

STRENGTHENING CULINARY FISH PRODUCTION IN LAUK BABAKAN VILLAGE, BOGOR CITY

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Abstract

Lauk Babakan Village is one of the tourist villages in Bogor City. Previous research revealed that the community, especially women around Lauk Babakan Village, had conducted workshops on making fish dishes to support tourism activities in the local area. The food products made are shredded catfish and catfish nuggets. The community also has other food businesses such as ready-to-fry seasoned fish, fish fillets and others. The problem with partner groups is that there are fewer people who are active in trying and working together to support local tourism activities. The aim of this activity is to revive community interest and participation in producing fish-based culinary delights in accordance with the superior potential of the local area. This activity also makes it easier for local people who want to try their hand at the culinary sector by providing packaging for local culinary production. Implementation activities result in participants who have taken part in fish culinary training being able to produce fish culinary dishes correctly. Fish culinary products made by the community have been marketed through social media and exhibitions.

Keywords: Community, Fish Culinary, Tourism Village

INTRODUCTION

Lauk Babakan Village is one of the tourist villages in Bogor City. Based on the priorities of the Bogor City Tourism Office, the Kampung Lauk Babakan Tourism Village is in 12th place so it can be said that it is not yet a priority for the development of Bogor City tourist villages at this time. A tourist village is a rural area that offers tourism potential to be utilized in tourism activities (Sari & Batubara, 2021; Sudibya, 2018). Research by Batubara & Setiawan (2022) found that public interest in developing tourism is quite large. This can be seen from the community's efforts to find out knowledge about tourism development independently, attending various socialization invitations and workshops to improve the quality of human resources to support tourism activities, to building facilities and infrastructure for facilities that tourists need, built together with minimal capital. Rahmat & Mirnawati (2020) said that the community plays many important roles in development so that active participation from the community is absolutely necessary. It can be said that the community is interested in developing tourism.

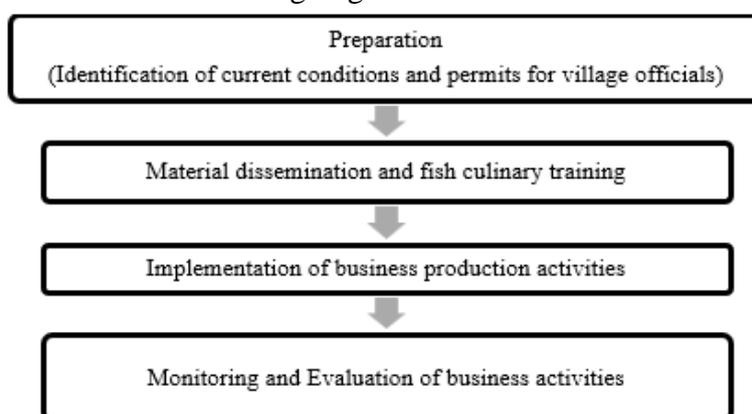
In previous research conducted by Setiawan & Batubara (2022), a workshop was held

regarding making fish dishes to support local tourism activities. The food products made are shredded catfish and catfish nuggets. The production of this product is based on the main attraction of recreation in Lauk Babakan Village, namely the water flow which contains many large fish. Lauk in Sundanese means fish. In this way, this product is considered to be in line with the capabilities and availability of the local community. Apart from that, the community also has other businesses such as ready-to-fry catfish, fish fillets and so on. The problem with partner groups is that there are fewer people who are active in trying and working together to support local tourism activities. Apart from that, people who are still actively doing business seem to be doing it independently because the facilities for carrying out joint business activities are relatively minimal. Apart from that, it can be said that the implementation of the previous workshop was not utilized properly. Thus, the target of this service activity is people who are not economically productive and want to learn to become entrepreneurs, namely the group of mothers in Lauk Babakan Village.

IMPLEMENTATION METHOD

Community service is carried out in Lauk Babakan Village (-6.56912, 106.75090), Babakan Village, Bubulak Village, Bogor City. This location is close to the Dramaga Research Forest belonging to the Forestry Research and Development Agency, the International Forestry Research Center and the Situ Gede tourist attraction. Based on Google Maps measurements, the distance between the Bogor Tourism College and Lauk Babakan Village is 2.47 KM. The activity method that will be carried out is a participatory approach. This approach emphasizes efforts to improve human quality in order to significantly increase participation in various life activities to encourage the creation of high-value productive activities (Kusumawati et al., 2017).

The method used in service activities is that researchers will communicate with village officials to determine the current conditions of the community. Researchers will analyze the suitability of current conditions with existing activity plans. Researchers collaborate with village officials to provide training to strengthen community businesses, especially those that support local tourism activities. Researchers direct business groups to run businesses that can be developed by the community. Researchers direct the process of business activities to supervise and provide evaluations of ongoing business activities.



Gambar 1. Stages of activity

Partners' participation in activities at the initial stage is still as participants in culinary business training. In this case, researchers ask the public to learn the things needed for business activities. Finally, partners will directly carry out culinary businesses that support local tourism activities. Partners will see the advantages and disadvantages of the business activities carried out and then hold discussions with researchers to go through the next stages of business activities.

RESULTS AND DISCUSSION

Preparatory activities were carried out by identifying the current conditions of Lauk Babakan Village and processing permits with local village officials. In identifying current conditions, the Community Service Team (PKM) checked community activities related to tourism activities. The team found that based on research Batubara & Setiawan (2022) the community has not made progress regarding the provision of food and drink at the Kampung Lauk Babakan location. In fact, in tourism activities, the availability of food and drink, both which tourists can enjoy at tourist locations and which can be used as souvenirs, is important for tourism managers to fulfill. This condition is in accordance with PKM activities that will be carried out at the local location. Licensing activities were carried out by the Head of RT 01 Kampung Lauk Babakan, namely Mr. Acan.



Picture 2. Location survey activities

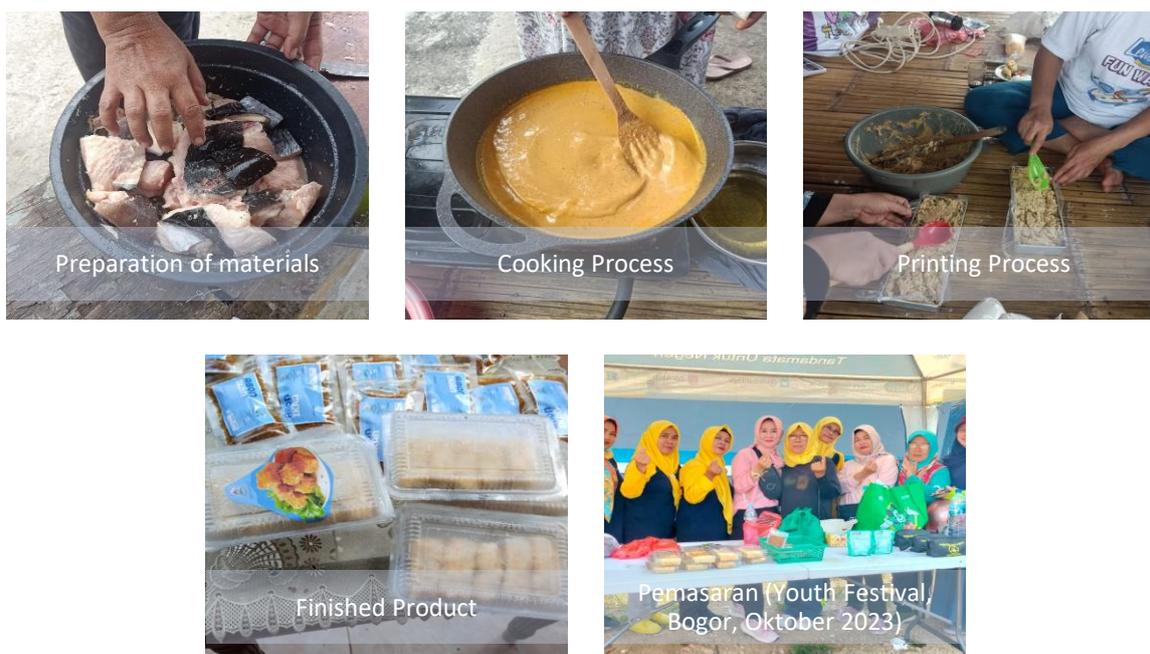
Training on making fish-based culinary delights was carried out to improve the community's skills in processing fish that are available in the Kampung Lauk Babakan area. Fish, as an icon or symbol of the area, are available in abundance and are quite large. Some measure 7-10kg per head. Apart from that, people admit that they have difficulty selling it. This makes processing fish products an alternative for consuming fish in the area. Culinary making training involves making nuggets and floss made from fish. The people of Lauk Babakan Village cultivate catfish, catfish, tilapia and goldfish. Of these types, catfish and catfish are selected to make processed products. This is because catfish and catfish are easier to remove for meat and the taste of fish meat is considered more delicious. Fish nugget and floss products are also in line with community programs, namely the PKK program to reduce stunting rates in the area so that participants are enthusiastic about taking part in this training.



Picture 3. Culinary training/workshop on fish products

Fish products, in this case, nuggets and shredded meat, are still based on healthy food standards of adequate calories, balance of substances in staple foods, high in protein, have multivitamins, contain a variety of minerals, are easily digested by the body and are clean (Anggraheni & Lismanda, 2021). This needs to be emphasized because it is based on the aim of making the product, namely optimizing the use of fish products and one of which is also to reduce stunting rates, especially in the surrounding area.

Implementation of product trials by the Community is carried out after receiving materials and training from the PKM Team. Implementation is carried out independently with the presence of UMKM members. In this activity, participants carry out production activities in accordance with what has been conveyed in the training. There is improvisation carried out by the community regarding materials and production processes. With the experience possessed by UMKM members, several materials and processes are adjusted in such a way as to create better products. Production activities are always carried out at Saung Samedi. This is to make it easier to move tools and ingredients that will be used in making fish dishes. Some evidence of production that has been carried out by the community (Picture 3).



Picture 4. Proses produksi kuliner ikan

Production activities for making culinary fish are carried out if there is an order or there is a public event. Once the community finds out about a large order or event, the group leader will contact other members to carry out production activities. Usually, the amount of production made is more than the number of orders or targets to be sold. This is to provide products if there are people near the area who want to buy the product.

The Kampung Lauk UMKM group has also made sales. Sales are carried out in several ways, namely independently, joining the PKK program and participating in sub-district level community activities. Independent sales are carried out by offering to the neighborhood around each member's house. Usually by visiting neighbors' houses, sharing sales information on WhatsApp groups or making it into WhatsApp status. This method coincides with the PKK program, because members of the Kampung Lauk UMKM group are also PKK members. So PKK programs related to handling stunting usually use this fish product. Apart from that, the Kampung Lauk UMKM Group also participated in the Youth Festival activities in the Situ Gede Ecotourism Area. In this activity, UMKM Kampung Lauk sells culinary fish products in the form of fish nuggets and floss. The proceeds from product sales in the form of money will be kept by the group treasurer to then be used as capital for further production activities. If there is a product that has not been used up, it will usually be offered to the local community. If there are any that have not been sold, they will be stored in the refrigerator.

CONCLUSION

Community service activities have been carried out in the form of providing material regarding the importance of hygiene in culinary products and training/workshops regarding strengthening the manufacture of fish culinary products. Apart from that, a community business group (UMKM) has also been formed related to fish culinary products under the name UMKM Kampung Lauk. Activities to provide technological assistance to UMKMs have also been provided. This is to help the culinary fish production process in the local area.

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