

Product Differentiation and Packaging of Fish Floss at the Rianilis Business Group in Tawiri District, Ambon City

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Received: October 22, 2024

Revised: December 1, 2024

Accepted: December 25, 2024

Published: December 31, 2024

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DOI: [10.29303/ujcs.v5i4.717](https://doi.org/10.29303/ujcs.v5i4.717)

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Abstract: The abundant potential of Ambon City's fishery resources allows many producers to use them as a source of income. Rianilis is one of the business groups in Tawiri Village that takes advantage of this potential by producing shredded tuna. The problems faced in running the business are limited market share so that production cannot be carried out optimally and packaging that is not hygienic to maintain product quality. The purpose of this community service activity is to provide an understanding of competitive advantages through the differentiation of shredded fish products with 2 two flavor variants and attractive and hygienic packaging carried out by lecture and discussion methods as well as training in making attractive and hygienic packaging with practical methods. The results showed that there was an increase in understanding of competitive advantages through product and packaging differentiation as well as increased skills in making attractive and hygienic packaging before and after participating in the activity. The conclusion of this activity illustrates that the increase in understanding and skills acquired is beneficial for increasing income and business sustainability.

Keywords: Entrepreneurship; Differentiation; Shredded fish; Packaging; Hygienic

Introduction

Fisheries production in Ambon City's has increased every year, in 2019 production reached 25,176.93 tons, in 2020 it was 26,974.56 tons, in 2021 it increased to 28,625.23 tons and in 2022 it was 29,010.50 tons (Ambon City Fisheries Service, 2022). The production is spread across 5 sub-districts in Ambon City, one of the sub-districts with high fisheries production is Teluk Ambon Sub-district which amounted to 2,369.68 tons (BPS Kota Ambon, 2019). The amount of production that continues to increase every year indicates the potential for abundant fishery resources that can be exploited.

Exploitation of natural resources is an act of utilizing a stock of natural resources in an area. Exploitation of natural resources must be able to provide benefits for the welfare of the community and the country's economy (Nugroho & Budianto, 2021).

Exploitation of fisheries resources has long been carried out by the people of Ambon City as the main livelihood through the process of small-scale fishing such as purse seine, beach seine, lift net, gillnet, trap net, fishing rod and so on (Matakupan et al., 2006 in Ruban et al., 2021).

The potential fishery resources are utilized by the people of Negeri Tawiri both in fresh and processed forms. The utilization is generally done in the form of groups, one of the business groups engaged in processing fresh tuna into shredded fish is the Rianilis business group.

The business run by this group is faced with several problems. These problems include limited market share so that production cannot be carried out optimally and unhygienic packaging to maintain product quality. Product quality will affect the amount of production. These obstacles need to be resolved by finding solutions. One solution is academic support for the sustainability

How to Cite:

Sahusilawane, W., Hiariey, L. S., Nanlohy, H., & Ruban, A. (2024). Product Differentiation and Packaging of Fish Floss at the Rianilis Business Group in Tawiri District, Ambon City. *Unram Journal of Community Service*, 5(4), 312-317. <https://doi.org/10.29303/ujcs.v5i4.717>

of the business. This business in principle will also affect the welfare level of the business group members (Nanlohy et al., 2022).

The Community Service carried out consists of 2 (two) stages, namely providing information about creating product differentiation through flavor variations in shredded tuna and training in making attractive and hygienic packaging labels.

Product flavor variety refers to the number and range of products that are differentiated based on the flavor specifications offered by the seller. Product variety is beneficial for consumers because they can choose various flavor alternatives according to their preferences. This is a source of competitive advantage for manufacturers because offering more flavor variations than competitors allows them to attract more consumers, and more consumers indicate a greater opportunity to increase sales. In addition, attractive packaging can attract consumers, while hygienic packaging will ensure that shredded tuna products can be received by consumers with good quality. The

combination of the two can provide success to the food business thus increasing income.

Through the socialization and training conducted, it can increase the understanding and skills of Rianilis business group members in developing the business through increasing the value added of shredded tuna fish products produced so that it has implications for increasing income.

Method

The community service was carried out on August 3, 2024 in Negeri Tawiri, Teluk Ambon Subdistrict (Figure 1), the selection of the activity location was carried out purposively based on the potential of fishery resources owned and the actual conditions of the existence of the Rianilis business group. The participants of this activity amounted to 10 people, consisting of 5 members of the Rianilis business group and the PkM team of 5 people.

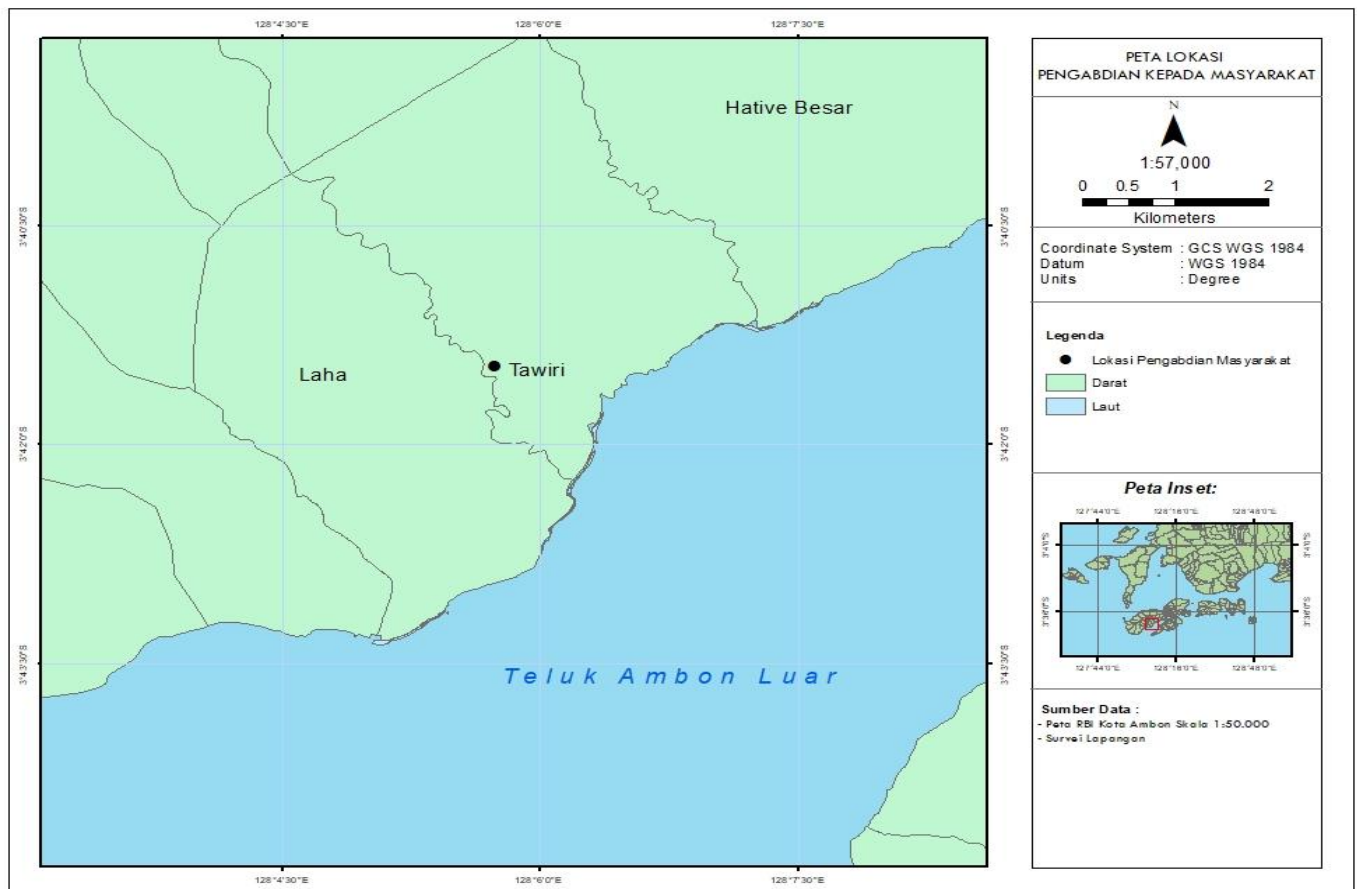


Figure 1. Community Service Location Map

The implementation of PkM is an effort to increase the competitiveness of the shredded fish products produced, in line with market needs to increase market

share and income. A chart of the relationship between the problem and the solution offered is shown in Figure 2.

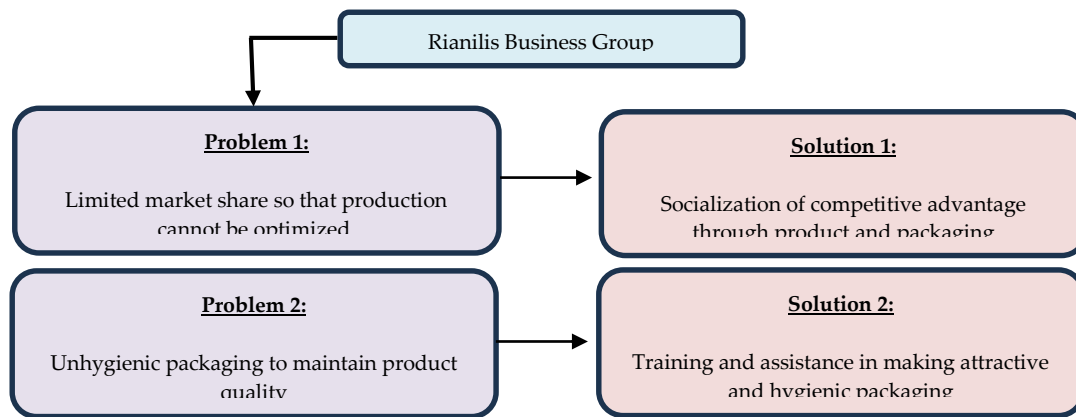


Figure 2. Partner Problem and Solution Relationship Chart

Socialization activities on competitive advantage through product differentiation and packaging were carried out using lecture and discussion methods. In this method, the Community Service Team delivered material about the importance of creating competitive advantages to attract market share. The material presented is based on experience and theories related to the topic of the activity, followed by a discussion to measure partners' understanding of the material presented.

Training on making attractive and hygienic packaging was carried out using the practical method. The Community Service Team provided a sealer machine to the Rianilis business group, provided training on designing packaging labels using the Canva application, how to attach packaging labels to standing pouches and glue packaging using a sealer machine. Assistance was given to partners when trying to make their own packaging after the PkM team demonstrated how to make it. Overall, this is expected to improve partners' skills in making attractive and hygienic packaging.

Result and Discussion

Socialization on Competitive Advantage through Product Differentiation and Packaging

Socialization was conducted to 5 participants who are members of the Rianilis business group. It began with information related to the process of realizing a successful entrepreneur consisting of finding, learning and practicing. As revealed by Tambunan (2007) in (Wahyudi et al, 2020), entrepreneurship is an economic activity that requires soul, knowledge, ability (expertise), costs, facilities, energy, time, and all the things needed. therefore what is needed is to involve yourself in various business activities, either alone or following other people (family, friends, or neighbors). When someone can find a business opportunity, then

next he needs knowledge about entrepreneurship by learning the basic concepts of entrepreneurship, managerial, financial, marketing strategies, production, how to deal with customers, how to respond to consumers, how to present, how to recognize customer characteristics, recognize market segmentation, and so on.

This is an important capital to be able to face competition (Abimbola & Agboola, 2011; Nkechi et al., 2012; Olayiwola et al., 2019). The follow-up of learning is practice, practice is the last step in testing the entrepreneurial spirit and knowledge possessed then the extent to which knowledge can be effectively applied, with complex circumstances, with diverse customers, with fierce competition, with prices that are difficult to control, with expensive and difficult materials, and with other factors that interfere with business development (Hussain et al., 2014).

Furthermore, partners are given an understanding that the output of the finding, learning and practice process is competitive advantage, namely the implementation of business strategies to achieve the objectives of cost reduction, exploitation of market opportunities, and/or neutralization of competitive threats (Newbert, 2008 in Zultaqawa et al., 2019). The realistic step of competitive advantage is to offer value added to consumers, related to the business being run, namely making shredded fish, the value added can be in the form of variations in shredded flavors, namely original and spicy flavors and attractive and hygienic packaging.

When competition increases, the actions and reactions in competition will also increase, so that through the value-added strategy, the Rianilis business group can provide products that have not been supplied by many other producers. This can attract more potential market share because they can choose various alternative flavors according to their preferences, which in turn will have implications for increasing sales and business income.



Figure 3. Socialization on Competitive Advantage through Product Differentiation and Packaging
Source: Personal Documentation, 2024

At the end of the socialization activity, a discussion was held to measure partners' understanding of the

information presented, the results of the discussion are presented in Table 1.

Table 1. Level of Understanding Before and After PkM

Before Condition	After Condition	Explanation
Partners (100%) do not know what processes need to be considered by a businessman.	Improved partners' understanding of what processes need to be considered by a businessman.	From the discussion session, it can be seen that all partners do not know the process that needs to be considered by a businessman. With this service activity, partners can understand what processes need to be considered by a businessman.
Partners (60%) do not know the importance of product differentiation to attract market share.	Increased partner understanding of the importance of competitive advantage through product differentiation.	There are some partners who do not know the benefits of product differentiation to attract market share. Through this socialization, partners can understand the benefits of product differentiation to attract market share.
Partners (80%) do not know the importance of attractive and hygienic packaging to attract consumers.	Improved partners' understanding of the importance of making attractive and hygienic packaging	Most partners do not know the importance of attractive and hygienic product packaging. After socialization, partners can understand attractive and hygienic packaging to attract consumers.

Training on Making Attractive and Hygienic Packaging

In this activity, partners are trained to make attractive and hygienic packaging which consists of several stages, namely:

1. Packaging label design using the Canva application, partners are taught how to access the Canva application, select label templates according to size, design, and print them.

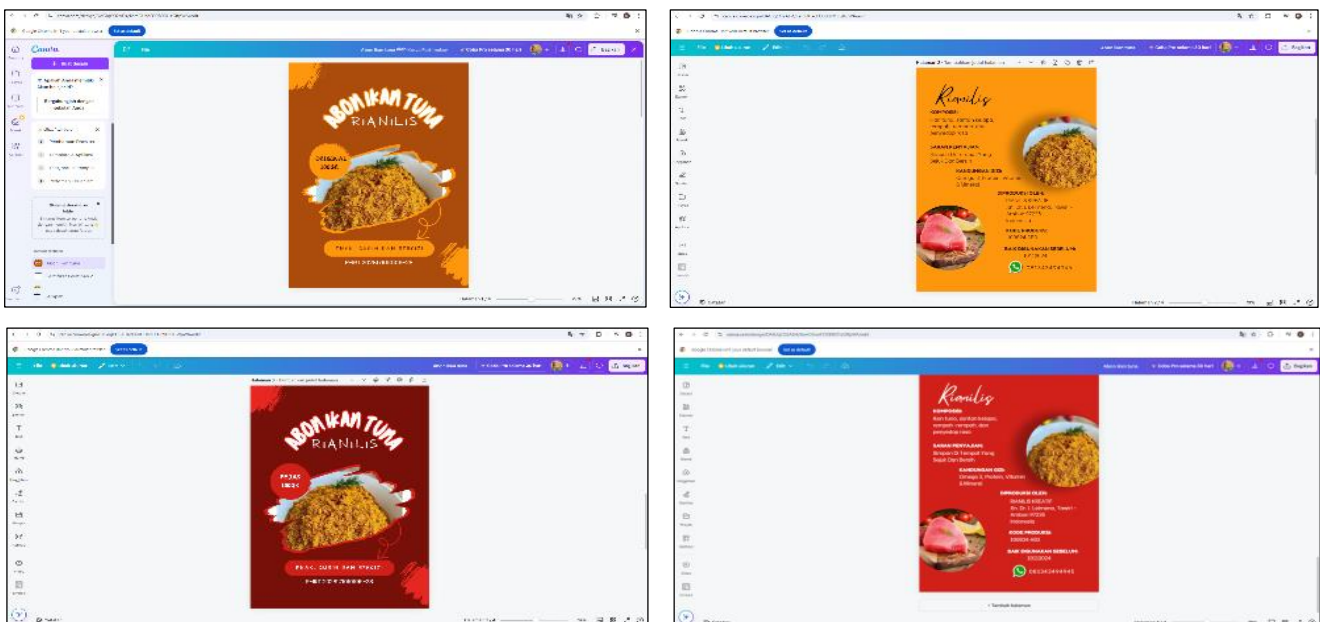


Figure 4. Packaging Label Design of 2 Flavor Variants in Canva. Source: Personal Documentation (2024)

2. Sticking the packaging label on the standing pouch, the printed packaging label is then attached to the food grade standing pouch.



Figure 5. Demonstration of Sticking the Packaging Label on the Standing Pouch
Source: Personal Documentation (2024)

3. Putting the shredded fish according to the flavor variant in the packaging, the shredded fish that has been made by the partners consists of 2 flavors, namely original and spicy, then put in the packaging.



Figure 6. Filling the fish floss according to the flavor variants in the packaging
Source: Personal Documentation (2024)

4. Gluing the packaging using a sealer machine, the PKM team provided 1 sealer machine for partners to facilitate the packaging process and taught how to operate it.



Figure 7. Gluing Packaging Using a Sealer Machine
Source: Personal Documentation (2024)

5. Fish floss with 2 flavors is ready to be marketed.



Figure 8. Shredded Fish 2 Flavor Variants that Have Been Packed
Source: Personal Documentation (2024)

Assistance was given to partners when trying to make packaging based on the results of the demonstration conducted by the PKM team. Based on the assistance, it can be seen that the partners have improved their skills. Initially, the partners did not know and were afraid to attach the packaging label to the standing pouch and operate the sealer machine, but during the mentoring all partners were able to attach the packaging label to the standing pouch, insert shredded fish and operate the sealer machine. At the end of the training and mentoring, the partners were able to produce 37 pieces of shredded fish consisting of 25 pieces of shredded fish with spicy flavor and 17 pieces of shredded fish with original flavor.



Figure 9. Assistance to partners
Source: Personal Documentation (2024)

Conclusion

There is an increase in partners' understanding of competitive advantage through product differentiation and packaging after obtaining socialization with lecture and discussion methods, as well as increasing partners' skills to make attractive and hygienic packaging to attract potential market share which in turn can have implications for increasing income.

Acknowledgments

We would like to thank the business partner of the Rialinis Fish Floss Group for their willingness to cooperate. Thanks also to

the fish papalele groups in Negeri Laha and Tawiri for their participation in this training activity.

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