

Strengthening Economic Civic Through Fish Ball Processing in Coastal Communities

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Article Info	Abstract
Article history: Received: February 21, 2024 Accepted: August 10, 2024 Published: January 18, 2025 Keywords: Coastal communities Community empowerment Economic civic Fish bali processing Skills This article is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License © 2025 Bubungan Tinggi: Jurnal Pengabdian Masyarakat	This community service activity provides an overview of strengthening economic civics through fish ball processing training for coastal communities. Based on observations in Magekapa, it is known that the potential marine resources in the form of fish cannot be managed in a varied way by the community to be used as a source of economic income. Therefore, improving economic citizenship through skills training for the community is necessary, one of which is through training in making fish balls. This training activity is carried out to prepare competitive citizens with knowledge and skills. The method used in this service is Asset Based Community Development (ABCD). ABCD method emphasizes dedication based on strengths and potential, starting with identifying and developing existing assets or resources to be used again as assets that are beneficial to the lives of the community. The final result of the service activities is that the community has the skills to produce fish balls, which can be developed as a source of income to help improve the local economy. To cite this article: Dadi, M. Y. (2025). Strengthening economic civic through fish ball processing in coastal communities. <i>Bubungan Tinggi: Jurnal Pengabdian Masyarakat</i>, 7 (1), 128-133.

INTRODUCTION

Indonesia is an archipelago with extraordinary natural wealth, possessing various natural resources in the sea and on land. Paradoxically, this tremendous natural resource potential does not always align with the welfare of its people. The problem of natural resource management is a classic issue caused by capital, human resources, and technology ([Rachman, 2016](#)). Progress must be accompanied by human intellect, technology, and information ([Mavianti et al., 2020](#)).

The human resource factor is a problem in natural resources management due to the disparity in the skills of Indonesian citizens in managing available resources. The availability of resources must be accompanied by the ability to process these resources to produce something of economic value. A lack of creativity can lead to resources not being maximally managed ([Intisari & Rosnina, 2019](#)). To manage community potential well, the strategy that must be implemented is to develop the quality of human resources by increasing community development insights and economic skills ([Sujana et al., 2020](#)). Coaching and training are one way to overcome the skill disparities experienced by the community. Training is a short-

term education designed to develop human resources systematically and organize so that individuals perform professionally in their fields ([Harjanti et al., 2023](#)).

Given the conditions experienced by the community, empowerment programs are needed to improve natural resources management. Community empowerment is an effort to enhance the community's capabilities and independence to manage the resources and potentials they possess to achieve welfare. It is a step to strengthen the community's institutional side to increase independence and welfare, thereby realizing equitable and sustainable social justice ([Nugrahaningsih et al., 2021](#)).

Magekapa Village, located in Maukaro District, Ende Regency, is one of the villages in the East Nusa Tenggara Province that requires coaching and skills training that aligns with the wealth of marine products. This is important because, based on observations, interviews, and documentation conducted by the community service team, it was found that: 1) Magekapa Village has potential marine products in the form of fish that promise community welfare; 2) However, the selling price of fresh fish is relatively low and often experiences price fluctuations, causing the income of the coastal community of Magekapa Village to be unstable; 3) The village community has not been creative in processing fish, even though creatively processing fish not only results in delicious and nutritious dishes but also opens up economic opportunities; 4) The partners rarely consume balls. After all, there are no ball sellers in the village, and travelling ball vendors rarely pass through the village.

The challenges faced by the partners have led the university to implement the Entrepreneurship course in the form of community service. Additionally, fish ball processing has become the focus of this service activity because, besides addressing the partners' issues, fish balls are a modern processed fish product that is both delicious and nutritious, with the potential to be developed in Magekapa Village. Fish balls are Micro, Small, and Medium Enterprises (MSMEs) that can help reduce economic disparities by providing opportunities to underserved individuals or groups ([Yusuf et al., 2023](#)). MSMEs are a type of business pursued by the Indonesian people, emphasizing talent, creativity, skills, and knowledge while absorbing a lot of labour in their implementation ([Hasan et al., 2022](#)). This training is well-suited for coastal villages because it aligns with the blue economy program promoted by the government, which is a development approach based on the economic value of marine resources and creating added value both directly and indirectly to accelerate economic growth, improve the welfare of coastal communities, and maintain environmental sustainability ([Erwantiningsih et al., 2022](#)).

The community service activities by the National Institute of Flores hold great hope that the partners can develop skills creatively to drive economic growth. Community service activities aimed at enhancing knowledge to acquire skills through training and mentoring to produce products that can be turned into businesses, thereby promoting creative economic ventures, are crucial ([Teriasi, 2022](#)). The creative economy drives economic growth, absorbs labour, and promotes trade and innovation derived from creativity ([Septiyana et al., 2020](#)). Good economic growth can improve community welfare, reduce poverty, strengthen community competitiveness, and enhance quality of life.

Strengthening economic civic by utilizing local potential through producing fish balls is expected to build economic independence for the community. Economic civic aims to shape good and intelligent citizens who are prepared for the challenges of the times and are competitive in achieving economic independence ([Hariyanti & Sari, 2022](#)). Economic civic establish economic independence to ensure basic needs and protect the community's dignity

through collective efforts from the government, community, and private sector ([Muttaqin et al., 2022](#)). Strengthening the creative economy of the community is a form of enhancing the economic independence of citizens (economic civic) ([Juwandi et al., 2021](#)). Economic civic refers to the active participation of the community in economic activities. In line with economic and civic goals, this community service activity aims to prepare competitive citizens with the knowledge and skills to manage the potential of marine resources through fish ball production training.

METHOD

This activity was carried out on December 6, 2021, involving one lecturer, four students, and 12 housewives. The method used in this community service activity was the ABCD (Asset-Based Community Development) approach, with data collection techniques consisting of observation, documentation, and interviews. The ABCD approach begins with identifying and utilizing the assets as potential resources to build the village. The principles of the ABCD method include community strengths, community participation, empowerment, and collaboration ([Afandi et al., 2022](#)). This method was implemented in three stages: preparation, execution, and evaluation.

The preparation stage involved identifying the community's needs based on the village's available resources by conducting surveys and in-depth discussions with the village government and representatives from the local community. The execution stage consisted of socialization, training, and mentoring. During the evaluation stage, the lecturer and students conducted interviews with the partners to identify the activities' strengths and weaknesses. After the evaluation, the results of this community service activity were shared with the partners, institutions, and the wider community by publishing a scientific article.

RESULTS AND DISCUSSION

The initial stage of this community service activity was preparation through identifying the needs of the Magekapa Village community in Ende Regency by conducting surveys and discussions to determine: 1) The potential resources available in the village, with fish being one of the significant potentials in Magekapa Village; 2) The community's skills in processing fish; 3) Market opportunities for fish ball products; 4) Preparation of materials and tools for fish ball production.

The second stage was the execution. In this stage, the community service team conducted a socialization session, explaining the benefits and the process of making fish balls and providing a live demonstration to the partners. The demonstration of fish ball production is shown in Figure 1.



Figure 1 Demonstration of fish ball production

The implementation of this activity went smoothly and successfully. The participants were enthusiastic, engaged in discussions, and could independently practice the correct method of making fish balls. The smoothness of the activity was also influenced by the support from the village government, which facilitated the meeting between the community service team, the PKK women's group, and the Magekapa Village community. Despite various factors supporting the success of this activity, there were still some challenges, including low community participation in the activity.

The final stage of this activity was the evaluation, which aimed to measure the effectiveness of the community service activities. The evaluation was conducted before and after the fish ball production training. The pre-test results showed that out of 12 participants, only 2 people, or 17%, had previously heard about fish balls. None of the participants knew how to make fish balls, though they were interested in learning how to process fish into balls. After the training, post-test data revealed that 83% of the participants understood how to process marine fish into balls, and 75% felt confident they could make delicious fish balls. The evaluation indicated that the community understood how to make fish balls following the demonstration by the community service team. The increased knowledge gained from the training is expected to boost the community's productivity. This aligns with research findings highlighting the necessity of education and training to enhance work skills, thinking abilities, and competencies ([Bariqi, 2018](#)).

Before the training, 67% of the participants were not convinced that fish balls could be a source of economic income. However, after the training, 92% of the participants believed that fish balls could be an economic income source, and 58% expressed interest in starting a fish ball business. They targeted homes, small shops, and schools as potential places to start their business. This data shows that the participants were motivated to start a business, which could lead to the optimal use of the village's marine resources as a source of income. Improving the knowledge and skills of coastal communities based on the creative economy can help enhance income and well-being ([Wahyuningsih et al., 2024](#)). Therefore, the motivation gained by the community is expected to be implemented as a business opportunity that can increase the added value of the fishermen's catch.

Based on the pre-test and post-test data, it can be concluded that the community service activities successfully increased participants' knowledge and skills in processing marine fish into balls. This is evidenced by the percentage of responses in the pre and post-tests. Before the training, the participants did not know how to make fish balls, but after the training and independent practice, 83%, or 10 participants, understood how to make fish balls. Participants who still did not fully grasp the process were delayed in following the steps for making fish balls. Those who were not confident in making tasty balls were still confused and did not fully comprehend the process. Participants who did not wish to start a fish ball business cited a lack of capital and the availability of complementary raw materials as their main challenges.

CONCLUSION

Magekapa Village has significant potential for developing a fish ball business. The fish ball production training for the Magekapa Village community went smoothly. It achieved the intended goals of the community service activity: to provide the community with the knowledge and skills to manage the potential of marine resources. The final outcome of this activity is that the community has acquired the skills and can now produce fish balls from

marine fish. These skills are expected to present opportunities for developing a fish ball business, which could benefit the economic growth of the coastal community in Magekapa Village. The success of this activity was attributed to the village government's support and the community participants' enthusiasm. However, challenges such as low community participation, availability of raw materials, and business capital need attention and solutions to ensure that the fish ball business can develop sustainably and benefit the village community.

CONFLICTS OF INTEREST

There is no conflict of interest to declare in this article.

AUTHOR CONTRIBUTIONS STATEMENT

MYD conceived and designed the community service activity; performed the community service activity; analyzed and interpreted the data; wrote the article.

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