

Entrepreneurship Training About Business Plan Fisheries In Kediri

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Abstract

Empowerment is an activity that provides materials and training to participants to improve the economy of urban communities. The goal of this empowerment is to educate the community about business in the fisheries sector in urban areas. The method used in this empowerment is a forum group discussion for drafting a business plan outline, preceded by material presentations. The participants in this training are 35 representatives from various neighborhoods in the city of Kediri. The outcome of this empowerment is that participants gain knowledge on essential elements of a business plan, such as conducting research, creating a company profile, setting business goals, preparing supporting documents, detailing the business, developing a marketing plan, targeting the market, and conducting a feasibility analysis. Participants are also given the opportunity to discuss with each other, providing constructive criticism and suggestions for the business plans they have developed.

Keywords: entrepreneurship, business plan, fisheries.

1. INTRODUCTION

Empowerment of Urban Area Communities is very necessary, where urban communities have very limited land and close proximity to residential areas require productive activities. Many urban residents already have permanent jobs, but these people need additional income which can be a side job. This activity certainly requires adequate training for the community so that when starting a business, there are soft skills that the community has mastered.

The government always strives to provide renewable programs for the community so that community empowerment can run well. The Kediri City Micro Enterprise and Labor Cooperatives Service is one of the government agencies that often holds training related to urban community empowerment. The Kediri City Micro Enterprise and Labor Cooperatives Department has several programs, including content creator training, cosmetology training, financial literacy, fisheries cultivation training and so on.

The fisheries cultivation training program is aimed at the people of Kediri City, starting from business planning, how to cultivate fisheries on limited land, marketing, to processing fishery products. Representatives of the Kediri City community from various sub-districts were gathered in an activity, namely the Fisheries Cultivation Training Program. This activity purpose to provide education to the community regarding businesses in the fisheries sector in urban areas.

According to [Pelipa \(2016\)](#), in the results of his research regarding the analysis of the financial feasibility of cultivating catfish in the yard using tarpaulin ponds, it was stated that the business was feasible to carry out with a payback period of 9 months and 6 days. The hope is that the existence of a catfish cultivation business in the home yard can increase local economic potential and can also process the harvest from fish cultivation.

Business problems can arise at any time. Often, what is overlooked is the importance of following the correct steps before starting a business. Skipping these steps can lead to a lack of development in the business. Introducing business planning and providing training is implemented for community service partners ([Pramularso, et al., 2022](#)).

Many entrepreneurs start their businesses driven by the potential for immediate profit, without adequately preparing or planning their ventures. This lack of detailed planning means they face numerous risks, such as supply issues, product quality problems, difficulties in

acquiring and retaining customers, and challenges in identifying types of business expenses and revenues.

One of the materials presented in the Fisheries Cultivation training program is business planning in the fisheries sector. The aim of this material is that training participants are expected to be able to create a business plan in a paper regarding the business they will undertake. The hope is that from this empowerment, participants will not only get material, but will also make efforts to start opening a business in the fisheries sector.

2. METHODS

This entrepreneurship program training in the fisheries sector will be held on 26-29 October 2024, at the Tamanan Village Building, Mojoroto District, Kediri City. Participants who took part in the training consisted of 30 participants from Setonopande sub-district, Tamanan sub-district, Banjaran sub-district, Semampir sub-district and others. These sub-districts are representatives of several sub-districts in Kediri City. The methods used in this empowerment program are presentation methods and FGD (Forum Group Discussion). The stages of implementing this business plan program are as follows;

Table 1. Stages of Implementation for Community Service

No.	Name of Activity	Practitioner
1.	Preparation of Material	Erlin Widya Fatmawati, Indah Yuni Astuti, & Nastiti Winahyu
2.	Making a Draft for Business Plan	Erlin Widya Fatmawati
3.	Filling Materi	Erlin Widya Fatmawati
4.	Discussion	Erlin Widya Fatmawati, Indah Yuni Astuti, Nastiti Winahyu dan Peserta
5.	Forum Group Discussion (FGD) (Fish Hatchery Group and Fish Raising Group)	Erlin Widya Fatmawati, Indah Yuni Astuti, dan Peserta
6.	Filling Draft Business Plan	Erlin Widya Fatmawati, Indah Yuni Astuti, dan Peserta
7.	Monitoring and Evaluation	Erlin Widya Fatmawati, Indah Yuni Astuti, dan Peserta

According to Suswadi & Prasetya (2023), the method used in training includes participants being required to practice a task that is in accordance with the material that has been provided.

3. RESULTS AND DISCUSSION

General Description of Kediri City Fisheries Business Plan Training Participants This training is one of the programs of the Kediri City Micro Enterprise and Labor Cooperatives Service. This training is aimed at the people of Kediri City, to empower people who have potential and interest in business in the fisheries sector. The training participants consisted of 35 people, consisting of 4 women and 31 men. Some of these participants already have businesses in the fisheries sector such as catfish hatcheries and catfish rearing. The original data for each participant is written in the table below.

Tabel 2. Origin of Community Service Participants

No	Origin of sub-district in Kediri City	Number of Participants Taking Part in Training
1.	Tamanan	3
2.	Pakunden	2
3.	Setonopande	2
4.	Banjaran	2
5.	Semampir	1

6.	Mojooroto	2
7.	Bandar Lor	2
8.	Ngronggo	3
9.	Singonegaran	2
10.	Campurejo	3
11.	Kaliombo	3
12.	Kampungdalem	3
13.	Bawang	3
14.	Blabak	4



Picture 1. Group Photo with Participants

During the implementation of the Forum Group Discussion, participants were divided into two groups: the catfish breeding group and the catfish rearing group. Out of 35 participants, 15 joined the catfish breeding group, and 20 joined the catfish rearing group.

Implementation of Activities

This activity was carried out for 5 consecutive days with various materials provided, starting from direction and motivation, diseases and pests in fish farming, K3 in the workplace environment, business plans/entrepreneurship, good fish cultivation methods (CBIB), preparation for cultivation. Catfish, Catfish Spawning Techniques, Digital Marketing, Feeding Management, Catfish Waste Utilization Management, Practices, Field Visits, and Alternatives for making Catfish floss. In the explanation in this text, we will only discuss Business plans/Entrepreneurship.

Material Filling

The material provided includes material regarding entrepreneurship. Important things to prepare in making a Business Plan. The things that participants need to do are as follows;

1. Conduct research or simple observations on fisheries cultivation businesses. This can be done by conducting field visits to fish farming businesses, both fish hatcheries and fish growers. This can provide insight and description to participants so that later when they open a business, they will understand what to do.
2. Create a Company Profile for the prospective business that will be carried out. Participants did this by filling in the draft business plan that had been distributed by

the presenters. The draft distributed includes Business Name, Business Address, and Type of Business.

3. Determine the objectives of the participant's business. Training participants must determine what the actual purpose of their business is, for example to provide additional household income, to use the yard at home, or something else.
4. Prepare the documents needed to increase business credibility. Participants do this by registering their business with business licensing, such as obtaining an NIB (Business Permit Number) so that the business they establish is valid in the eyes of the law.
5. Explain Product Details. Participants in this training must be able to determine what type of fish they will sell, for example whether they will sell catfish, gourami, tilapia or catfish. Apart from that, it must also be explained whether what will be sold are fish seeds or consumption fish. This will relate to the cultivation method that will be carried out later.
6. Make a Marketing Plan. Participants must be able to explain roughly how the marketing of their fish will look like. Will it be marketed online, does it already have a fish distributor, or will it be sold directly to consumers, and so on.
7. Adjust the type of business plan to the target market. This is related to the type of fish cultivated. If participants want to start a fish hatchery business, the target market is fish grow-out farmers. Different from the fish rearing business, if this type of business the target market is the wider community or fish processing businesses.
8. Make business analysis and financial projections. The business plan should also have been analyzed for the feasibility of the business plan, so that later you can know about the profits that will be obtained.

Activity Evaluation

Evaluation of this training activity is carried out by filling in a draft business plan outline by the training participants. The outline is more or less in the picture below.



PERKIRAAN MODAL USAHA				
No.	Jenis Biaya	Harga	Jumlah Yang Dibutuhkan	Total
1.	Kolam	Rp. 1.000.000,-	1000 ekor	Rp. 1.000.000,-
2.	Benih	Rp. 100,-	1000 ekor	Rp. 100.000,-
3.	Pakan			
4.	Vitamin			
5.	Tenaga Kerja			

Picture 2. Outline of Business Plan Estimated Capital Requirements

The outline above describes the estimated business capital in the fisheries sector, which consists of the costs required such as the cost of building a pond, the cost of purchasing seeds, the cost of feed, vitamins and labor.



PERKIRAAN HASIL PENJUALAN KETIKA PANEN				
No.	Penerimaan	Harga	Jumlah Terjual	Total
1.	Penjualan Ikan Segar ke-1	Rp. 18.000,-	500	
2.	Penjualan Ikan Segar ke-2	Rp. 19.000,-	400	
3.				

Picture 3. Outline of Business Plan Estimated Harvest Yield

Participants also estimate the proceeds from selling fish during harvest, for example the proceeds from selling fish seeds each time they harvest, or selling fresh fish for fish rearing cultivation. Furthermore, participants can also ask questions and consult with the presenters if they still have difficulty in calculating cost estimates.

Rahyono and [Alonsari \(2021\)](#), in the results of their service, explained about entrepreneurship training for MSMEs and the community, stating that there were problems experienced by the community in starting a business, including having a weak entrepreneurial mentality, related to marketing, lagging behind in technology, and not paying attention to the quality of their business. The presenters can pay attention to this when conveying the obstacles that participants will face when starting a new business. Therefore, there is a need for thorough education for business actors in the fisheries sector.

Participants of the training were divided into two groups: the catfish breeding group and the catfish rearing group. After completing the draft outline of their business plans, they presented their results. The community service team facilitated the completion of these draft outlines and conducted group discussions. Each group then had a representative present their results, and the community service team evaluated their presentations.

The challenges faced during the training sessions included some participants having limited knowledge about the supply chain for sourcing raw materials needed to start a catfish breeding business. Another challenge was that participants were hesitant to start a business in the fisheries sector due to financial constraints. The community service team provided several solutions, including organizing visits to established catfish business owners in Kediri City. The purpose of these follow-up activities was to provide participants with more knowledge about the business they intended to start.

According to the results of the service, [Kusuma et all \(2021\)](#) discussed entrepreneurship training as a business opportunity for the millennial generation. The method used in the training is discussion and simulation methods. The result of this service is that participants are willing to try business opportunities, innovate and have creative ideas. These results can be used as reference material for this service, namely that participants must be able to make business plans with creative ideas



Picture 2. Photo During the Presentation of Material

4. CONCLUSION

Based on the goal of the community service, which is to provide education to the community about fisheries businesses in urban areas, it can be concluded that the training participants have received education on catfish breeding and rearing suitable for urban settings. The participants have successfully developed a business plan for the fisheries sector. They have been equipped with materials on business planning in fisheries and other relevant topics, such as best practices in fish farming, including practical exercises and field visits to similar businesses.

THANKS YOU

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