

COMMUNITY EMPOWERMENT THROUGH MAKING SHREDDED CATFISH AS A SOLUTION TO INCREASE THE ADDED VALUE OF FISHERY PRODUCTS IN CIBADUNG, GUNUNG SINDUR, BOGOR

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Abstract

This activity aims to increase the added value of fishery products through training in making shredded catfish for the people of Cibadung Village, Gunung Sindur District, Bogor Regency. The problems identified are the lack of optimal utilization of catfish cultivation products and the lack of innovation in processed products with high economic value. The method of activity includes observation of local potential, socialization, the practice of making shredded catfish, to community work titles. The production process is carried out through the stages of boiling, refining, mixing spices, and frying to produce dry, savory, and long-lasting shredded meat. The results of the activity showed that the "Abon Ye" product received a positive response from the community, with the satisfaction level of participants reaching 100% in terms of usefulness, taste, and business potential. This product has been proven to be able to increase people's skills, creativity, and entrepreneurial awareness in managing local resources. Thus, this program contributes to the economic empowerment of the community as well as a real implementation of student leadership values in a social and educational context.

Keywords: Community Empowerment, Catfish Floss, Entrepreneurship, Local Resources

Abstrak

Kegiatan ini bertujuan untuk meningkatkan nilai tambah produk perikanan melalui pelatihan pembuatan abon ikan lele bagi masyarakat Desa Cibadung, Kecamatan Gunung Sindur, Kabupaten Bogor. Masalah yang diidentifikasi adalah kurangnya pemanfaatan optimal produk budidaya ikan lele dan kurangnya inovasi dalam produk olahan yang memiliki nilai ekonomi tinggi. Metode kegiatan meliputi observasi potensi lokal, sosialisasi, praktik pembuatan abon ikan lele, hingga penciptaan judul pekerjaan komunitas. Proses produksi dilakukan melalui tahap merebus, mengolah, mencampur bumbu, dan menggoreng untuk menghasilkan daging serutan yang kering, gurih, dan tahan lama. Hasil kegiatan menunjukkan bahwa produk "Abon Ye" mendapat respons positif dari masyarakat, dengan tingkat kepuasan peserta mencapai 100% dalam hal kegunaan, rasa, dan potensi bisnis. Produk ini telah terbukti mampu meningkatkan keterampilan, kreativitas, dan kesadaran kewirausahaan masyarakat dalam mengelola sumber daya lokal. Oleh karena itu, program ini berkontribusi pada pemberdayaan ekonomi masyarakat serta implementasi nyata nilai-nilai kepemimpinan mahasiswa dalam konteks sosial dan pendidikan.

Kata kunci: Pemberdayaan Masyarakat; Abon Lele; Kewirausahaan; Sumber Daya Lokal

INTRODUCTION

Shredded catfish is one of the innovations in diversifying fishery products that aims to increase the added value of catfish. This processed product is produced through

a series of processes, such as boiling, refining, mixing spices, and frying to produce shredded meat that is dry, fibrous, and has a savory taste (Yusuf, R., et al. 2020). In addition to having high economic value, shredded catfish is also rich in protein and essential fatty acids that are beneficial for health (Zakaria, A., et al. 2021). This innovation not only encourages increased fish consumption in the community but also provides business opportunities for micro and small business actors in the fisheries sector, thus contributing to the local economy (Wahyuni., et al. 2021).

Shredded catfish has a higher selling value than fresh catfish, so that it can increase income for farmers and fishery business actors (Astawan, M., 2010). In addition, processed products such as shredded meat have wider market opportunities because they can be packaged and marketed in various regions, including outside the city or even exported. This product diversification also helps reduce dependence on the sale of fresh fish, whose prices are more volatile (Sari, R., et al. 2019)

The activity of making shredded catfish in this service program is the result of collaboration between the Open University and catfish cultivation partners and the community in Cibadung Village, Gunung Sindur, Bogor. This program aims to increase the added value of fishery products through the diversification of processed catfish, so that it can provide economic benefits for cultivators and the local community. The program is designed to develop student leadership skills through direct involvement in community empowerment.

Based on the results of observations on the potential possessed in the community of Cibadung Gunung Sindur village, Cibadung village has a large enough catfish cultivation. However, so far it has not been properly utilized to be processed into an alternative to catfish raw materials, the use of leftover catfish sales that is not optimal as a raw material for additional food, and the lack of development of processed catfish products to improve the community's economy. As a solution, the rest of the proceeds from the sale of catfish can be used to be processed into shredded meat, which has the advantages of being durable, nutritious, nutritious, and can be consumed by all groups. In addition, the production of shredded catfish can be a business opportunity that contributes to improving the economy of the surrounding community. Therefore, based on the background of the problem, we took the initiative to provide training to the village community regarding the processing of catfish into shredded fish as a solution to increase the added value of fishery products.

METHOD

This community service activity uses an approach, which is an Asset-Based Community Development (ABCD) model. This approach focuses on making shredded

catfish in Cibadung village, Gunung Sindur. With this method, the implementation of activities becomes more participatory, collaborative, and sustainable.

The program was held at Cibadung, Gunung Sindur, Bogor. The target of the activity is PKK (Family Welfare Development) who live at cibadung. This activity refers to the objectives of SMART, namely (Specific, Measurable, Achievable, Relevant and Time Bond). The objectives of SMART in this activity can be explained as follows (Setyawan et al., 2022).

Specifically, 1) through the activity of processing catfish into shredded catfish, it is hoped that it can help PKK women to take advantage of the remaining catfish sales; 2) through the activity of making shredded meat, it is hoped that it can be a solution for PKK women in increasing the added value of fishery products. The success of activities can be measured by several indicators, such as: Conducting evaluation and feasibility testing activities for shredded catfish through questionnaires, quizzes and interviews. Achievable is that these activities are designed to be realistic and can be implemented with available resources, such as: 1) availability of catfish raw materials from local cultivators; 2) expert support in shredding techniques; 3) the use of simple methods that the community or small business actors can apply; 4) training that can be attended by participants with diverse backgrounds, both beginners and those who are experienced in fish processing. This engagement has high relevance to the following indicators; 1) supporting the increase in added value of catfish, which has been sold more in fresh form at an uncertain price; 2) encouraging the variety of fishery products, thus opening up new business opportunities for the community; 3) increasing fish consumption through more practical processing, especially for urban communities who prioritize ready-to-eat products with high nutrition; and 4) in line with the government's program in empowering the fisheries sector and MSMEs based on processed products.

RESULT AND DISCUSSION

The implementation of this leadership project began with field observation activities in Kp. Kareo RT 02 RW 05, Cibadung Village, Gunung Sindur, Bogor Regency, precisely at the location of catfish cultivation owned by the local community. The implementation team conducted a brief interview with the head of catfish cultivation partners to explore information about production potential, marketing obstacles, and opportunities for the development of processed products made from catfish. After obtaining data and information from the results of observations and interviews, it was followed by socialization activities to the community, especially members of the Family Welfare Development (PKK) at Kp. Kareo RT 02 RW 05, Cibadung Village. The socialization was held on Thursday, February 20, 2025, at the Nurul-Hidayah Mosque

Hall. In this activity, the importance of innovation in the type of fishery products was conveyed as an effort to increase the added value of cultivated catfish, and the concept of making shredded catfish as an alternative to processed products that are durable, nutritious, and have high selling value was introduced.



Figure 1: Catfish Sorting

The next stage is the preparation and sorting of tools and materials, which will be carried out on Friday, April 18, 2025, at the Cibadung Village Posyandu. At this stage, the participants and the committee jointly inspected and prepared all the necessary ingredients, such as catfish, various spices (lemongrass, bay leaves, lime leaves, turmeric, ginger, candlenuts, and others), coconut milk, brown sugar, as well as supporting tools for the production process such as stoves, frying pans, tofu sieves, plastic gloves, and packaging tools. After all the ingredients are ready, the activity continues with the direct practice of making shredded catfish, which is carried out on the same day, namely Friday, April 18, 2025. The production process of shredded meat is carried out through several stages, namely:

1. Boiling the catfish meat to ensure perfect doneness and eliminate fishy odors.
2. The finessing of catfish meat uses aids to facilitate mixing with spices.
3. Mixing of spices that have been prepared according to the recipe.
4. Fry the mixture of catfish meat and spices until it becomes a dry, crispy, and golden brown shredded.

After the shredded catfish is finished, the product is packaged using food grade plastic in sizes of 50 grams and 100 grams. The product is labeled "Abon Ye" as the identity of the innovation results of this activity. As a form of appreciation for the work of the participants, on Saturday, April 19, 2025, a Title of Work activity was held in the Kp. Kareo RT 02 RW 05, Cibadung Village, Gunung Sindur, Bogor Regency. In this activity, shredded catfish products made by participants were exhibited to the public. The Karya Title aims to introduce shredded catfish as a product innovation that can be the flagship of the village, as well as a promotional medium for PKK women to develop an independent business based on the processing of fishery products. Through the

implementation of this project, it is hoped that there will be an increase in community skills in catfish processing, the creation of new products with high economic value, and an increase in community motivation to develop small businesses based on local potential.



Figure 2: Catfish Processing for Shredding Manufacture

The product resulting from the implementation of this leadership project is Shredded Catfish named "Abon Ye", a processed innovation made from fresh catfish cultivated by the community of Kp. Kareo RT 02 RW 05, Cibadung Village, Gunung Sindur, Bogor Regency. This product is produced through several stages, ranging from boiling, refining, mixing spices, to frying which produces shredded potatoes with a dry, fibrous, and savory texture. The resulting shredded catfish has animal proteins, such as a complete and easily digestible composition of essential amino acids compared to vegetable proteins.



Figure 3: Catfish Shredding Process

Catfish is one of the economical and popular sources of animal protein in the community. In addition to its delicious taste, catfish also has advantages in the form of high protein content, affordable prices, and abundant availability of raw materials.

However, because fish meat contains high moisture content, fresh fish products quickly deteriorate and spoil. Therefore, processing catfish into durable products such as shredded catfish is a strategic choice. In addition to extending the shelf life, this processing also increases the added value of the product, both in terms of economy and nutritional value.

In the fishery product processing sector, catfish is known to have many advantages, so it is very suitable as a raw material for processed products. Catfish meat has a savory taste and high nutritional content, especially protein. In terms of consumption, white catfish contains 19.0% protein, an amount comparable to the protein content in beef. According to Musyaddad., (2019) stated that the protein content in catfish ranges from 22.0% - 46.6%, which has met and even still exceeds the minimum level standard of SNI 01-3707-1995 which is 15% and higher than shredded beef. In addition, catfish also contain a fat content of about 20.8% (based on dry weight), minerals of about 14.6% (w/k), and water of 6.81% (w/k). Catfish is also rich in essential amino acids such as arginine (4.3%), histidine (1.5%), isoleucine (2.6%), leucine (3.5%), lysine (5.1%), methionine (2.3%), phenylalanine (5.0%), threonine (2.0%), tryptophan (0.5%), and valine (3.0%) of its total protein content (Wardani dkk., 2023).

With this nutritional content, catfish has great potential to be processed into various value-added products. One of the innovations that can be done is the manufacture of shredded catfish, which utilizes the nutritional advantages of catfish to produce processed products that are durable, practical, and have high economic value. The process of making shredded catfish involves boiling stages to remove fishy odors and soften the meat, crushing meat fibers to make it easier to mix with spices, mixing with selected spices to add flavor, and frying to produce dry, fibrous, and savory shredded pieces (Aufa et al., 2021). Through this innovation, catfish not only becomes a nutritious source of protein, but also has the potential to increase community income through diversification of fishery products (Harianti & Tanberika, 2018).

CONCLUSION

The implementation of *the service "Making Shredded Catfish as a Solution to Increase the Added Value of Fishery Products"* has succeeded in achieving its main goal, which is to empower the people of Cibadung Village through improving the skills of processing catfish cultivation products into processed products with high economic value. This activity not only produces innovative products in the form of *good quality shredded lele* but also increases public awareness of the importance of diversifying fishery products and local entrepreneurial potential. Through the process of socialization, practice, and titles, participants gain hands-on experience in production management, teamwork, and product packaging and promotion. The results of the evaluation showed that all

participants were satisfied and considered this activity useful and worthy of further development. Thus, this project becomes an effective model in integrating leadership values, community empowerment, and creative economic development based on local potential.

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