

## Empowerment of Housewives in Randusari Village, Semarang: Training in Culinary Business Management and Fish-Based Foods Processing

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### Abstract

Women's economic development is essential to improve the welfare of society. Empowerment is one of the efforts to strengthen the bargaining position of women in increasing their role in national development. Randusari Village, Semarang City, has its natural potential as a coastal area, making it easier to utilize fishery products. In addition, the Randusari village was formed into a thematic village titled *Kampung Pelangi* in 2016. The women in Kampung Pelangi produce souvenirs to increase the productivity of housewives and family income. However, there were no efforts to develop a culinary business by utilizing fish as the main ingredient in Randusari Village. Thus, this community service empowers housewives in Randusari village through training in culinary business management and fish-based foods processing. It is an effort to improve the family economy through increased knowledge and information on processing innovative fish-based foods with selling and nutritional value. The training used the lecture and demonstration methods. It took place at the Randusari Village Hall with 30 housewives. Further, the training evaluation showed increased knowledge in management, culinary business, packaging, marketing, and selling price calculation. In addition, training in fish-based food processing in Randusari Village could help participants improve their fish processing skills correctly and adequately. In conclusion, this community service activity can empower housewives in Randusari village. The output is target community can make culinary business plans. The local government should cooperate with various parties and conduct intensive coaching for culinary business actors.

**Keywords:** Empowerment of housewives; Culinary business management; Fish-based foods processing

### Abstrak

Pembangunan ekonomi perempuan sangat penting untuk meningkatkan kesejahteraan masyarakat. Pemberdayaan merupakan salah satu upaya untuk memperkuat posisi tawar perempuan dalam meningkatkan perannya dalam pembangunan nasional. Desa Randusari Kota Semarang memiliki potensi alam sebagai kawasan pesisir sehingga memudahkan pemanfaatan hasil perikanan. Selain itu, desa Randusari dibentuk menjadi desa tematik bertajuk Kampung Pelangi pada tahun 2016. Para ibu-ibu di Kampung Pelangi memproduksi oleh-oleh untuk meningkatkan produktivitas ibu rumah tangga dan pendapatan keluarga. Namun, belum ada upaya untuk mengembangkan usaha kuliner dengan memanfaatkan ikan sebagai bahan utama di Desa Randusari. Dengan demikian, pengabdian masyarakat ini memberdayakan ibu-ibu rumah tangga di desa Randusari melalui pelatihan pengelolaan usaha kuliner dan pengolahan makanan berbahan dasar ikan. Hal ini sebagai upaya meningkatkan perekonomian keluarga melalui peningkatan pengetahuan dan informasi tentang inovasi pengolahan pangan berbasis ikan yang bernilai jual dan bernilai gizi. Pelatihan menggunakan metode ceramah dan demonstrasi. Bertempat di Balai Desa Randusari bersama 30 ibu rumah tangga. Lebih lanjut, evaluasi pelatihan menunjukkan peningkatan pengetahuan di bidang manajemen, bisnis kuliner, pengemasan, pemasaran, dan perhitungan harga jual. Selain itu, pelatihan pengolahan makanan berbahan dasar ikan di Desa Randusari dapat membantu peserta meningkatkan keterampilan mengolah ikan secara benar dan memadai. Kesimpulannya, kegiatan pengabdian masyarakat ini dapat memberdayakan ibu rumah tangga di desa Randusari. Outputnya adalah masyarakat sasaran dapat membuat rencana bisnis kuliner. Pemerintah daerah harus bekerja sama dengan berbagai pihak dan melakukan pembinaan secara intensif bagi para pelaku usaha kuliner.

**Kata kunci:** Pemberdayaan ibu rumah tangga; manajemen bisnis kuliner; Pengolahan makanan berbahan dasar ikan

## INTRODUCTION

Housewives or homemakers are strong women because they act as managers in the family. Women have an essential role in national development because of their extraordinary potential. According to the historical view of the potential of women, they play many roles as mothers, wives, farmers, company managers, volunteer workers, village heads, etc. (Manembu, 2017). Statistics Indonesia has revealed the population projection of Central Java Province Regency/City from 2010 to 2025. The female population in the workforce will reach 11,707,583 people (BPS Provinsi Jawa Tengah, 2021). This number indicates that women can become economic development actors in mobilizing society to fight poverty. Women's economic development is essential to improve the welfare of society. Supporting the family economy is one effort to increase the role and contribution of Indonesian women in development. Fulfilling spiritual and material needs can improve the standard of living and self-quality. Empowerment is one of the efforts to strengthen the bargaining position of women in increasing their role in national development (Aswiyati, 2016).

## GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS, AND TARGET SOLUTIONS

### General Description

Randusari Village has its natural potential as a coastal area, making it easier to utilize fishery products, both marine fish, brackish water fish, and freshwater fish. Fishery potential can be used as a family consumption or income source (Husnayaen *et al.*, 2021). It is in line with the development of regional potential in Randusari village. The Randusari village was formed into a thematic village titled *Kampung Pelangi* in 2016 (Juwariyah, Widyaswati and Meiriyanti, 2018). A tourist village can potentially improve the social and economic conditions, especially in the Randusari village community. Therefore, the community should play an active role in the program's success to enhance the people's economy. One of the efforts is to increase the role of housewives in the Randusari village.

### Problem

The women in Kampung Pelangi produce souvenirs to increase the productivity of housewives and family income (Fachry *et al.*, 2017). However, there were no efforts to develop a culinary business by utilizing fish as the main ingredient in Randusari Village. The development of a culinary industry from fish potentially can support the success of Kampung Pelangi. Processed fish products can be used as products with a selling value (Siswanty and Ratnasari, 2021), pride, and become souvenirs for tourists (Putra and Asrianty, 2019). In addition, fish is healthy food, especially for children's growth, containing a lot of protein and omega 3, suitable (Wibowo, 2017).

### Target solution

This community service empowers housewives in Randusari village through training in culinary business management and fish-based foods processing. It is an effort to improve the family economy through increased knowledge and information on processing innovative fish-based foods with selling and nutritional value. The

context of women's empowerment is by utilizing the natural potential that exists but has not been appropriately managed due to limited knowledge and skills. So women, especially housewives in Randusari village, must be aware of increasing their knowledge and skills.

## **METHOD**

The training used the lecture and demonstration methods. The material in the lecture method was culinary business management, including culinary business planning, packaging techniques, marketing techniques, selling price calculations, and the implementation of culinary businesses (Triastuti, 2020). In addition, materials in the demonstration method were knowledge and practices of fish-based foods processing. The first stage in community service implementation was preparation. The preparation stage is the initial stage before implementing activities. The activities in the stage were pre-survey, identification of problems and needs of partners, making proposals that offer solutions to problems and needs of partners, and procurement of training materials. The second stage was implementing training in culinary business management and fish-based foods processing. The training took place at the Randusari Village Hall, Randusari Pos Street II/55 Semarang. It was held on November 25, 2021, with 30 housewives in the Randusari Village area from RW 1 to RW 7 as participants. The characteristic participants had skills in processing food to be inspired to process fish-based foods. A food processing training guide used recipes prepared by the Social Welfare Academy of Mrs. Kartini Semarang as a speaker (Diana, 2019). The third stage was the training evaluation by asking questions and answering questionnaires to determine the understanding levels of participants after the training.

## **RESULTS AND DISCUSSION**

First, the community service team provided training regarding management understanding, objectives, processes, and functions. After giving the material, there was a discussion with the participants. The training evaluation showed that participants had increased understanding. 80% of the participants understood that management is essential science to learn in a business. (Fitrawaty *et al.*, 2018; Masita, Elly Dwi, 2018; Rahmidani *et al.*, 2019; Hadi and Ardhi Khairi, 2020) In addition, 85% comprehended the activities in the management process. In addition, the community service team presented motivation to grow a high entrepreneurial spirit. The participants were very active in the question-and-answer discussion regarding how to have an entrepreneurial spirit. The material consisted of the definition of a culinary business, the purpose, the process of opening a culinary business and calculating the selling price. After giving the material, there was a discussion with the participants. The training evaluation showed that 85% of participants had increased knowledge regarding building a sustainable culinary business to improve family welfare. Furthermore, training on packaging included packaging purposes, processes, and functions. After giving the material, there was a discussion with the participants. The training evaluation showed that 90% of participants had increased knowledge regarding the importance of product packaging. Moreover, training on marketing consisted of marketing definition, objectives, processes, and functions. The training evaluation showed that 90% of

participants had shown a change in understanding. They comprehended that marketing is vital science to succeed in the culinary business. The selling price calculation is the process of counting the cost of production and profit so that the feasibility of the business can be assessed. After giving the material, continued discussion between participants and the speaker, participants practiced predicting production costs and income. Finally, the community service team performed demonstrations in as many as seven groups. Each group practiced processing fish-based foods. Training in fish-based food processing in Randusari Village could help participants improve their fish processing skills correctly and adequately. The atmosphere of the training activities was illustrated in Figure 1. In addition, The products consisted of catfish *sate lilit* (number 1), catfish drumstick (number 2), dumplings made from *pindang* (number 3), tilapia rolls filled with vegetables (number 4), *zuppa soup* made from *bandeng* (number 5), *bandeng* rolls (number 6), and spicy fish *bakpia* (number 7). The fish-based food products can be marketed at the Tiban market, which is open every Sunday and is managed by residents. The further plans are more broadly products marketing and can add variants of souvenir products in Semarang.



Figure 1. Fish-Based Food Processing Activities  
Source: Yuyun (2021)

*Pindang* (n): processed fish by a combination of boiling, cooking, and salting

*Sate lilit* (n): satay variant in Indonesia, originating from Balinese cuisine

*Bandeng* (n): popular food fish in Southeast Asia

*Zuppa soup* (n): a thick soup with pastry or puff pastry placed on top like a hat

*Bakpia* (n): a pastry cake from Fujian in the form of flour rolls baked with various fillings.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Training in culinary business management and fish-based foods processing can empower housewives in Randusari village. The output is target community can make culinary business plans. In addition, the training can increase lecturers' participation in developing culinary businesses in Randusari Village.

### Suggestion

The local government should cooperate with various parties, especially the banking sector, to support working capital and business development in Randusari Village, especially for MSMEs. In addition, the local government could conduct intensive coaching for culinary business actors to promote business.

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