

Accompaniment of The Entrepreneurial Group of Non-MSG Snakehead Fish Crackers Sumber Rezeki Banjarmasin

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ABSTRACT

Cork fish (*Channa* sp) is one of the freshwater fish that is useful for maintaining health and can be made in the form of fish crackers. One of the micro-business groups that make cork fish crackers is the Sumber Rezeki Banjarmasin Entrepreneurial Group. This entrepreneurial group developed the manufacture of non-Monosodium Glutamate (MSG) cork fish crackers. Based on the results of an interview with the head of the Sumber Rezeki Banjarmasin Entrepreneurial group, information was obtained that the North Kuin community's interest in these non-MSG crackers was still low because the crackers without MSG were less delicious than those containing MSG. The existence of this opinion can cause their enthusiasm and commitment to maintain products without MSG will decrease and it can even cause them to follow other cracker products that use MSG. Therefore, the Community Serviceteam provided a solution in the form of strengthening commitment and counseling about the dangers of using excessive MSG and the importance of fish consumption for health. This Community Service activity is carried out in 2 ways, namely psychological assistance and health education. Psychological assistance through focus group discussions (FGD) can increase the number of participants who believe they want to continue the non-MSG cracker business from 50% to 90%.

Keywords : Entrepreneur, monosodium glutamate, snakehead fish

INTRODUCTION

South Kalimantan is one of the provinces in Indonesia that has many rivers as a natural resource, including the Barito River. Since ancient times, the Barito River has become a place of concentration for the residential population. Rivers are so important to the people of South Kalimantan that a river culture has developed, which affects almost every community life.¹

This river culture community uses the river as the main transportation route, land for farming, and swamp waters for fishery commodities consisting of Haruan fish (Gabus), Papuyu fish (Betok), and Sapat fish (Sepat).² Cork fish (*Channa* sp) is one of the freshwater fish that is very popular with the community. Consumption of cork fish (*Channa* sp) can provide benefits for maintaining the

health of the human body.

Snakehead fish is one of the leading local fish commodities in southern Kalimantan, but also as a food rich in nutritious content, because snakehead fish has a high potential to be used as a promising acceptable source of medicine and nutrients for the treatment of serious diseases as well as for the improvement of general body tone of human beings to greater extent

Snakehead fish contains nutrients that are very good for health, such as albumin and essential amino acids, essential fatty acids, minerals, especially zinc (Zn), and several vitamins that are very good for health.^{3,4,5}

According to Santoso in 2009, snakehead fish (*Channa striata*) is one of the potential food ingredients that can be used as a source of antioxidants because it has a high

nutritional content, namely the protein content in 100 grams of snakehead fish meat is 25.2 grams. The results of research by Kelvin et al. al. in 2014 stated proximate levels of male Cork (*Channa striata*) fish weighing 1 kg had a protein content of 19.34% and a fat content of 0.90%, while female fish weighing 1 kg had a protein content of 20.14% and a fat content of 0.81%. Another opinion that states the benefits of snakehead fish is Ulandari et.al. in 2011 which states that snakehead fish has the benefit of increasing albumin levels and body resistance, accelerating the healing process of internal or external wounds.⁶

Snakehead fish is not only consumed in fresh form, it can also be made in other forms of processing such as fish crackers.⁶ This food is often used as complementary food when dining or snacks. Given that snakehead fish has a fairly high albumin content, if it is used as a basic ingredient for making fish crackers, it is expected to increase nutrition, especially albumin in the resulting crackers.⁷

The process of making fish crackers is very simple and easy to cultivate. Besides being able to be operated with modern equipment, this business can also be run with traditional equipment.⁶ Therefore, the fish cracker business is mostly carried out by households which are micro industries. One of the micro-business groups that make cork fish crackers is the Sumber Rezeki Banjarmasin Entrepreneurial Group. This entrepreneurial group developed the manufacture of Non-Monosodium Glutamate (MSG) cork fish crackers.

The Sumber Rezeki Entrepreneur Group is a group formed by community members affected by the Covid-19 pandemic with a total of 23 members and led by a group leader. As it is known that The Covid-19 pandemic that hit the world was able to change the previous normal survival, almost all activities that were usually carried out outside the home changed drastically, and the social life of all communities was affected.⁸ This caused many people to be affected in terms of losing their jobs, as did the people in the Kuin area. North.

Based on the results of interviews with the head of the Entrepreneurial Group, Sumber Rezeki Banjarmasin, it can be seen that the North Kuin community's interest in these non-MSG crackers is still low, they say that the crackers produced by this entrepreneurial group are not delicious because they do not contain MSG. Monosodium glutamate (MSG) is the sodium salt of glutamic acid which is a flavor compound and has been widely consumed

worldwide as a flavor enhancer because the addition of MSG will make food taste more delicious.⁹ However, regular consumption of MSG without clear doses and in the long term can be detrimental to health.¹⁰

The existence of public opinion about the lack of taste of the resulting non-MSG cracker products causes a decrease in the enthusiasm and commitment of the Sumber Rezeki entrepreneurial group. This could even be the reason they will follow other cracker products that also use MSG. If this is not addressed, the uniqueness and advantages of products that do not use MSG will disappear.

Therefore, the Community Service team will provide solutions in the form of strengthening commitment and application of science and technology, especially in the health sector regarding the dangers of excessive use of MSG and the importance of fish consumption for health.

METHOD

The Community Service program model is to assist in the form of the application of science and technology in the health sector, namely planting knowledge that non-MSG crackers are better consumed than crackers using MSG. The partners involved in this Community Service are the Sumber Rezeki Banjarmasin Entrepreneurial Group, which is located at Jl. North Kuin RT. 08 Kuin Village, North Banjarmasin District, Banjarmasin City, South Kalimantan Province. This group of entrepreneurs.

Partners' participation in implementing this program is:

- 1) providing time and space to receive Community Service activities,
- 2) being willing to accept the transfer of knowledge provided by the Community Service team,
- 3) Committing to advance existing production after receiving direction on Community Service activities.

This assistance in the form of the application of science and technology in the health sector through providing education about the dangers of using MSG used in making crackers and education about the importance of consuming fish for health. The assistance provided is as follows:

Psychological assistance

This activity aims to provide encouragement and motivation so that members of the Sumber Rezeki entrepreneurial group consistently strive to advance this excellent product.

This activity is carried out offline to the management and representatives of members. The Sumber Rezeki Banjarmasin Entrepreneurial Group, which consists of 10 people, so that they have a strong concept for a commitment not to use MSG in their products. The method used is by means of FGD (Focus Group Discussion) with entrepreneurial motivators from Rumah Alam Sungai Andai, namely Mr. Noorhalis Madjid.

Health education

This activity aims to provide education to the surrounding community about the dangers of using MSG and the importance of consuming fish for health.

This activity was carried out offline with lecture and question and answer methods as well as implementing the Covid-19 prevention health protocol. Participants who were invited were all administrators and members of the Sumber Rezeki entrepreneurial group totaling 23 people. The resource persons for this activity are dr. Juhairina, M. Kes., Sp.GK from the Department of Clinical Nutrition at Ulin Hospital Banjarmasin.

The tools and materials used in this activity are, filling sheets, leaflets and brochures about MSG and fish consumption, LCD, microphone, hand sanitizer, hand soap, running water source, tissue, posters, and stationery.

The activities of the Community Service program on the dangers of using MSG education assistance are carried out through several stages as follows:

1. Permission to the head of the Sumber Rezeki entrepreneurial group
2. Preparation of activities: surveys, fieldwork, preparation of necessary tools and materials, conducting an internet search to collect image documentation that has been circulating online.
3. Program implementation:
 - a. Psychological assistance
 - b. Education on the dangers of using MSG and the importance of fish consumption for health
4. Making videos of activities and publications in online mass media
5. Making activity reports.

RESULT AND DISCUSSION

The results and discussion contain the results of The Covid-19 pandemic that hit the world was able to change the previous normal survival, almost all activities that were usually carried out outside the home changed drastically, and the social life of all people was affected.

This caused many people to be affected in terms of losing their jobs, as was the case with people in the Kuin area. North. The Sumber Rezeki Entrepreneurship Group is a group in North Kuin formed by community members affected by the Covid-19 pandemic with a total of 20 members and led by a group leader. The entrepreneurial group Sumber Rezeki Banjarmasin, having its address at Jl. North Kuin RT. 08 Kuin Village, North Banjarmasin District, Banjarmasin City, South Kalimantan Province.



Figure 2. Documentation of Focus Group Discussion (FGD) Non-MSG Cracker Entrepreneurs

The Sumber Rezeki Entrepreneurship Group, is a new Entrepreneurial Group, where all members are people who already have entrepreneurs, but due to the impact of the Covid-19 pandemic since early March 2020, some of them have been laid off, some have gone bankrupt their small businesses and for various reasons. as a result of the impact of

the Covid-19 Pandemic, so they lost their jobs.

Then with the stimulant of government assistance for people affected by Covid-19, they finally rose to form an entrepreneurial group that made Cork Fish Crackers with Non-MSG Brands. However, as time goes by, this new entrepreneur faces many obstacles to maintain this non-MSG cracker product because people think the taste is not good because it does not use MSG. Actually, their innovation of not using MSG is good because excessive use of MSG can interfere with health.

Therefore, the Community Service team chaired by dr. Lena Rosida, M.Kes. with members of Dr. dr. Oski Illiandri, M. Kes and Dr. dr. Siti Kaidah, M.Sc. and assisted by 2 students, Muhammad Bari Nur Qaedi and Kanessha Winola Sunata. This Community Service program is carried out with 2 activities, trying to help this new entrepreneur through the Community Service program Community Service activities.

This Community Service activity aims to provide concept strengthening and motivation to remain consistent in choosing products that are in accordance with health, as well as provide education about the dangers of excessive MSG consumption for health and the importance of fish consumption for health. The activities are carried out in the following ways:

Psychological assistance

This activity was carried out offline on Friday, June 25, 2021 at 09.00 – 12.00 WITA, located in the open meeting room of Sungai Andai Natural House Banjarmasin. Participants in this activity were 10 administrators and members of the Banjarmasin Sumber Rezeki Entrepreneurial group. The resource person is an entrepreneurial motivator from Rumah Alam Sungai Andai, namely Mr. Noorhalis Madjid.

The activity aims to provide encouragement and motivation so that members of the Sumber Rezeki entrepreneurial group consistently strive to remain entrepreneurship with non-MSG fish cracker products. The method used is FGD (focus group discussion). Resource persons provide advice and motivation as follows:

1. Don't be afraid to do a business that is different from the business of most people, the important thing is that the product of the business you do is good for your health. Making non-MSG crackers is a good innovation to reduce the content of MSG consumed by the public, especially consumers of these crackers.

2. It is normal if at the beginning of the business there is not much turnover and profit, but it must still be occupied. New entrepreneurs should make more friends and knowledge about other entrepreneurial journeys, where many of them are also slow at first but continue to innovate and have high enthusiasm so that they can succeed in the future.
3. Expand networks with other similar entrepreneurs, as a way to increase knowledge so that products are better, or it can be to expand marketing. Information obtained from other "established" or "more advanced" entrepreneurs can be used to improve products or expand marketing.
4. Improve the ability of information technology skills so that they can be used to create attractive labels or do online marketing. Considering that this Sumber Rezeki entrepreneur member has a low level of education and is not young anymore, it is advisable to add members who are young and IT literate so that they can compete in this millennial era.



Figure 2. Documentation of Focus Group Discussion (FGD) Non-MSG Cracker Entrepreneurs

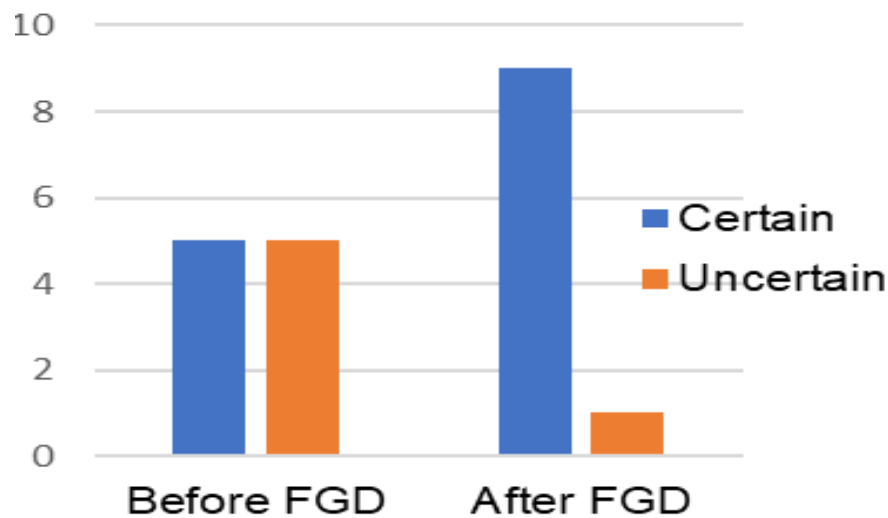


Figure 3. Confidence Diagram Participant FGD to Continue Non-MSG Cracker Products Before and After FGD

Based on the diagram, it appears that 50% of the participants **FGD** expressed doubts about continuing this non-MSG cracker business. This is because many people's opinions around the production site or people who have tried these crackers state that the taste of the crackers is not good. These opinions can reduce their confidence to continue this non-MSG cracker entrepreneur. However, after receiving explanations from resource persons about health-based business opportunities as innovations that need to be maintained and have opportunities to advance, the participants finally have the strength to continue their entrepreneurship. This can be seen from the increasing number of participants who believe they want to continue the non-MSG cracker business as many as 9 people (90%).

This FGD activity also succeeded in gathering information about the obstacles faced by members of the entrepreneurial group in producing these non-MSG fish crackers, namely:

1. Marketing is difficult, product is unknown, and has no customers.
2. There are complaints from the public that the taste of the crackers is not good because they do not use MSG.
3. There are complaints that the cutting is too thick because it slices not one person but many people.
4. Packaging and production costs are expensive.

The above problem occurs because marketing of products is still around the neighborhood where group members live,

has not yet penetrated wider marketing. This problem can also be overcome by providing training on product label design and IT-based marketing, as well as establishing networks with other entrepreneurs. In addition, the entrepreneurial group should be given training in adding flavoring ingredients from natural ingredients and slicing crackers using special tools so that the results are neater with an appropriate and even thickness.

The problems experienced by the Sumber Rezeki entrepreneurs are actually in line with the motivators' explanations about the conditions for starting a new business and the experiences of other entrepreneurs when starting their business. Thus, it is hoped that the Community Service participants will be motivated to continue to produce non-MSG crackers and be willing to make innovations to advance their business results.

The non-MSG cracker product of the Sumber Rezeki entrepreneurial group does not yet have product safety approval from BPOM. A license from BPOM can be one of the reinforcing factors to convince the public about the safety and benefits of consuming a food product.

Health education

The second Community Service activity is to provide health education to all administrators and members of the Sumber Rezeki entrepreneurial group. This activity will be held on Saturday, July 3, 2021, at 13.30 – 16.00 WITA at Langgar Al-Jawiyah, Kuin Utara Village, Rt.08. This activity aims to provide education to Community Service activity participants about the dangers

of excessive use of MSG and the importance of fish consumption for health.

This activity is carried out offline by implementing the Covid-19 prevention health protocol. The participants who were invited were all members of the Sumber Rezeki entrepreneurial group totaling about 23 people, 2 field officers, and 3 Posyandu cadres. The resource person who provided the material was dr. Juhairina, M. Kes., Sp.GK from the Department of Clinical Nutrition at Ulin Hospital Banjarmasin. This educational

activity is published in online mass media at BBS-news with the link <https://www.bbs-news.id/2021/07/tim-pspd-fk-ulm-beri-edukasi-kumpul.html?m=1> which airs on July 3, 2021.

This health education activity explained the dangers of using MSG excessively and the importance of fish consumption for health. To find out the participants' knowledge about MSG, the Community Serviceteam circulated a sheet of 21 participants who filled it out completely. with results that can be seen in the following table:

Table 1. Table of answers to the sheet

	Yes N (%)	No N (%)
Correspondent previously had the knowledge about MSG	20 (95.24%)	1 (4.76%)
Correspondent understood the MSG consumption is bad for health	20 (95.24%)	1 (4.76%)
Correspondent often used MSG for cooking purposes	7 (33.33%)	14 (66.67%)

Based on the table above states:

1. A total of 20 people (95.24%) knew about MSG. The sources of information about MSG they get from electronic media, health programs on TV and social media, radio broadcasts, counseling from the health office, mass media (newspapers), BPOM counseling, information on neighbors, and group leaders.
2. This shows that most members of the Sumber Rezeki entrepreneurial group already know about MSG from various sources.
3. A total of 20 people (95.24%) said that the consumption of MSG is not good for health.
4. This shows that the members of the Sumber Rezeki entrepreneurial group mostly know that MSG consumption is not good for health if consumed in excess. This is different from the research conducted by Badriyah (2019)¹¹ in Sidomukti village which received 76.67% of the residents did not know the effect after consuming MSG.
5. It was found that 7 people (33.33%) often used MSG for cooking at home.

This shows that those who often use MSG for daily cooking purposes at home are less than those who rarely use MSG for daily cooking purposes at home. This is in line with their knowledge of the dangers of using MSG if used excessively.

The resource person explained the meaning, source, and safe use of MSG for health. Monosodium glutamate (MSG) is the sodium salt of glutamic acid, a flavor compound because the addition of MSG will make food taste more delicious.⁹ Most Indonesian people are still not aware of the dangers of MSG content in food. Many negative impacts are detrimental to health due to consuming MSG regularly without a clear dose. Losses do not occur in a short time but in the long term.¹⁰

In addition, the resource persons also explained the importance of consuming fish as a source of protein which is very beneficial for health. The Sumber Rezeki entrepreneurial group uses cork fish as the basic ingredient for making non-MSG crackers. Cork fish has very good nutritional content for health. The content consists of high protein content, especially albumin and essential amino acids, fats, especially essential fatty acids, minerals, especially zinc (Zn) and several vitamins that are very good for health.

According to Santoso in 2009, snakehead fish (*Channa striata*) is one of the most important food ingredients potential which can be used as a source of antioxidants because it has a high nutritional content, namely protein content. Another opinion that states the benefits of snakehead fish is Ulandari et. al. in 2011 which stated that Cork

fish has the benefit of increasing albumin levels and body resistance, accelerating the healing process of internal or external wounds.⁶ Given that Cork fish has a fairly high albumin content, if it is used as a basic ingredient for making fish crackers, it is expected to increase nutrition, especially albumin in the resulting crackers.⁷

At the end of the activity, the Community Service team made a video of the activity that would be used as an output of the program, namely by uploading it on YouTube social media with the address <https://youtu.be/6FYrkVYtqoM> and PSPD website with link <http://pspd.ulm.ac.id/2021/08/13/pengabdian-kepada-Masyarakat-program-kemitraan-Masyarakat/>

CONCLUSION

Based on the results of the poll and discussion between the Community Service team, resource persons, and members of the Sumber Rezeki entrepreneur group, the following conclusions can be drawn; 1) This Community Service activity can increase the commitment of the Sumber Rezeki entrepreneurial group to maintain the production of non-MSG Cork fish crackers. 2) This Community Service activity can increase the commitment of the Sumber Rezeki entrepreneurial group to increase knowledge and expand networks to improve product quality and expand marketing, 3) Most members of the Sumber Rezeki entrepreneurial group already know information about MSG and the dangers of using it excessively, 4) Only a small number of members of the Sumber Rezeki entrepreneurial group often use MSG for their daily cooking at home.

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