



Introducing the Diversification of Fishery Products from Cultivated Milkfish as a Trigger for the Creative Economy in the Former Prostitution Area of Kampung Dolly, Surabaya

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Abstract

Kampung Dolly was originally the largest prostitution area in Southeast Asia which is associated with nightlife. On 19 June 2014, a policy was issued by the Surabaya city government to close this prostitution area which abruptly caused many people to lose their jobs that previously could obtain an overall economic turnaround of over 300 million rupiah per night. Even after a decade, the community still has not been able to recover its economic independence. The research was deemed indispensable for assisting the community regain its economic strength. This activity was conducted by the lecturers and students of the Faculty of Fisheries and Marine Universitas Airlangga to foster a creative economy in Kampung Dolly community by utilizing fishery resources for 41 participants who were members of MSME N'Jarang Nambe, Kampung Dolly, Surabaya. Assistance and monitoring were also provided to ensure a successful outcome for the participants. Preliminary questionnaires found that 87.8% of participants had ever bought fisheries products and were knowledgeable about various diversification product types available in the market. The final questionnaires observed the participants' preferences on product packaging, marketing, and licensing of their products. A total of 54% of participants preferred simple packaging with affordable pricing, 66% of participants would rather sell their product at conventional markets directly, and only 37% of participants have applied for business permits. In conclusion, this activity has successfully provided comprehensive insight regarding the introduction of product diversification and assistance during the production process to

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trigger the entrepreneurial spirit for regaining economic stability in Kampung Dolly communities.

INTRODUCTION

Urban settlement is one most found forms of settlement in Indonesia where it is still influenced by the rural environment with unfavorable yet irregular building conditions, high population, and packed building density (Pamungkas *et al.*, 2022). The presence of harmony between public interaction with private privacy, and sufficient quality space for people to live, work, and play is essential for good livable urban settlement. However, there are still many urban areas that do not meet these criteria due to the weak economy and poverty occurring in the area which is mainly caused by the high rate of urbanization in that area (Güneralp *et al.*, 2017) Higher rate of urbanization from rural to urban areas unequivocally impact the availability of employment opportunities, free space for living, and friction tendency between urban dwellers (Harahap, 2013). People within this type of community are generally willing to work anything as long as their necessities are fulfilled. This tendency may lead to the functional shift of urban areas into prostitution areas, which terminologically means the specific limited area associated with nightlife as a red-light district.

Kampung Dolly was one of the largest prostitution areas in Southeast Asia located in Putat Jaya Village, Sawahan District, Surabaya City. The establishment of this prostitution area has become the primary income source for people who live there with an approximate turnover gross income of 300-500 million rupiah per night. However, due to the misuse of this area as a prostitution area or red-light district, the Surabaya city government eventually decided to shut down the operation of Kampung Dolly on 19 June 2014 based on the Surabaya Regional Regulation No. 7 of 1999 prohibiting the utilization of building/place for immoral acts and attraction to commit immoral acts.

Following this closure, Kampung Dolly experienced a very drastic economic decline which had a huge impact on the surrounding community causing a lot of people to be deprived of their primary occupation (Savitri *et al.*, 2018). Even after almost a decade, the community still has not been able to recover its economic independence completely. There have been several empowerment programs carried out by the city government to aid their economic recovery, however, their occupational habit that has been around in the community for ages makes it even harder to proceed with the occupation changes (Sugiyarto, 2018). Furthermore, the soaring cost of living is incomparable with the minimum source of income, making it more difficult for people to fulfill their basic needs and obtain financial independence. Therefore, additional sources of income are needed, including the existence of entrepreneurship development for people within the Kampung Dolly community.

The entrepreneurial development could be comprehended through the research assistantship program, with the hope that the community can develop independent businesses and have a good source of income by diversifying the fisheries products of processed milkfish as a creative economic stimulus. Milkfish is one of the fish species that has high potential for various processed food products (Pamijiati, 2009) because its property of having a very good protein content of about 20.59% which is greater than the protein in beef of 18.8%, the protein in chicken meat for 18.2%, and the protein in chicken eggs of 12.8% (Hafiludin, 2015). In addition, milkfish also has a savory taste that makes this fish generally favored by the majority of public consumers. Despite this advantage, milkfish still belong to perishable goods with shorter shelf-life and quality properties that are apt to decrease gradually

over time due to the high moisture content so that it is relatively favored by microorganism growth (Bao *et al.*, 2007). Hence, the diversification process may effectively prolong the product shelf-life through preservation and processing. Milkfish diversification has broad types of end products varying from nuggets, fishcakes, and meatballs that are safe and more enticing for consumption. Through the diversification process, various milkfish commodities products may be sold with higher values and ameliorate the economic stability of people in Kampung Dolly community.

The research provided by higher education institutions was assuredly needed by the community in Kampung Dolly as those institutions could give professional assistantships throughout the program. Kampung Dolly was also strategically located in Surabaya city where it was surrounded by sea-shore and aquaculture sites so that the abundant fish raw material supply could be diversified into myriad products. Thus, this study objectively proposed to observe the understanding level of people inside the Kampung Dolly community related to fisheries diversification products and their preferences to utilize it as an alternative source of income by entrepreneurial activity.

METHODOLOGY

Ethical Approval

Research conducted on introducing the diversification of fishery products from cultivated milkfish as a trigger for the creative economy in the former prostitution area of Kampung Dolly, Surabaya does not require ethical clearance because it is not related to animal clinical trials.

Place and Time

This research program was carried out from August to October 2022. This activity involved several lecturers and students from the Faculty of Fisheries and Marine Universitas Airlangga as a forum for the field practicum and realization of the pioneering concept of independent learning launched by

the Indonesian government. The participants in this activity were 41 members of the Micro, Small, and Medium Enterprises (MSMEs) N'Jarak Nambe which was established by the women's association of Dasawisma Anggrek within Kampung Dolly area.

Research Design

This activity was designed to consist of a training session for introducing the diversification of fisheries products to the participants, assistantship during the production process, and evaluation of the questionnaires that were given to assess participant's prior understanding before this activity and also the outcome of their entrepreneurship on fisheries diversification products.

Work Procedure

This activity initially began with the introduction of the diversification process of milkfish products by holding seminars and training for transferring information and improving the skills of participants. After that, the assistantship was provided for the participants while doing the production process starting from choosing the best quality raw materials, managing the storage, processing products, and packaging so that the obtained products would have higher quality and sold at upscaled price. The assistantship would also include guidance during the marketing process. The evaluation of this activity was conducted through the questionnaires that were given twice, before and after this program. The preliminary questionnaire attempted to measure the understanding of participants related to processed fishery products and their experiences in buying processed fishery products. The final questionnaire was used to measure the outcome of this activity by evaluating the following actions from participants after receiving assistantship in producing diversification products related to the chosen and preferred packaging, marketing, and licensing.

Data Analysis

The data from both preliminary and final questionnaires were inputted and tabulated in Microsoft Excel. Furthermore, the data were processed and presented in the graphs form of pie charts. The data results were analyzed descriptively to measure the prior understanding of participants related to the diversification process of milkfish commodities and their following actions after this activity related to packaging, marketing, and licensing of their products.

RESULTS AND DISCUSSIONS

Since the closure of Kampung Dolly as a prostitution area with the policy issuance by the Surabaya City government, unfathomable amounts of people have been tremendously impacted by losing their primary occupation in this particular sector so that the general income of the people there has also decreased drastically. Almost 10 years have passed, and the community still struggles to regain its economic recovery even with help from the government. Although efforts have been made to restore their regional economy, the imbalance between the soaring living cost and under-leveled income makes it toilsome for the community to reach the welfare state. The socio-economic changes have hit this community austere hard since the prostitution sector has been part of their habitual occupation for a longer period. Nowadays, some of them have started to adjust by establishing small-scale businesses, even though the results are still deemed suboptimal because the economy has not yet gotten stable.

This research is expected to help the people within the Kampung Dolly community to foster their entrepreneurial spirit by creating a creative economy business that mainly utilizes fishery resources so that they may have alternative sources of income. The output targets of this research predominantly relied on the questionnaire's evaluation of 41 participants of the women's association of Dasawisma Anggrek as the respondents. The evaluation of questionnaires

was conducted twice with different goals of measuring the prior understanding of participants related to fisheries product diversification and assessing the participants' readiness to launch their product in the market after participating through the overall training and assistantship program. This final questionnaire's evaluation attempts to assess the participant's readiness from several aspects of preferred packaging types, marketing styles, licensing progress, and feedback on business constraining struggles.

The Prior Understanding of Fisheries Product Diversifications

The preliminary evaluation of this activity is to primarily measure the prior knowledge of participants related to their previous experiences in buying fisheries diversification products and their knowledge of various products available in the market. Based on Figure 1A, the majority of 87.8% (36 people) have been well familiar with buying and eating diversification products from fisheries commodities. These respondents also exhibited a great understanding of various types of fisheries product diversification that has been circulating in the market with 54% of respondents (22 people) knowing about fish balls, 24% (10 people) knowing shredded fish, and 22% (9 people) know fish nuggets as illustrated in Figure 1B.

This indicates that public knowledge of fisheries product diversification has been very good considering that many respondents already know the types of processed fish products and also have been well familiar with buying and eating diversification products of fisheries commodities. The product diversification efforts are purposely carried out as an effort to fulfill community nutrition by enhancing the enticement of people to consume animal protein with various modifications and models. This may be exploited as an appealing business opportunity for community groups to actively sell and market processed fish products that are more varied and nutritious.

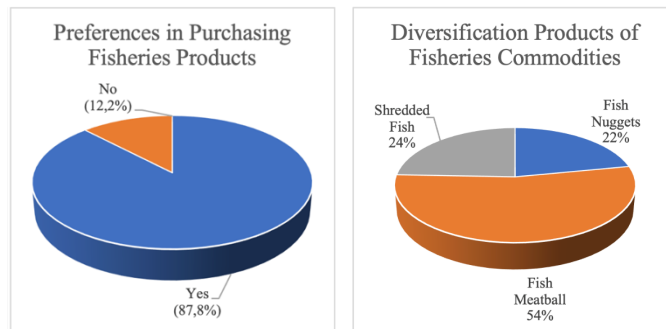


Figure 1. (A) Diversification of fishery products known by respondents; (B) Respondent preferences in buying processed fish products.

The Outcome Evaluation of Processing Fisheries Product Diversifications

The final evaluation was conducted to determine the outcome of this activity by evaluating the participants' responses toward the following action after producing the diversification of fisheries products. The successful business of fisheries diversification products should be paying attention to the packaging because attractive packaging can influence consumer decisions to buy a product (Apriyanti, 2018). Product packaging itself can be divided into three, namely primary packaging, secondary packaging, and tertiary packaging, where each packaging has a function and role. Primary packaging is packaging that is in direct contact with the product and functions as a container and product protector. Secondary packaging is packaging that functions as a container for several primary packages.

Tertiary packaging is packaging that functions as a container for several secondary packaging in product delivery,

especially for long distances such as exports to international markets (Widiati, 2019). The usage of good packaging may concomitantly impact the price of the marketed product, as more than half of the participants (22 people) as displayed in Figure 2, simply prefer the basic packaging with adequate labeling information as more complicated packaging may increase the price value of the products.

The respondents' preferences in the choice of answers may be coerced by economic factors that are currently being faced. With an increase in the level of the economy of the residents, it will certainly affect the respondents' answers. A food product, of course, requires packaging materials to protect the product from the environment and spoilage or spoilage bacteria. In addition, the packaging also contains various information about the packaged product, from the composition, production, and expiration date, to the nutritional content of the product (Erijanto and Fibrianto, 2018).

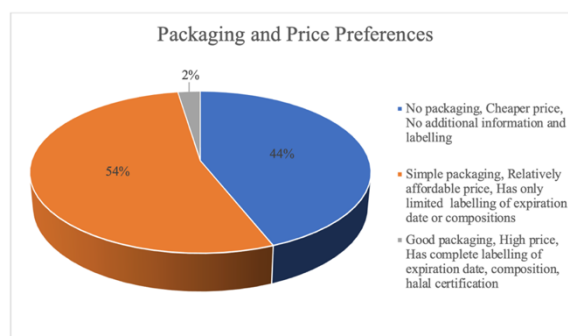


Figure 2. Preferred packaging by the respondents on fisheries diversification products.

Aside from the essential aspect of packaging, another critical aspect of determining the success of a business is heavily leaning on marketing strategies. The best marketing strategy should ensure the product is feasible in reaching all demographic markets. Therefore, the market choice of particular fisheries products should be contingent upon their immediacy to hit the consumers to minimize the spoilage risk (Muna, 2019). Based on Figure 3, the majority 66% of respondents (27 people) have decided to put their product on the traditional market, while 22% (9 people) choose supermarkets and 12% (5 people) prefer to advertise their products online.

Most respondents prefer to sell their products conventionally at traditional markets considering the characteristic of semi-wet processed fish products that tend to be easily damaged, so they need to be sold immediately to prevent spoilage. However, in the era of technological advancements that have developed today, the method of purchasing products does not only take place in a conventional manner where there is a direct product offering between sellers and buyers to gain benefits between parties (Muna, 2019). The online transaction methods are highly recommended because of the flexibility in the process, ease of payment, delivery courier services, and various discount promotions offered.

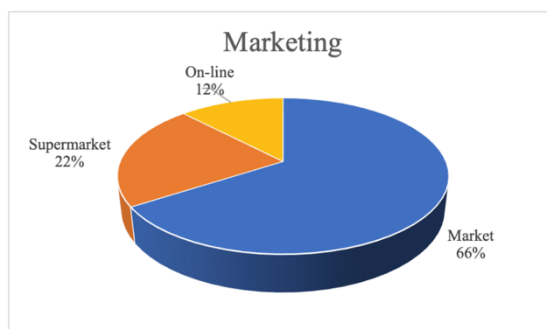


Figure 3. Preferred marketing locations for selling the fisheries product diversifications.

The establishment of entrepreneurial business should have proper legal standing to ensure their rights for operational purposes with a permit license, however, the majority of 63% of respondents (26 people) still have not obtained the permit or legality for their MSMEs business while only 37% (15 people) who already has filed permit application for their business as depicted in Figure 4. Following this activity, the participant will be further assisted in registering their business permit. The license permits for MSMEs abbreviatedly called IUMK is a form of micro and small business license in sheet format that indicates the legality of an individual or company actor/certain activity because all

legitimate businesses must obtain this type of permit based on the Presidential Regulation No. 98 of 2014 concerning the Micro and Small Business Operational Permit.

There are a lot of small businesses still lacking the information about this IUMK permit. However, the registration process to issue this IUMK permit is quite easy and quick. With the ownership of these IUMK permits, the MSME business is expected to have legal standing and may get government funding or workshop training to enhance their business even better so that they can regain economic stability swiftly by increasing the economic income of the surrounding community.

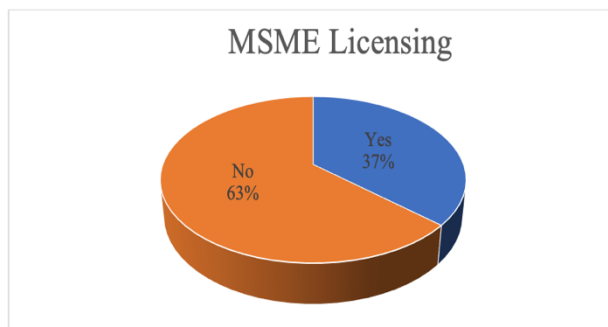


Figure 4. Respondent responses on the ownership of MSMEs license permits.

Despite license permit ownership, MSMEs business still have to face myriad of hurdles and constraints during producing the diversification product from milkfish commodities. Based on Figure 5, the number of 44% of respondents (18 people) experience problems while doing the processing precisely in the production process due to inappropriate working places and inadequate tools for standard food production. Meanwhile, 56% of respondents (23 people) experience problems in the packaging process because of their lack of basic knowledge about the proper and fittest type of packaging selection for the produced products. Respondents admit that there was a lack of knowledge related to product processing and packaging that made the efficiency of their business still relatively low and only accepted in the local market while still struggling to penetrate broader markets.

Through this activity, the participants will be provided with comprehensive training for preparing the business with better marketing strategies to earn higher income through processing and packaging improvements. Apart from MSMEs' self-improvement, the role of the government in developing the MSMEs business is indeed very necessary because MSMEs are one of the potential businesses that may turn the economy and improve community welfare. Hence, the government necessarily needs to empower the MSMEs by providing funding provision to enhance their facilities and infrastructure. In addition, there are many benefits from the existence of MSMEs with absorbing a lot of labor and reducing the unemployment rate. Currently, the demand for the government to be able to immediately realize the importance of social welfare is getting bigger (Keban, 2008).

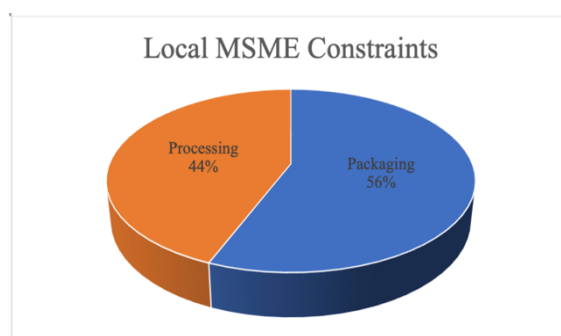


Figure 5. The constraints experienced by respondents as local MSMEs.

CONCLUSION

Based on the implementation of this research, it can be concluded that this activity has been successful in providing comprehensive insight regarding the introduction

of product diversification, and assistance during the production process starting from choosing quality raw materials, selecting packaging, marketing strategies, and license permit registration to trigger the

entrepreneurial spirit for regaining economy stability of MSMEs N'Jarang Nambe which is established by the women association of Dasawisma Anggrek, Kampung Dolly, Surabaya.

CONFLICT OF INTEREST

The authors declare that there are no conflicts of interest within the authorship.

AUTHOR CONTRIBUTION

The authors' contributions to the study are as follows: Patmawati conceptualized the study, undertook research data, and offered constructive revision for the manuscript. Eka Saputra performed conceptualization and undertook research data. Adriana Monica Sahidu contributed to the data collection. Syifania Hanifah Samara performed data collection and offered critical insight for manuscript revision. Riky Leonard provided corrections and input for the manuscript writing. Maulida Agustina contributed to data collection. Ghisella Ayu Rahmawati offered aid in data collection and data analysis. Shindy Novia A'yun performed data collection and data analysis. Zulfan Ibrahim contributed to the manuscript writing. Mohamad Akmal Alwi Hussein performed manuscript writing and revision.

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