

Training on Floating Cage Product Diversification Strategy in Margaluyu Village, Pangalengan, Bandung

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Abstract. *Margaluyu Tourist Village is located in Pangalengan, Bandung Regency, West Java. The community groups in Margaluyu Village consist of vegetable farmers, dairy cattle breeders, honeybee farmers, ecotourism groups, MSME practitioners, floating cage fishermen, integrated health post cadres, and teachers. The processing of floating cages' products lacks variation, resulting in limited market share availability. The community service method carried out is by providing material presentations about strategies for diversifying floating cage products so that floating cage fishermen can increase their market share through service learning. This method consists of three activity stages, namely the preparation stage, implementation stage and evaluation stage. At the end of the presentation, 75% of participants were able to determine the use of diversification and were able to determine the processed fish products to be sold. So the final result was 84.4% of participants were able to understand the presentation of the material given.*

Keywords: *Tourist Village, Floating Cages, Training, Diversification Strategies*

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INTRODUCTION

According to data from the Ministry of Cooperatives and SMEs, there are 67 million Micro, Small, and Medium Enterprises (MSMEs), or approximately 97% of the total national workforce. MSMEs also contribute to 61% of the Gross Domestic Product (GDP), making them one of the main pillars of the national economy. Despite contributing 61% to the GDP, MSMEs also face several challenges (Karadag, 2023) including limited capital, lack of clear legal entities, low tax payment awareness, lack of innovation and technological incompetence.

As part of efforts to increase MSMEs, the Ministry of Tourism and Creative Economy (Kemenparekraf) has been promoting tourist villages to enable rural communities to establish their MSMEs and create new job opportunities (Nasyafira, 2023; Dewi). An example of the support provided by Kemenparekraf to tourist villages is the Indonesian Tourism Village Award (ADWI) program, held annually. This year, there are 4,573 participant tourist villages in ADWI. This number has increased from previous years, with 1,831 villages participating in 2021 and 3,419 villages in 2022.

Examples of MSMEs found in tourist villages include floating cage fish farming, handicraft production or stores, animal husbandry/cultivation, culinary ventures, cultural activities, and others. Tourist villages have Tourism Awareness Groups, commonly known as Pokdarwis. Pokdarwis is a local community institution responsible for preserving and developing the tourism

sector in their village, thus having responsibility for the advancement of the tourist village. However, the development of tourist villages faces several challenges. According to Andi as cited by (Sood et al., 2017), these challenges include difficulties in collective business management, conflicts in tourist village development, and providing toilets that meet standards.

According to (Admin, 2023) the development of sustainable and quality tourism industries requires a significant role of education. Thus, the roles of education in the development of the tourism industry are as follows, education and skill development through specialized skill training, providing an understanding of sustainable tourism and fostering interpersonal skill development and advanced education and research involving innovative research and the development of strategies and policies.

This enables academics to impact the improvement of service quality, local economic development, and sustainable management for emerging tourist village managers. This community group consists of vegetable farmers, dairy farmers, beekeepers, tourism awareness groups, MSME practitioners, floating cage fishermen, integrated health post cadres, and teachers from early childhood education institutions and primary schools. These activities also serve to publicize the potential of Margaluyu village, surrounded by two lakes, Cipanunjang and Cileunca. The tourism potential of the village is immense but remains untapped and underdeveloped.

Margaluyu Tourist Village is one of the villages located in Pangalengan, Bandung Regency, West Java. The community of Margaluyu Tourist Village consists of vegetable farmers, beekeepers, tourism awareness groups, MSME practitioners, floating cage fishermen, integrated health post cadres, and teachers from early childhood education institutions and primary schools. In Margaluyu village, there are two (2) lakes called Situ Cipanunjang and Situ Cileunca. Lake Cipanunjang is commonly used by residents for floating cage fish cultivation.

Floating cages are facilities for fish farming that primarily utilize nets (Agribisnis, 2016). The usual reasons for using floating cages include maintaining water circulation directly from the lake, sea, or reservoir, easy fish harvesting, and relatively simple equipment maintenance. The equipment typically used includes nets attached to floats made of plastic drums. According to (Administrator, 2021) several types of floating cages are round floating cages, octagonal floating cages, and square (or rectangular) floating cages.

Traditionally, fishermen have been directly marketing their products without prior processing (only fresh fish). Consequently, the results obtained are not optimal. However, to achieve maximum results, development can be done in processing the yields from floating cages, also known as diversification. According to KBBI (Kamus Besar Bahasa Indonesia), diversification means diversification. According to (Mihalache et al., 2021), diversification is the activity of diverting or spreading investments, businesses, or activities into various types of assets or different activities. Meanwhile, according to (Ozdemir et al., 2020) diversification is a practical activity of varying products, businesses, types of assets, investments, and various other things to reduce the level of possible risks.

The benefits and objectives of diversification are as follows: increasing income; preventing consumer boredom with products; expanding market share; adapting to market characteristics; and enhancing competitiveness.

According to (Fan & Xio, 2023), diversification is divided into 2 types, horizontal diversification and vertical diversification. Horizontal product diversification is a product differentiation, but not significantly different from the previous product. This means that the new product line created is still similar, but only differs in size, brand, and target market. For example, when a fruit juice product introduces a new type of beverage, such as an energy drink. These two products are essentially both beverages, but the market for energy drinks will differ from fruit juice, even though there may be some overlap. Vertical diversification is the differentiation of products with different functions, but still interconnected or complementary (Franzolini, 2020). For example, when a company manufactures laptops and then, to increase profits, begins to

expand its business by collaborating with other companies. This way, the company can increase its profits (Edmans, 2021). Therefore, the community service conducted aims to help develop the sales of floating cage products in Margaluyu Village using horizontal and vertical diversification methods.

METHODS

The community service activities were conducted in Margaluyu Village, located in Pangalengan District, Bandung Regency, West Java Province, over a period of two days, specifically on Friday and Saturday, March 1 and 2, 2024. The target audience for this community service activity included all floating cage business owners in Margaluyu Village. The method used involved providing training to the floating cage business owners in Margaluyu Village on strategies for diversifying the products of their floating cages through service learning. Service-learning (Ibrahim et al., 2018) has generally been defined as a method of teaching and learning, pedagogy, student learning and development process, experiential learning strategy, credit-bearing learning experience, experience-based learning model, and service-based learning. This method consists of three sequential stages: preparation, implementation, and evaluation. The preparation stage included the following activities: conducting a site survey; based on the survey results, holding a meeting to draft a community service activity proposal; the head of the service team submitting the proposal to the university to issue a community service assignment letter. During the implementation stage, the training on floating cage product diversification strategies was divided into two sessions: Participants were first provided with training materials on floating cage product diversification strategies. Subsequently, a question-and-answer session was held where participants could ask the trainer about how to diversify the products of their floating cages. In the final stage, an evaluation was conducted on the entire community service process, from implementation to the outcomes.

RESULTS AND DISCUSSION

The training assistance process on floating cage diversification strategies was attended by six floating cage owners in Margaluyu Village. The participants gathered in a room to listen to the material presented by the academics. After the presentation, a question-and-answer session was held regarding how to increase the number of consumers/tourists visiting. This was followed by training on floating cage product diversification strategies. The following are the details of the community service activities in Margaluyu Village that have been realized.

Table 1. Details of Community Service Activities in Margaluyu Village

Preparation Stage		
No	Type of Activity	Description
1	Conducting a site survey	Realized
2	Holding a meeting and drafting a community service activity proposal	Realized
3	Submitting the community service activity proposal to the University to issue a community service assignment letter	Realized
Implementation Stage		
No	Type of Activity	Description
1	Providing training materials on floating cage product diversification strategies	Realized
2	Conducting a sharing session	Realized
Evaluation Stage		
No	Type of Activity	Description
1	Evaluating the entire community service process from implementation to outcomes	Realized

Source: processing of personal data

To provide input on the existing problems for the floating cage owners in Margaluyu Village, the trainers conducted the training in three stages:

Preparation Stage

Field surveys were conducted by the trainers during the preparation stage. This survey aimed to identify the issues faced by the floating cage owners in Margaluyu Tourism Village.

Implementation Stage

Following the survey, the next step was the implementation stage, which formed the core of the community service activities. Activities included providing training materials as foundational knowledge, followed by a question-and-answer session between the participants and the trainers.



Figure 1. Training Material Presentation

Evaluation Stage

The final stage was evaluation, aimed at determining whether the community service activities met the established objectives. The evaluation results indicated that the activities proceeded as planned and achieved the set goals. The average achievement percentage of the activity results was approximately 84.4%, as shown in Table 2.

Table 2. Evaluation Results of Community Service Activities

Evaluation of Activity Process		
No.	Statement	Achievement (%)
1	The activities were carried out according to the planned schedule.	100%
2	All participants attended the training and mentoring sessions until the end	88%
3	Participants actively asked questions during the Q&A session	85%
4	Participants were active and enthusiastic throughout the activities	80%
Evaluation of Understanding		
No.	Statement	Achievement (%)
1	Participants understood the explanation of the floating cage product diversification strategies	88%
2	Participants understood and decided to use either horizontal or vertical diversification methods	75%
3	Participants determined the processed fish products to be marketed	75%
	Average	84.4%

Source: processing of personal data

The average achievement of the activity process reached 88.25%. Which includes the implementation of all activities based on the planned schedule (100%), as many as 88% of participants attended the training and mentoring event until completion. As many as 85% of participants actively asked questions during the question-and-answer session, and 80% of participants who attended were active and enthusiastic during the activity, this indicates that the

participants really needed input or training on how to increase market share and sales of floating fish cages.

As many as 88% of participants were able to understand the explanation of the material regarding diversification strategies for floating fish cages. 75% of participants were able to determine the processed fish products to be marketed and could determine whether to use horizontal diversification or vertical diversification methods. Indicates that participants understand the material that has been presented.

CONCLUSION

The implementation of community service activities in the form of training on floating cage diversification strategies in Margaluyu Tourism Village has been successfully conducted. Participants were able to understand the explanation of floating cage diversification strategies at approximately 88%, 75% of the participants could determine whether to use horizontal or vertical diversification methods, and 75% of the participants were able to decide on the processed fish products to be marketed. Therefore, based on the evaluation results, the average achievement of participants in understanding the material presented was 84.4%. Future community service activities are expected to be conducted comprehensively for all Small and Medium Enterprises (SMEs) in Margaluyu Tourism Village, not just for floating cage owners. Additionally, the material provided should not only focus on diversification strategies but also comprehensively aim to increase the number of tourists visiting Margaluyu Village.

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