

Interest In Buying Packaging Quality And Environmental Cleanliness In Empowering Processed Salted Fish In UMKM Bantar Timur Village

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Abstrak

Dalam kegiatan pengabdian kepada masyarakat, mahasiswa memberikan pengalaman dalam ilmu pengetahuan, teknologi, seni, dan agama untuk membimbing mereka sehingga mereka dapat memecahkan masalah dan menghadapinya secara tepat. Selain itu, peningkatan sarana dan prasarana merupakan kegiatan yang dilakukan sekaligus sebagai program kerja bagi mahasiswa. Dengan kata lain, melalui KKM ini mahasiswa membantu pembangunan di masyarakat. Dalam meningkatkan kualitas kehidupan masyarakat, kinerja harus diupayakan secara berkelanjutan, yaitu dengan menerapkan berbagai model dan pola pembangunan. Oleh karena itu, baik secara kelompok maupun individu, dalam KKM ini dipastikan mahasiswa melihat apa yang menjadi permasalahan dan potensinya dengan melakukan penelitian di setiap sektor kehidupan masyarakat. STIE Syariah Bengkalis memberangkatkan mahasiswa KKM ke berbagai lokasi yaitu regional dan nasional. KKM daerah tersebut berada di Kabupaten Bengkalis. Sedangkan KKM nasional berada di luar Kabupaten Bengkalis. Salah satunya di Desa Bantan Timur yang masuk dalam wilayah Kabupaten Bantan. Desa Bantan Timur memiliki banyak potensi antara lain perkebunan kelapa sawit, karet, kelapa, sagu, dan lain sebagainya. Begitu pula di sektor UMKM, sebagian masyarakat desa membudidayakan madu lebah, membuat keripik singkong, dan mengolah ikan asin. Selain itu, sebagian masyarakat di Desa Bantan Timur berprofesi sebagai nelayan. Sebagian besar ikan yang tidak laku biasanya diolah menjadi ikan asin. Namun cara pengolahan dan pemasarannya masih belum efektif sehingga belum diketahui oleh masyarakat luas khususnya di Kabupaten Bengkalis.

Kata Kunci : Desa Bantan Timur, Mahasiswa KKM STIE Syariah Bengkalis, Ikan Asin



Abstract

In their community service activities, students provide experience in science, technology, art, and religion to guide them so they can solve problems and deal with them appropriately. In addition, improving facilities and infrastructure is an activity carried out as well as a work program for students. In other words, through this KKM, students help development in the community. In improving the quality of community life, performance must be pursued sustainably, namely by applying various models and patterns of development. Therefore, both as a group and individually, in this KKM it is certain that students observe what the problems and potential are by conducting research in every sector of social life. STIE Syariah Bengkalis dispatched KKM students to various locations, namely regional and national. The regional KKM is located in Bengkalis Regency. Meanwhile, the national KKM is outside Bengkalis Regency. One of the areas is in the village of East Bantan which is included in the Bantan

District. East Bantan Village has a lot of potential including oil palm, rubber, coconut, sago plantations, and so on. Likewise in the MSME sector, some village communities cultivate bee honey, manufacture cassava chips, and process salted fish. In addition, some people in East Bantan village work as fishermen. Most of the unsold fish is usually processed into salted fish. However, the method of processing and marketing is still not effective, so it is not yet known by the wider community, especially in Bengkalis Regency.

Keyword : *East Bantan Village , KKM students STIE Syariah Bengkalis, Salted Fish*

INTRODUCTION

Student Work Class (KKM) is an extracurricular course held by academics in all tertiary institutions which must be attended by all students to increase students abilities and insights as a provision for life in society after graduating from the study.

KKM is a form of the real dedication of a student to the real community. After getting lecture material that can always be useful in the community itself.

In their community service activities, students provide experience in science, technology, art, and religion to guide them so they can solve problems and deal with them appropriately. In addition, improving facilities and infrastructure is an activity carried out as well as a work program for students.

In other words, through this KKM, students help development in the community. In improving the quality of community life, performance must be pursued sustainably, namely by applying various models and patterns of development. Therefore, both as a group and individually, in this KKM it is certain that students observe what the problems and potential are by conducting research in every sector of social life.

KKM can make a real contribution to society in various fields of science, such as social, cultural, religious, and other fields so that the Student Work Lecture Program (KKM) can touch directly with the community and assist local government programs. This is based on a statement from the Minister of Education and Culture:

1. Higher education must be an integral part of national and regional development efforts.
2. Higher education must be a link between the two, namely science and technology and society.

KKM requires students to be able to provide solutions to all the series of problems that occur, in the form of integrated practice and utilization of science and technology carried out by students under the guidance of supervisors. Activities held can be physical or non-physical according to the provisions of the Research and Development Institute. Community Service (LPPM) Bengkalis Sharia College of Economics (STIE).

STIE Syariah Bengkalis dispatched KKM students to various locations, namely regional and national. The regional KKM is located in Bengkalis Regency. Meanwhile, the national KKM is outside Bengkalis Regency. One of the areas is in the village of East Bantan which is included in the Bantan District.

East Bantan Village has a lot of potential including oil palm, rubber, coconut, sago plantations, and so on. Likewise in the MSME sector, some village communities cultivate bee honey, manufacture cassava chips, and process salted fish. In addition, some people in East Bantan village work as fishermen. Most of the unsold fish is usually processed into salted fish. However, the method of processing and marketing is still not effective, so it is not well known by the wider community, especially in Bengkalis Regency.

Village History and Development

East Bantan Village, located in Bantan District, Bengkalis Regency. Bantan Timur Village is a division village of Bantan Air Village, which at that time was the area of expansion at the east end, so it was called East Bantan Village, to the north, it was bordered by the Malacca Strait, to the east it was bordered by West Muntai Village (Exploration Village from Muntai Village), to the south, it was bordered by the village of Muntai. Permatang Duku and to the west are bordered by Bantan Sari Village (Exploration Village from Bantan Air Village). About

36 Km from the district capital of Bengkalis. And 17 Km from the District Capital, \As for the area of East Bantan Village is \pm 2,200 Ha. (22 km²). With a population of 1,338 or 404 families.

Before becoming a village, East Bantan village was part of the Bantan Air village area. Because the Bantan Air village area was too wide and the access area was too far away, the head of the Bantan Air village, namely Mr. Tarmizi, with his ability and wisdom in managing the watershed area, proposed to the Bengkalis District Government that the Bantan Air Village be expanded, and in the end, Mr. Tarmizi's suggestion as acting became Head of Bantan Air Village received a very encouraging response in 2013 Bantan Air Village had been divided into 4 (Four) Villages, then his request was granted by the Bengkalis Regency Government and approved by Members of the Bengkalis Regency DPRD, and declared legitimate to become a new village from the results the expansion of the Bantan Air Village, namely the East Bantan Village which was inaugurated in 2014.

Monograph and Sociography of East Bantan Village

As for the monograph and sociography of Kelemantan Village, the place where the Lecture activities take place

Student Work (K2M), namely:

1. Borderline

Table I.1. Borderline

Limit	Village/Kelurahan	Subdistrict
North	Malacca Strait	Bantan
South	Pematang Duku Village	Bengkalis
East	Muntai Village	Bantan
West Side	Central Bantan Village	Bantan

2. Population by Family

Table I.2. Population by Family

Citizen Status	EAST BANTAN VILLAGE	AMOUNT
1	2	3
KK	There is	503
Male Residents	There is	757
Female Residents	There is	666

3. Main Livelihoods

Table I.3. Main Livelihood Data

TYPE OF WORK	EAST BANTAN VILLAGE	AMOUNT
1	2	3
Farmer	Man	220 souls
	Woman	112 souls
Farm workers	Man	120 souls
	Woman	86 souls
Migrant Workers	Man	15 souls
	Woman	0
Industrial	Man	2 souls
Craftsmen	Woman	0 souls
	Man	150 souls
Fisherman	Woman	0 souls

breeder	Man	There is	8 souls
	Woman	There is	7 souls

WORK	EAST BANTAN VILLAGE		AMOUNT
	1	2	3
Not yet working	Man	There is	105 souls
	Woman	There is	123 souls
Doesn't work	Man	There is	15 souls
	Woman	There is	87 souls

4. Types of Forest Conditions

Table I.4. Forest Conditions

TYPES OF FOREST COMPONENTS	EAST BANTAN VILLAGE		AMOUNT
	1	2	3
Mangrove forest	Good	There is	2.5 ha
	Damaged	There is	0.5 ha
Nature Reserve Forest	Good	There aren't any	0 ha
	Damaged	There aren't any	0 ha

5. Population-Based on Ethnicity

Table I.5. Population Based on Ethnicity

Ethnic Status	EAST BANTAN VILLAGE		AMOUNT
	1	2	3
Malay		There is	273
Java		There is	560
Bugis		There aren't any	0
Mining		There is	5 souls
Batak		There is	9 souls
China		There is	35 souls
Indigenous Tribes		There is	557 souls

6. Education

Table I.6. Education

Education	EAST BANTAN VILLAGE		AMOUNT
	1	2	3
No / Not Yet Schooled	Man	There is	21 people
	Woman	There is	12 people
Have not finished elementary school/equivalent	Man	There is	60 people
	Woman	There is	78 people

Graduated from Elementary School/Equivalent	Man	There is	69 people
High School/Equivalent	Woman	There is	74 people
High School / Equivalent	Man	There is	51 people
High School / Equivalent	Woman	There is	49 people
Diploma III	Man	There aren't any	0
Academy/ Diploma III/ Young S	Woman	There aren't any	0
Diploma IV / Strata I	Man	There is	5 people
Grade II	Woman	There is	3 people
	Man	There is	18 people
	Woman	There is	19 people
	Man	There aren't any	0
	Woman	There aren't any	0

East Bantan Village Potential

East Bantan Village has a lot of potential that have not been managed properly and requires the touch of experts/experts. Explore and cultivating the potential of the village requires encouragement and attention from the Government to be able to foster and develop village potential which can then become a priority scale for development which will later be able to improve the economy of the village community so that it has a positive impact on the social environment of the community if community welfare can be achieved through management evenly distributed and systematic and sustainable village potential.

Several village potentials can be developed and have considerable opportunities to be used as an effort to improve the village economy including:

1. Businessman

The people of East Bantan Village have a lot of potential as entrepreneurs. However, not many local people know about managing business opportunities properly. One of the roles of entrepreneurs is to be able to use vacant land to be used as a place of business. The community still needs additional knowledge about managing the utilization of business opportunities so that this potential is managed properly.

2. Agriculture

The majority of the people of East Bantan Village make their living as farmers. One of the biggest potentials in East Bantan Village is the agricultural sector. The agriculture in question includes rubber, areca nut, oil palm, and sago plantations. In general, the community sells their rubber, areca nut, palm oil, and sago products to collectors (agricultural product collectors) or suppliers from within Bengkalis and Meranti districts.

3. Fisherman

Fishermen are one of the livelihoods of the people of West Keemantan Village which is much involved and in great demand. The community considers fishing as their main occupation and some people go to sea as a hobby. The catch from fishermen is in the form of anchovies, papaya shrimp, and other fish. The catch is sold to collectors who come to his house. So fishermen don't bother selling their catch to stalls.

4. Home Industry

In addition to the 3 potentials above, it turns out that the people of East Bantan Village are also pursuing home-based businesses or Home Industry as a livelihood for some people, such as making roofs from sago leaves.

Village Management Structure

The Management Structure of Kelemetan Barat Village consists of:

Village Head: SANI
Village Secretary : HAMDANI, S.Pd.I
Head of Finance : SITI ENDANG PURNAMA SARI SE.SY
General Head : SUHADIT, S.Pd.I
Head of Planning : SISWANTO, SIKom
Head of Government Section: SUTRISNO, S.Pd.I
Head of Welfare Section: SIGIT GUNADI
Head of Service Section:: NURBAITI
Head of Darul Ta'zim Hamlet: WASITO
Head of Darussalam Hamlet : SUDIRMAN
Head of Belinsang Hamlet : BAMBANG HADI PRABOWO

METHOD

The methods used include:

Interview Method

The interview method is a data collection method that is carried out through question and answer directly with the data source. Interviews are a means of collecting information data by asking questions verbally to be answered verbally as well.

The main feature of the interview is direct face-to-face contact between the information seeker and the information source. In this in-depth interview, the implementation team conducted the informants, namely people who work as fishermen and people who process catches that cannot be sold into salted fish. This interview aims to obtain information that is relevant to the subject matter of this KKM activity.

Observation Method

With the above method, it makes it easier for the compiler to plan activities where the compiler goes directly to the field and seeks information about community activities on the spot. From the results of observations that have been carried out by the compiler, a group activity plan can be formulated as follows:

1. Survey the location of the KKM post as well as the hospitality
In this activity, the compiler went straight to the field to see the location of the KKM post. Then visit the local community. The aim is to see the environmental conditions of the surrounding community and introduce yourself.
2. Formulation of activity programs
The KKM group held a member meeting at the posko where in the meeting each member put out ideas about program activities to be carried out at the KKM student's place which were then recorded and combined with ideas in the community. Furthermore, a schedule for the implementation of existing programs is determined.
3. Religious
Religious activity is an aspect of life-related to Allah SWT. In East Banten Village, religious matters are quite good, and the community participates in the implementation of religious activities. Such as holding a Yasin prayer every Friday afternoon, and in the afternoon reciting the Koran for children at the mosque, and holding prayer activities.
4. Social society
This activity is carried out by the community in which there is a sense of togetherness as well as social services and others.

Documentation Method

The documentation method is one of the easiest forms of data collection. In this method, the KKM team uses documents in the form of photographs and other supporting documents.

RESULTS AND DISCUSSION

Student Work Lecture (KKM) in East Bantan Village by STIE Syari'ah Bengkalis Students which was held for approximately 40 days, starting from July 27 2022 to September 5, 2022. There were two types of activities carried out by STIE Syari'ah KKM students Bengkalis namely the existence of main activities and additional activities. This main activity can be said to be an activity that must be carried out by each KKM student in East Bantan Village.

The Student Work Lecture Program (KKM) has been prepared in such a way and has been implemented, although there have been changes in the implementation time due to several reasons. Some activities are carried out directly in groups, but there are several activities carried out by dividing individual tasks so that the activities can go hand in hand. The description of some of the activities carried out are:

Observation of Fishermen's Activities

1. Form of Activity: Conduct a survey directly to the location where the fishermen group gathered, namely in East Bantan Village. There the KKM students asked questions about what marine animals they caught, how many times they caught fish in a week, and how much money they spent in one go down to the sea.
2. Activity Objectives: To find out what activities are carried out by the students fisherman.
3. Activity Target: Fishermen
4. Place of Activity: East Bantan Village

Observation of Salted Fish Production Activities

1. Form of Activity: Conducting direct surveys to locations for salted fish production which are located not far from the fishermen's places mentioned above. There the KKM students saw how to make salted fish, starting from drying the split fish, to drying it and turning it into salted fish.
2. Activity Objectives: To find out how to make salted fish, and see the potential for marketing this salted fish.
3. Activity Target: Making and drying salted fish.
4. Place of Activity: East Bantan Village.





Manufacture of Salted Fish Drying Platform

1. Form of Activity: Making Salted Fish Drying Platform. The building was made in cooperation with the local community and KKM Stie Syariah Bengkalis students.
2. Activity Objective: To help make it easier for the community to dry salted fish and provide a proper place to produce salted fish that is clean and marketable.
3. Activity Target: Salted Fish Business Communities
4. Place of Activity: East Bantan Village



CONCLUSION

Based on the results of a survey and analysis in Bantan Timur Village, Bantan District, Bengkalis Regency for approximately 60 days, it can be concluded as follows:

1. There are still many problems that must be resolved to build and explore and cultivate the potentials that still exist in many rural areas, especially in the village of East Bantan.
2. In processing this potential, attention is still needed from the regional government of Bengkalis Regency to follow up on findings and input as well as references in implementing economic equality.
3. The need for a proper bridge which is a jetty for mooring the boats of the East Bantan village community, especially people who work as fishermen daily, with the condition of the jetty, needs special attention from the Regency Government.

Suggestion

Hopefully, some of the work programs that have been described above can be followed up and become input for the campus as an educational institution that participates in

determining the development and change of society, especially for local governments so that it can be used as a reference for carrying out economic equality and equitable development as well as exploring the potential that there is still a lot that remains. not yet properly processed which are generally scattered in the village to be used as assets and regional income input which will eventually be returned to the community in the form of development that is evenly distributed between towns and villages without changing the well-organized social and regional order.

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