

ESTABLISHMENT OF NEW ENTREPRENEURS IN THE FIELD OF LAND FISHERIES THE WATER SAVING

C. Dyah Sulistyaningrum Indrawati¹, Dwi Aries Himawanto²

¹)Office Administration Education, Universitas Sebelas Maret, Indonesia

²)Mechanical Engineering, Universitas Sebelas Maret, Indonesia

Corresponding : ciciliadyah@staff.uns.ac.id

ABSTRACT

Juwiring sub-district is one of the rice producing centers in Klaten. Most of his seats count on living as farmers, but things are disturbed by the fact that in recent years the harvest of rice in one of the largest rice producers in Klaten Regency can be said to be less successful due to attacks of leafhoppers and rat pests. This is impact on the lives of farmers and their families, especially in the three sub-districts the a.m. Capital issued to cultivate rice fields cannot be covered by for failing to harvest. The incident impacted farmers in the which is increasingly difficult to sustain his needs. Drape life in the agricultural sector, it is increasingly difficult because of many factors including the risk of crop failure and the high cost of production resulting in low income received per harvest. Therefore, the target group together with the team of advocates to solve the problem through efforts to training and establishment of new business groups in the field of land fisheries save water by invading fish enlargement ponds with a system of land fisheries with no running water.

Keywords: Entrepreneurship, Fisheries, Water Saving

INTRODUCTION

In order to support the vision of the Ministry of Marine Affairs and Fisheries (KKP) to indonesia as the largest producer of fishery products in 2015. Aquaculture is required to be a major contributor to the increase in fishery production nationally by increasing the production target of aquaculture by 353 percent during the 2010-2014, from 5.26 million tons to 16.89 million tons (Direktorat Jenderal Budidaya, 2014).

Klaten Regency is one of the rice producing central java province in the middle, most of his seats count on the life of a farmer, but it is disturbed by the fact that in recent years the rice harvest in the District Klaten can be said to be less successful due to attacks of leafhoppers and rat pests. It impacts on the lives of farmers and their families, especially in Juwiring and Karangdowo subdistricts. Capital issued to work on rice fields cannot be covered due to crop failure (Darmawi, 2010).

The incident impacted on lives in both partner locations ibm activities, people who are in productive age are increasingly difficult to find Job. Depending on the life of the agricultural sector, it feels increasingly difficult because many factors including the risk of crop failure and the high cost of production that impacts on the low income received per harvest. Therefore, PKM partners together with the team of advocates to solve the problem through training efforts and the

establishment of new businesses in the field of catfish enlargement. Selection of the field of business based on the fact that catfish is one type of highly nutritious fish, so support public intake for the consumption of fish rich in omega 3. Catfish contains at least 17-37% protein, 4.8% fat, 1.2% minerals, 1.2% vitamins, and 75.1% water.

Catfish is a type of fish that is loved by the public, with delicious taste, meat tender, spines are regular, and can be served in a wide variety of cuisine menus. Although before the 1990s catfish was not so popular as a delicacy, but by pecel catfish stalls become popular food that is popular and spread everywhere. The price of catfish culinary is also quite affordable. Processed catfish is still a food a favorite for most people, so catfish is a favorite food and not retroactively facing intense competition between food efforts. Many types of food served are fried catfish and lalapan catfish or often referred to as "pecel catfish". Affordable selling price of all circles of society, adding to the favor consume this fried catfish menu.

By utilizing the expertise of processing food, nowadays catfish processed products increasingly varied, including fried catfish chili sauce, coconut milk sauce catfish, kremes fried catfish, catfish mango sauce, grilled catfish of Balinese seasoning, and many others. According to the Minister of Marine Affairs and Fisheries in the opening ceremony of the Launch and Campaign of the Fish-Eating Movement in Denpasar on June 13, 2010, until 2009 recorded the average level of fish consumption 30.17 kilograms per capita per year or lower than food patterns expectations should be 31.4 kg. Revitalization of catfish until the end of 2009 production of 175 tons or an average increase of 21.64% per year. Meanwhile, the demand for catfish seeds also continues to increase from 156 million in 1999 of 360 million in 2003, an average increase of 46% per year.

On the other hand, during the period 2005-2007, aquaculture development has been showed strong results, with increasing volume and production value of cultivation. During this period, the volume of aquaculture production experienced increase on average per year by 19.56% with the value increasing on average per 10.85%, from 2.16 million tons worth Rp 21.45 trillion in 2005 increased to 3.09 million tons, with a value of Rp 26.36 trillion in 2007 (Direktorat Jenderal Perikanan Budidaya, 2014). The increasing demand for fish in the future will encourage efforts to improve the quality of quality so that it can compete in the market global, among others through (1) production cost efficiency, (2) improving the quality of products in order to market, and (3) a broader marketing network.

With the increasing consumption of fish by the community, it will increase the production of seawater fish cultivation and freshwater fish cultivation. The rise demand for fish consumption, there is an opportunity for farmers to meet the demand for fish consumption, as well as plan the amount of production that will be produce even greater output for greater benefits (Debertin, 2010). One fishery commodity that can answer this challenge is the cultivation of dumbo catfish. Dumbo catfish (*Clarias gariepinus*) is a type of fish consumption that has the prospect of which is good enough to be developed, because catfish is one of the fishery commodities cultivation that is optimally developed on land, in addition to having the prospect of market, dumbo catfish also has the advantage of being able to survive and strong against attacks pests of diseases. Dumbo catfish can live well in lowland areas up to with an altitude of more than 700 meters above sea level. Water sources can be using irrigation flows, well water (surface water or deep wells), or rainwater conditioned first (Bramasta, 2009).

METHOD

Community service was carried out from May to October 2018. The target audience in this devotion is the catfish cultivation partner in Klaten. The training method is direct training conducted by the Research Group community service team. The training is carried out according to the syntax or stage of service activities that have been determined during cooperation with partners as follows: 1) the socialization stage explains the purpose of the training, 2) the focus group discussion stage (FGD) which aims to identify problems in the field and equalizing perception in the process of forming new entrepreneurs in the field of water-efficient land fisheries, 3) the training stage of catfish entrepreneurial management (land preparation, maintenance up to catfish marketing) , 4) implementation monitoring and evaluation stage, 5) as well as stakeholder input and revision.

DISCUSSION

A. Problem Identification

The type of cultivation that will be developed is an enlargement business with catfish as a commodity. Catfish is chosen as a commodity to be developed because this type of fish is easier in terms of marketing, faster harvest period and easier maintenance if in its implementation apply a good way of fish cultivation with appropriate management and technology. The problems raised in this PKM activity, how to equip the target group with the provision of theory, practice and entrepreneurial insights in the field of catfish enlargement carpentry in order to empower the existing potential and to minimize the negative impact of crop failures that often occur at the site of activities.

B. Results of Community Service

In solving partner problems, there is a solution offered in this devotional activity is catfish enlargement farm training, through one integrated activity that includes training related to the theory and practice of catfish enlargement business as well as equipment assistance and management assistance that puzzles with the effort. The training activities provided include providing the basic theory and practice of catfish enlargement ranging from land preparation, maintenance to catfish marketing. Training activities will be carried out in two places, namely at the location of activities involving experts from RG proposers and also conducted a comparative study to the catfish enlargement business in Tulung Klaten. In terms of omo. the activities of providing assistance in the creation of catfish enlargement ponds are located in 2 partners involved in the implementation of this devotional activity.

Catfish ponds are given in the form of ponds using tarpaulins and ponds made of concrete buis, this is done to instruct the target group that in doing this business is not required a large area of land but can still produce with a relatively small mortality rate, as seen in the picture below:



Figure 1. Science introduced in devotional activities

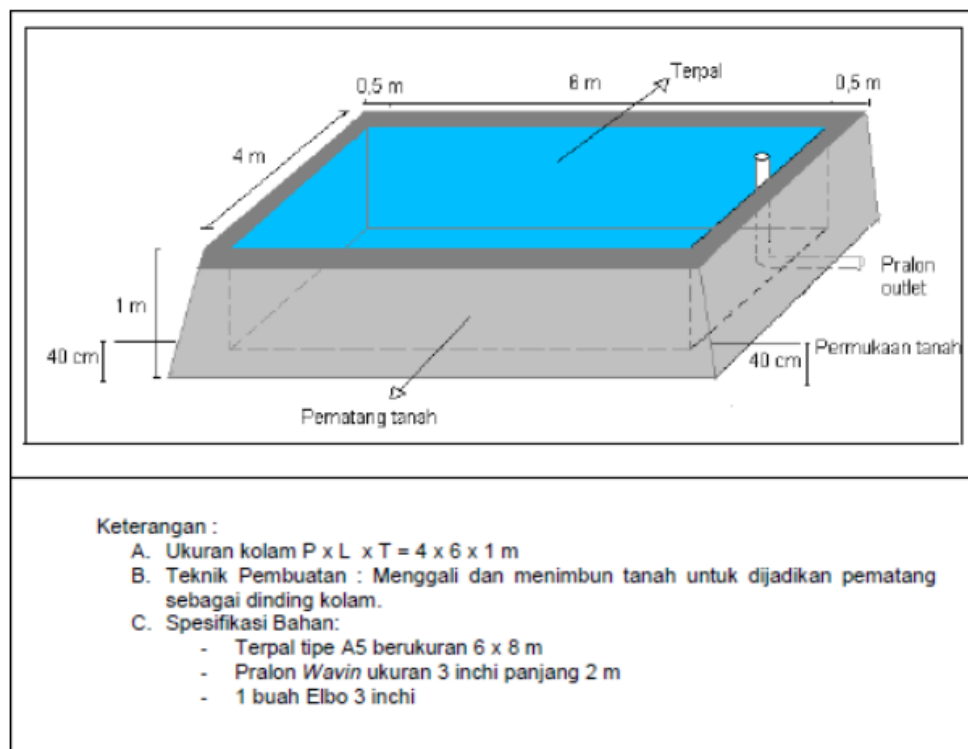


Figure 2. Schematics of one type of introduced pond

The next stage of activity is mentoring the target group both in terms of technical, and marketing. This mentoring activity is carried out by regular visits to the target location, consultation of existing problems and marketing assistance through networking with catfish collectors, especially those already in the catfish center area in boyolali area.

Based on coordination activities, it was agreed that the provision of training activities provided for the creation of catfish enlargement ponds was given to 2 members of each group, with the aim of accelerating the success of the activities. From the results of the meeting with the activity partners it was agreed that, 3 partners use the tarpaulin system and 1 activity partner uses an enlargement pool with a concrete buis system. The activities were followed up

by providing the basic theory and practice of catfish enlargement ranging from land preparation, maintenance to catfish marketing. Until the end of August 2018, there is only 1 activity partner that has been harvested, while 3 activity partners are expected to harvest fish at the end of October 2018.

CONCLUSION

Depending on the life of the agricultural sector, it is increasingly difficult because many factors include the risk of crop failure and the high cost of production that impacts on the low income received per harvest. Therefore, partner groups and research groups seek to solve the problem through training efforts and the formation of new business groups in the field of land fisheries that save water by introspecting fish enlargement ponds with land fishery systems with water not flowing.

The development of dumbo catfish cultivation business succeeded more quickly because it has a much faster growth than local catfish, with the number of eggs produced by a pair of brood that can reach 40,000-60,000 eggs for one spawning. Good parent management for dumbo catfish do not experience a decrease in quality, such as the existence of marriage as slow (inbreeding) to incorrect parent selection or low-quality use of brood.

REFERENCES

- Bramasta. 2009. Teknik Pemijahan Ikan Lele Sangkuriang. <http://hobiikan.blogspot.com/2009/01/teknik-pemijahan-lelesangkuriang.html>. (diakses 20 maret 2016) 1 : 1 kolom
- Darmawi, H. 2010. Manajemen Risiko. Jakarta: Bumi Aksara.
- Debertin, DL. 2010. Agricultural Production Economics. New York: Macmillan.
- Direktorat Jenderal Perikanan Budidaya. 2014. Budidaya Lele Sangkuriang.
- Direktorat Jenderal Budidaya. Departemen Perikanan dan Kelautan. 2014. Jakarta.