

## Freshwater Fish Breeding in Pulo Damar Village Using E-Business

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### ABSTRACT

Since the Covid-19 pandemic, public interest in raising freshwater fish has shown an increasing trend, considering that now many layers of people work at home so that raising freshwater fish has become an entertainment in itself. The purpose of this research is to change the mindset of the people in Pulo Damar Village, where technological, social, and cultural developments have led to many companies being established to achieve certain goals in meeting human needs. Electronic Business or E-Business is a transaction, buying and selling, business activity carried out through electronic devices or with the internet so that companies can directly interact with customers, suppliers and business partners. Freshwater fish are fish that are easy to maintain, freshwater fish cultivation does not need a large place and large capital, it can be done as a home business. Therefore, we can make this freshwater fish business an online business (e-business) so that this fish business is more increased and can reach a broad market.

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### INTRODUCTION

In modern times today everything is required to be fast and precise. This is due to the increasing number of population in the world today which continues to grow. The development of technology and development has also increased very rapidly, of course, this affects the pattern of life in society. A company ranging from the field of services and manufacturing must also be able to provide very fast service and the best to meet the wishes of the community who need fast service. E-business allows an enterprise to deal with internal and external data processing systems more efficiently and flexibly. One example of e-business is the purchase of goods online and the purchase of special animals that are allowed to be traded online. The purpose of e-business implementation is to support the efficiency and integrity of human resource data processing, finance, supply chain management or logistics management. In addition, it also functions as a means of communication and information for the public and other stakeholders based on the internet, this system can be accessed anywhere in accordance with predetermined access rights.

Since the COVID-19 pandemic, public interest in raising freshwater fish has shown an increasing trend, considering that now many layers of people work at home, so keeping freshwater fish has become an entertainment in itself. The increasing interest of the community in cultivating freshwater fish has made the local government focus on developing freshwater fish aquaculture, tilapia species to become one of the most popular types of fish by the community, this is in line with the steps of the Food Security, Agriculture and

Fisheries Office located in Tapos District, Cilangkap Village, Pulo Damar Village, which has now developed freshwater fish farming.

Because The freshwater fish is a fish that is easy to maintain, freshwater fish farming does not need a large place and large capital, can be done as a home business, Freshwater fish have One of the features is its endurance, it is able to live in a place or environment of minimal water and oxygen, this ability is obtained because freshwater fish have labyrinth cavities as in human lungs, The maze can make it survive in an oxygen-poor environment. Therefore, we can make this freshwater fish buying and selling business an online business (E-Business) so that this fish business is more increased and better known by outsiders.

## RESEARCH METHOD

The method used in this study is descriptive research that aims to give objects systematically, factually and accurately regarding the facts and characteristics of certain populations or regions (Singarimbun, 1987).

The scope of research on freshwater fish farming development strategies in Pulo Damar Village, using data in the last 5 years, The scope of research material to be carried out, is: potential areas / land for fish farming, fisheries production potential, Data return techniques namely interview observation, literature studies Data analysis used to assess the profile of aquaculture, based on available skunder data such as the number of fish farmers, Land area and aquaculture production, aquaculture techniques for the last 5 years.

### 1. Time and place of implementation

This research was carried out in Pulo Damar Village, Tapos District, Depok City from September 9, 2021 – September 17, 2021

### 2. Implementation of activities

#### - Implementation stage

Conduct agreements with communities that own freshwater fish farming ponds to make observations, and interviews.

#### - Data collection stage

Conduct observations, interviews with freshwater pool owners, and literature studies

#### - Evaluation phase

This stage is carried out by evaluating the data that has been collected to produce appropriate management methods for freshwater fish farming farmers in Pulo Damar Village.

## LITERATURE REVIEW

### A. Freshwater Fish

Water fish Bargaining is fish who spent part or all of their lives in fresh water like river and lake with salinity less than 0.05%. In many ways, the freshwater environment is different from the environment marine waters, And the most distinguishing thing is the salinity level. To survive in fresh water, fish need physiological adaptations aimed at maintaining a balance of concentration in the body. 41% of all Species Fish are known to reside in fresh water. This is because Speciation which is fast which makes scattered habitats possible to live in.

Water fish bargain is different Physiological with sea fish in some aspects. Gill They must be able to men. diffused water while maintaining level salt deep body fluids Simultaneously. Adaptations on the parts scale fish also play an important role; freshwater fish that lost a lot scale will get excess water diffusing into skin, and can cause death in fish. Other characteristics related to freshwater fish are: his kidneys which is well developed. The kidneys of freshwater fish are large because a lot of water passes through them

### B. Tilapia

The eyes of the Tilapia fish appear to protrude rather large and on the edges are bluish-green. The location of the terminal mouth. The side lines (Linea lateralis) are cut off into 2 parts located lengthwise above the pectoral fins (Sugiarto, 1987). Tilapia has a trade name, tilapia. This fish has a body shape like a compressed flat with body length and lives around the bottom of the waters and the surface of the sea waters, including Palagic fish that want high salinity waters, like to live in groups both coastal and offshore waters. Its feeding habits are eating large or coarse plankton, cephalopods and Sunyoto crustaceans (Mandala ,2005).

### C. E-Business

E-Business is a transaction, buying and selling, business activity carried out through electronic devices or with the internet so that the company can directly interact with customers, suppliers and business partners. Or a shorter meaning of e-business, namely the use of Information and Communication Technology to run and manage its business so that it can make a profit. Information and Communication Technology in e-business is

used to improve the company's business which covers all aspects that are profit-oriented and profit-oriented of a company.

Understanding E-business can also be said as advertising so that consumers can buy company products. So that e-business is very useful for e-commerce, because the function of e-business is to support parts of the company such as production, finance and marketing.

## RESULTS AND DISCUSSION

In Kp pulo resin, there are not many freshwater fish farmers. Only a few people cultivate freshwater fish, but still on a small scale or just fulfill daily needs kp Pulo Damar is a village whose economic sector is based on agriculture and animal husbandry. However, fishery activities were found, namely freshwater fish farming. Through the results of the interview, namely Diky Faisal and a direct location review, it was known that the fish farmers in Kp pulo damar were still on a small scale. Apart from being a business actor, Diky is one of these cultivators. The cultivation business was pioneered since 2018 with initially from 10 broods (goldfish, tilapia, tilapia) consisting of 9 males and 21 females. The price of the ten parents is around 200,000 rupiah. Through observations and interviews, it can also be seen that the number of fish farmers in Kp pulo damar only consists of four people. The four people are Mr. Andi, Mr. Kumin, Mr. Anim, and Mr. Sumardi. Fish farmed carp, tilapia, tilapia, and some ornamental fish, actually

The more sophisticated technology and the existence of smartphones that have very wide access, It has a good opportunity for the sales sector, with the existence of smartphones in the economic world there is a term digital marketingmarketing, we will practice digital marketing to freshwater fish farmers who are in Kp pulo damar, as an adaptation to pandemic conditions like today, In order to attract buyer interest In addition, the main thing that must be considered is the existence of training and monitoring on an ongoing basis. This is intended so that freshwater fish farmers know better in freshwater fish farming accompanied by monitoring that is useful in monitoring or supervising these aquaculture activities.

Therefore, the role of fisheries academics or fisheries experts who can provide intensive training is needed by including this activity in the village government's work program. What's more, this cultivation is not just about raising fish so that fish farmers in Pulo Damar village will be better off getting entrepreneurial knowledge as well. This is because in the future the pioneered cultivation business can enter a large scale that is able to reach a wide market. In fact, if all aspects are fulfilled, this freshwater fish farming business can encourage Kp pulo damar in the future as a freshwater fish farming center.

## CONCLUSION

From the results of observational research and interviews, it can be concluded that:

- For management steps, the management remembers the management function, namely POAC. POAC is an organizational management principle first introduced by George R. Kelly, consisting of planning, organizing, actuating, and controlling. This management principle can be applied in developing freshwater aquaculture in Pulo Damar Village so that it is more peroductive and can meet market demand in its special Cilangkap area in Tapos District. The steps that must be done are:

### A. Planning

To develop aquaculture in Pulo Damar village, the first thing that must be done is to increase interest in freshwater fish farming to farmers so that farmers can produce fish on a large scale not only in their own consumption, then form a group of freshwater fish farming farmers so that the community has a place to do freshwater fish farming so that freshwater fish farming can develop and can meet market demand and lead to economic improvement society in the future.

### B. Organizing

With the existence of a farmer group here, it can make it easier for farmers themselves such as farmers do not need to bother looking for consumers because it can be handled by the marketing department in the farmer group, as well as When the government will conduct counseling or training, it can find out what needs are needed by freshwater fish farming farmers in Pulo Damar Village through the data in the farmer group, and facilitate distribution if there is either capital assistance or training from the government for these farmer groups.

### C. Actuating

That Freshwater fish farming farmers in Pulo Damar must form a freshwater fish farming farmer group and then the community can submit training to the government in accordance with their needs such as nursery training, feed making, lifting the quality and quantity of IKA cultivated and how to sell effectively.

#### D. Controlling

This needs to be done so that the quality and quantity of the fish produced does not decrease, and also as a supervision carried out by the relevant government in order to improve food and welfare of the community.

- Practicing digital marketing and E-Business to freshwater fish farmers in Kp pulo damar, as an adaptation to current pandemic conditions and conducting training and monitoring on an ongoing basis.
- In the future, the pioneered cultivation business can enter on a large scale that is able to reach a wide market.

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