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Innovation in Diversification of Various Processed Shells of Northern Coastal Women Craftsmen with High Economical Value in Surabaya Indonesia

Rinurwati
School of Mathematics,
ITS, Surabaya, Indonesia

Farida Agustini Widjayati
School of Mathematics,
ITS, Surabaya, Indonesia

Meidita Sinantryana Widyaswari
School of Medicine, Nahdlatul Ulama
University, Surabaya, Indonesia.

Muslichah, Erma W.
School of Business and Economic,
Bhayangkara University, Surabaya, Indonesia;

ABSTRACT

A research-based community service program titled Diversified Innovation of Processed Shellfish from Northern Coastal Craftsmen with Economic Value and High Nutrition Potential in the Kulon-Kedung Cowek Cumpat Area Surabaya (1) Mitra1 Ibu Siti Chotimah located at Jl Cumpat Kulon Baru I / 88-Kedung Cowek Surabaya (1) 2) Mitra2 The women of fishermen's wives in the Cumpat Kulon area. Problem: During this time the production and marketing process is very inefficient and ineffective for SMEs that want to improve into a home industry, even though the capacity and high productivity are as follows: 1) to produce various processed shells of Cumpat Kulon-Kedung Cowek Surabaya women who use materials traditional natural spices that are healthy mixing ingredients and spices so far have used manual labor so that the mixing of herbs can not be maximized. 2) To smooth the shells as a superior and basic material is still with a traditional improvised tool in the form of mortar. 3) Marketing is not widely known yet it is superior to the north coast. The solution: 1) the use of a motor-powered mixer machine Specifications:Voltage: 220v Frequency: 50 / 60hz Power: 450 watt Engine Weight: 57 kg Machine diameter: 45 x 36.6 x 60.6 cm 2) use of meat grinder Front hole diameter 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm. meat grinder Front hole diameter 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm. 3) Providing training in creativity and innovation in the manufacture of products from shellfish and e-marketing of coastal products from

Kenjeran to partners1 and partners2. Methods: (1) Design, build, maintain, use of a motor-powered mixer machine Specifications: Voltage: 220 frequency: 50/60 Hz Power: 450 watts Machine Weight: 57 kg. Machine diameter: 45 x 36.6 x 60.6 cm (2) Design, build, care for using meat grinder Front hole diameter 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm. (3) Training, practice and mentoring transmit the mindset and behavior of an entrepreneur to students until he behaves and is entrepreneurial for partners1 and partners as well as e-marketing with smartphones.

Keywords: diversification, women empowerment, entrepreneur.

INTRODUCTION

As an archipelagic country, Indonesia has various types of sea products such as shellfish that should be enjoyed by all residents in Indonesia, as is often said by Minister Susi, Indonesian population to always consume sea fish. Bulak District is included in the Geographic area of Surabaya City which is part of the North Surabaya Region, with a height of ± 4 - 12 meters above sea level and has 4 villages, namely Kel. Kedung Cowek, Kel. Bulak, Kel. Kenjeran and Kenjeran Complex, as well as Kel. Sukolilo.

In this district, there is a coastal area, namely Kenjeran beach which has extraordinary potential. Not only tourism potential but also economic and ecological potential. The coastal fishing community is a disadvantaged community group, with the development process received by the community is still far from what is expected, especially in the traditional fishermen mothers group. Traditional fishermen have the characteristics of low production technology and relatively low ability to access production.

In the traditional fishing group, the role of the fishermen's wife is demanded to be even greater in finding other alternative income to meet household economic needs. Based on observations, the work of women fishermen, among others, namely: trading, processing fish, farming, sewing embroidery, and so forth. Coastal women, especially fishermen's wives have a dual role in the environment of coastal communities, that is, they are involved in public activities and take care of household activities. The poor and disadvantaged living conditions of coastal communities demand that women become involved in public activities, especially economic activities.

The business that has been carried out by Kedung Cowek Kenjeran fishermen is currently actively increasing the value of shellfish with various processing systems, given the large number of seashells caught by fishermen. The other side of the seashell is very large health benefits for the body with the content contained in the Shellfish is not much different from another marine biota, shellfish is one source of minerals needed by the body, such as iron (Fe), phosphorus (P), Flour (F), iodine (I).

With the cadre and owner of UKM "Processed Mother Shells" who are very persistent in promoting coastal women with natural resources, the potential of coastal products in the form of ax shells because: safe, large and easy to sort out the center of heavy metals, the texture is better, Mrs. Siti Chotimah is located at Cumpat Kulon Baru I / 88 Kedung Cowek-Surabaya Mitra1. Partners 2 are the women of the fisherman wife of Cumpat Kulon Baru Kedung Cowek-Surabaya. UKM Bunda was

established in 2012. Bunda UKM is a UKM that produces some interesting foods and has high nutritional value with the basic ingredients of shellfish that cannot last long so to increase the selling value, further processing is done such as beef jerky, shredded, sticks, paste, grilled rice, and rice various other preparations with raw materials from shells. Then Siti's mother attended training at Pahlawan Ekonomi, now Siti's mother can make various processed wet and dry shells. Examples of processed wet oysters such as roasted scallop rice, scallop kebabs, clam chili sauce, scallop satay, rissoles mayonnaise clams, scalloped nuggets, scallop shells, and tofu contents of conch bulbs. For examples of processed dried oysters, there are crispy clams, shredded pastels, clam clams, clam sticks, and clam crackers.

Thanks to the persistence of Mrs. Siti trying to help the community around the coast of Kenjeran give a positive response. Ms. Siti was awarded as the Economic Hero of the 2017 Cipta Seka category, Surabaya Community Empowerment Cadre category at the Surabaya level in 2014, the 2016 Heroes of the Economy Heroes Award and many more. Not only that, but Mrs. Siti was also given a production house to continue her business accompanied by facilities from the Surabaya government on Jalan Bulak Kenjeran.

LITERATURE REVIEW

Theoretical Foundation

Usaha Mikro Kecil Menengah (UMKM)

Looking at the scale of the business, Tempe craftsmen can be categorized as small and home industries. The definition of small and household industries follows the definition of MSMEs based on Law No. 20 of 2008 article 6. Micro Business is a business entity that has a maximum net worth of Rp 50,000,000.00 (fifty million rupiahs) excluding land and buildings where it operates, or have annual sales results of at most Rp.300,000,000.00 (three hundred million rupiahs). Small Business is a business entity that has a net worth of more than Rp 50,000,000 (fifty million rupiahs) up to a maximum of Rp 500,000,000.00 (five hundred million rupiahs); excluding land and business premises; or has annual sales results of more than Rp.300,000,000.00 (three hundred million rupiah) up to a maximum of Rp2,500,000,000.00 (two billion 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 alleviation efforts. A concrete step is to increase the people's critical awareness of their position in the socio-political structure in which the poor life.
2. Efforts to break the exploitative relationship with the poor. This means allowing critical awareness of the poor to reorganize to improve work productivity and quality of life.
3. Instill a sense of togetherness (egalitarian) and give a picture that poverty is not a destiny but as the embodiment of social constructions.
4. Realizing the formulation of development in full involvement of the poor.
5. The need for social and cultural development for the poor
6. The need for a more even redistribution of development infrastructure.

Local Wisdom of the Kenjeran Coastal Region

In general, the understanding of Local Wisdom is ideas, values or views of a place that has a wise and valuable nature that is followed and trusted 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. It is a fortress to survive from the influence of outside culture.
3. Having the ability to accommodate outside cultures.
4. Having the ability to give direction to cultural development.
5. Has the ability to integrate or unite external cultures and native cultures.

Local Wisdom is explicit knowledge arising from a long period and evolving together with the community and the 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 living needs.

Local Wisdom-Based Community Economic Empowerment

Efforts to encourage stakeholder participation in social development can be done through (1) reorienting the bureaucracy towards effective relations with the community through a coalition of community networks; (2) an increase in the sense of responsibility in which people build themselves, awareness of understanding their needs, problems, abilities, and potential; and (3) facilitate communication between various local stakeholders. It is necessary to apply the guiding principle of coming to the people, living together with the people, learning from the people, planning and cooperating with the people, starting with the people knowing, building and developing, teaching by example, introducing patterns rather than showing off, showing systems not creating obstacles, harmonizing perceptions, changing patterns creatively, and provides freedom of creation (Moeljarto, 1991).

The concept of people-centered development with a focus on community empowerment is a strategic approach, where the creative initiative of the people forms the basis of development policy. Building community welfare needs to involve the people in the process so that policymakers fully understand the real issues. The key success factors are (1) commitment of policymakers; (2) the ability of facilitators to assist the community; (3) the environment supports mutual change; and (4) there is a guarantee to be able to change and the results of the study as a source or reference in making policy. Interventions are needed in strengthening and understanding the community to know and develop certain sectors through a participatory approach. It can help the public to know and understand the process of resource management so that the implementation of development programs becomes more sustainable (Moeljarto, 1991).

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

1. Implementation of efforts to accelerate local economic development through involving the government, business world, local communities, and civil society organizations in a participatory process.
2. The development and development of partnerships and strategic alliances to accelerate the development of the local economy among stakeholders in synergy
3. The development of economic facilities and infrastructure that supports efforts to accelerate local economic development.
4. The realization of the development and growth of SMEs economically and sustainably.

5. The realization of an increase in community income, reduced unemployment, decreased poverty levels.
6. The realization of increased equality between community groups, between sectors and between regions.
7. The creation of resilience and economic independence of the local community.

E-commerce

Through this online marketing, the reach becomes wider and unlimited. Consumers can find products wherever they are as long as there is the internet to access them. This online marketing provides more convenience for consumers, including the ease of choosing goods, payments, and customers do not need to go far to come to the store. Customers simply sit at home with their gadgets and internet access to access the virtual store.

FORMULATION OF CONCEPTS AND STRATEGY ACTIVITIES

Formulation of Concepts

The number of partner problems, namely: During the production and marketing process is very inefficient and ineffective for SMEs that want to improve into a home industry, even though the capacity and high productivity are as follows: 1) to produce a variety of processed shellfish from Cumpat Kulon-Kedung Cowek Surabaya women who using traditional natural ingredients that are healthy mixing ingredients and spices has been using manual power so that the mixing of herbs can not be maximized. 2) To smooth the shells as a superior and basic material is still with a makeshift tool that is a traditional tool in the form of mortar. 3) Marketing is not widely known yet despite its superiority as the north coast. then here the proposer and partner deliver the formulation of the concept:

1. What appropriate technology can be used for mixing ingredients and seasonings so far using manual power so that seasoning cannot be maximized?
2. What appropriate technology can be used to refine various seasonings of processed shellfish?
3. How can the processed shellfish be widely known?

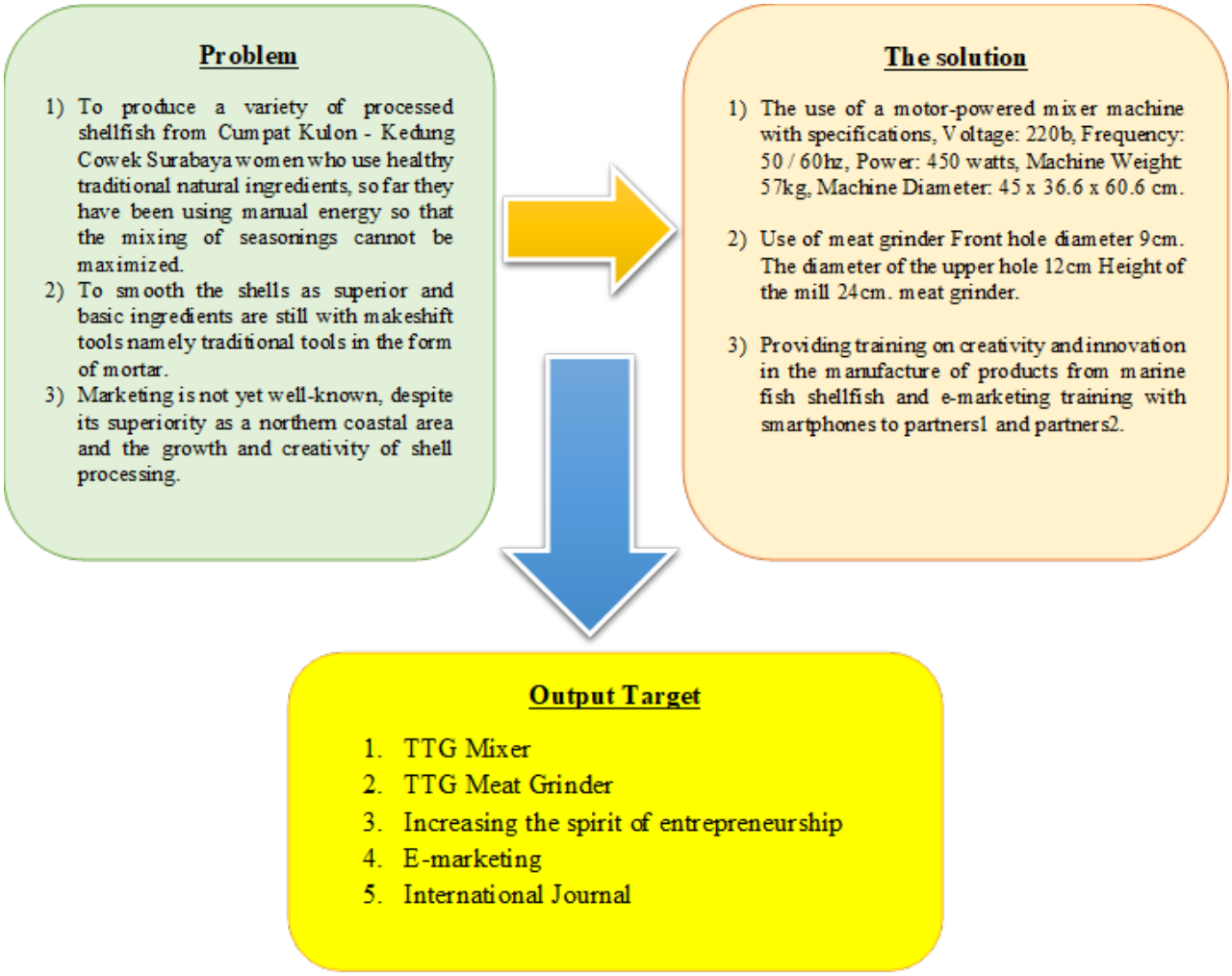
Strategy Activities

Based on the agreement between the devotion team and partners namely (1) Mrs. Siti Chotimah located at Jl Cumpat Kulon Baru I / 88-Kedung Cowek Surabaya (2) Partners2 to be completed during the implementation of the service program illustrated below:

a) Designing (engineering), training, practice and assistance in using (including maintenance and care/troubleshooting) for machine tools using powered motor mixer machines Specifications: Voltage: 220v Frequency: 50 / 60hz Power: 450 watt Engine Weight: 57 kg Machine Diameter: 45 x 36.6 x 60.6 cm.
b) Designing (engineering), training, practice and assistance in using (including maintenance and care/troubleshooting) machine tools using a meat grinder Front hole diameter of 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm. meat grinder Front hole diameter 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm.
c) Science and Technology by providing training in creativity and innovation in the manufacture of products from marine fish products from coastal areas of kenjeran to partners1 and partners2. As an entrepreneur, innovation and creation must always be done to anticipate the saturation of purchases from consumers, conduct e-commerce marketing

activities so that products are well known in East Java and even outside the island because they have competitiveness.

Based on the partner problems that have been explained and the agreement between the proposing team's solution with the partners, the solutions and targets for the implementation of the service activities program based on the priority problems agreed upon previously are:



STRATEGY, ACTION PLAN, AND SUSTAINABILITY

Strategy

Based on the agreement between the devotion team and partners1 Mrs. Siti Chotimah located at Jl Cumpat Kulon Baru I / 88-Kedung Cowek Surabaya as the owner and craftsman of Various Processed Snack Snacks in the North Sea coast, partner 2 of the wife of the fisherman wife of Cumpat Kulon Kedung Cowek Surabaya who has a connection As an entrepreneur, justification of the priority issues agreed to be resolved during the implementation of the service program is illustrated as follows:

a) Design (engineering), training, practice and assistance in using (including maintenance and care/troubleshooting) the use of a machine using a motor-powered mixer machine

Specifications: Voltage: 220v Frequency: 50 / 60hz Power: 450 watt Engine Weight: 57 kg Machine Diameter: 45 x 36.6 x 60.6 cm for training partners1 involves partners2.

b) Designing (engineering and design), training, practice and assistance in using (including maintenance and care/troubleshooting) the use of machines using a meat grinder Front hole diameter of 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm. meat grinder Front hole diameter 9 cm. Upper hole diameter 12 cm. Grinding height 24 cm.
c) Training in practical skills, and mentoring for training, practice, and mentoring transmit the mindset and behavior of an entrepreneur to the student until he behaves and is entrepreneurial for partners1 and partners2. And technology in conducting e-commerce marketing activities.

Action Plan

The activity plan that shows the steps for a solution to the problem agreed between the Dedication Team and Partners is as follows:

1. Preliminary visits to partner I and II preparations include:
   a. Conducting initial communication about planned activities between the Implementation Team and the two Partners.
   b. Determine the schedule for the implementation of activities that have been mutually agreed between the Implementation Team and the two Partners with guidance following the schedule of the ITS team and Ubhara.
   c. Determine and discuss the type of partner participation to support each activity proposed by the Dedication Implementation Team.
2. Improving the production process to improve the quality of results using technology by design (engineering), training, practice, and assistance.
3. Conduct training, practice, and mentoring to young people who are related as entrepreneurs from various groups in Rangkah-Kec. Sari-Kenjeran Tambak Surabaya-East Jawa and technology in conducting e-commerce marketing activities.

CONCLUSION

A research-based community service program titled Diversified Innovation of Processed Shellfish from Northern Coastal Craftsmen with Economic Value and High Nutrition Potential in the Kulon-Kedung Cowek Cumpat Area Surabaya give a positive feedback from the participant. The community service helps them to monitor and control the activities in production of the snack from seashells process. The programs also raise the awareness of cooperative spirit in the community and also provide large advantages using the e-commerce technology.

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