media marketing for partners to make it easier to introduce Bina Karya Srikandi and its products to potential customers. The social media that we assist in the creation process is Instagram. Instagram was chosen because it has high exposure and is accessed by many users.

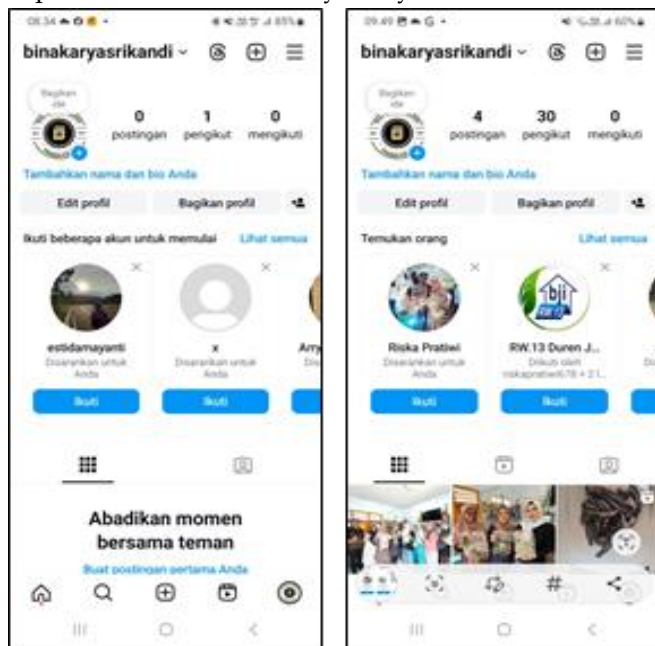


Figure 7. Social media marketing through instagram

## Discussion

In this activity we are trying to increasing the human resource capacity of housewives who are members of Bina Karya Srikandi partners, this training includes

critical thinking so that they can identify the potential of their area and maximize that potential (Kancana, Lestari, and Nurficahyanti 2017), because only through the exploration of the potential of their area, the area can be developed (Tari Andini et al., 2023), and the result shown that Bina Karya Srikandi more aware about economic potential on their area, this result similar with the previous result published by (Kancana, Lestari, and Nurficahyanti 2017). Beside the HR capacity we also trying to increasing their marketing capability with social media marketing and develop the logo design (Kariyamin, Biddinika, and Yudhana 2023). The purpose of logo design are because visual branding is essential for attracting consumers and creating a consistent brand experience (Juddi, Aprianti, and Sudrajat 2023). It helps to establish a brand's reputation and credibility (Aini, Sihombing, and Hardini 2024) Visual branding, such as logos to convey a brand's identity and values (Luffarelli, Stamatogiannakis, and Yang 2019). We help build the social media marketing to help them marketing the product and to increase sales number (Dewi and Puspitasari 2012) and the result shown that Bina Karya Srikandi more aware about the importances of digital marketing, creating logos and visual branding for the identity and credibility of their brand, this result similar with previous study published by Aini, Sihombing, and Hardini 2024; Dewi and Puspitasari 2012.

## Conclusion

This community service activity is carried out by providing training that focuses on 3 areas, namely partner HR development, product development and marketing process development, the development carried out is an effort by the author to help overcome the problems experienced by partners. Bina Karya Srikandi partners feel happy and helped because this activity can overcome the problems they face, starting from the problem of how to utilize the potential they have, to how to process it into products of economic value and market their products. The products produced such as fish balls, ready-to-fry catfish, and catfish otak otak have a higher economic value when compared to selling fresh fish directly to buyers. The Head of Bina Karya Srikandi, Mrs. Deuis Anggraini, hopes that in the future they will continue to be assisted.

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4. Head of RW 13, H. Sutanto Permadi who has given permission to the team to carry out the activity.
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