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Management of Catfish Farming in Improving The Economy in The Country is Praising The Economy. South Binjai, Binjai City

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ABSTRACT

This activity aims to empower the economy of the residents of Puji Dadi Village by developing catfish cultivation. The method used in this activity is a participatory approach. This activity involves the community as a partner and research subject. This study includes the following steps: socialization, training, mentoring, evaluation, and strengthening. Data was collected through secondary data, direct observations, interviews with key informants, and documents. Data were analyzed using data reduction, presentation, and conclusion-drawing techniques. The study results show that community economic management through the development of catfish cultivation has succeeded in improving the community's knowledge, skills, economic, and social aspects. Factors that affect the success of community management are community support and active participation, stakeholder support and cooperation, availability and feasibility of resources, and the application of participatory methods. The long-term impacts of community management are as follows: the community can develop an independent, sustainable, and competitive catfish farming business, the community is able to improve the quality of life, independence, and welfare; The community can contribute to regional development, especially in the fisheries sector.

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1. Introduction

Community economic management is one of the efforts to improve the welfare and independence of the community through the optimal and sustainable use of the potential of existing resources. Community economic management can be carried out through various ways such as providing support, training, facilitation, or support to the community to improve the skills, productivity, and competitiveness of the community

Dzulhijjah et al. (2020), Nurhanifa et al. (2020), one of the potential resources is catfish, a type of freshwater fish popular in Indonesia. Catfish has high economic value both in terms of income and nutritional value. In addition, catfish farming can also bring social benefits such as increased skills, knowledge, and public health.

Catfish cultivation is one of the promising activities in Indonesia, because catfish has high economic value and great demand in the market. Catfish cultivation can also bring social benefits to the community such as increased skills, knowledge and health. However, to start a catfish cultivation business, there are several things that need to be considered, such as location selection, pond preparation, seed selection, feed provision, pond maintenance, yield processing, and so on. The cultivation of catfish with as many as tails is carried out by several people such as; Sari et al. (2019); Wijayanti et al. (2020); Rahmawati et al. (2021). Puji Dadi Village is one of the villages in Binjai City. This village has a considerable potential for catfish cultivation because it has supportive environmental conditions such as a tropical climate, clean water and large land. However, catfish cultivation in Puji Dadi Village is still not optimal because catfish farmers still face many obstacles and limitations. Some of the obstacles faced include lack of commercial capital, the right agricultural technology, a large and stable market, and support from stakeholders. To overcome these obstacles and limitations, research is needed to accompany and support catfish farmers in Puji Dadi Village.

This activity is part of the efforts of local residents who focus on the community's economy with productive business activities. One of the production activities that can be developed is catfish cultivation. Catfish farming is an activity that has good prospects for the future, because the need for catfish continues to increase along with population growth and industrial development. In addition, catfish cultivation can also have a positive impact on the environment and society. Various studies have been conducted with the aim of empowering the economic community through catfish, in particular: Wirdiyanto et al. (2017); Angga (2018); Imtihan et al. (2020).

The purpose of the research is to make a positive contribution to society by empowering productive businesses that are in accordance with the needs and potentials of the community. The research also aims to improve the welfare and independence of the community through the optimal and sustainable use of natural and human resources. The research also aims to provide social benefits to the community through strengthening skills, knowledge and public health.

2. Research Method

The location of the research activity is in Puji Dadi Village, Binjai City, North Sumatra. The subjects who participated in this research activity were residents of Puji Dadi Village, especially groups of ... a person consisting of... men and ... woman. Methods used In research activities are participatory, meaning involving the community as partners and subjects of activities, so that the community can play an active role in the management process. The stages of research activities are carried out as follows: Preparation Stage. These steps include: a) coordination with stakeholders, such as local governments, community leaders, and target groups; b) determine the location, time and resources for the activity; c) prepare operational tools, such as socialization guides, training, mentoring, assessment and reinforcement. Implementation stage. This stage includes: a) socialization, which is providing information and explaining the goals, benefits, and progress of activities to the community; (b) special training on providing knowledge and skills of catfish cultivation to the community; (c) support, especially providing support, guidance and facilitation to the community in the implementation of people's catfish cultivation; d) evaluation, specifically measuring and evaluating the results and impacts of community management through catfish cultivation; e) strengthening, especially providing motivation, appreciation and guidance to the community to improve the quality and sustainability of catfish farming.

3. Results and Discussion

Aspects of knowledge and skills. Residents of Puji Dadi Village experienced increased knowledge and skills in catfish cultivation after socialization. This can be seen from the results of the pre- and post-tests carried out before and after the training. In addition, the community can also carry out catfish cultivation practices with the help and support of the research team.

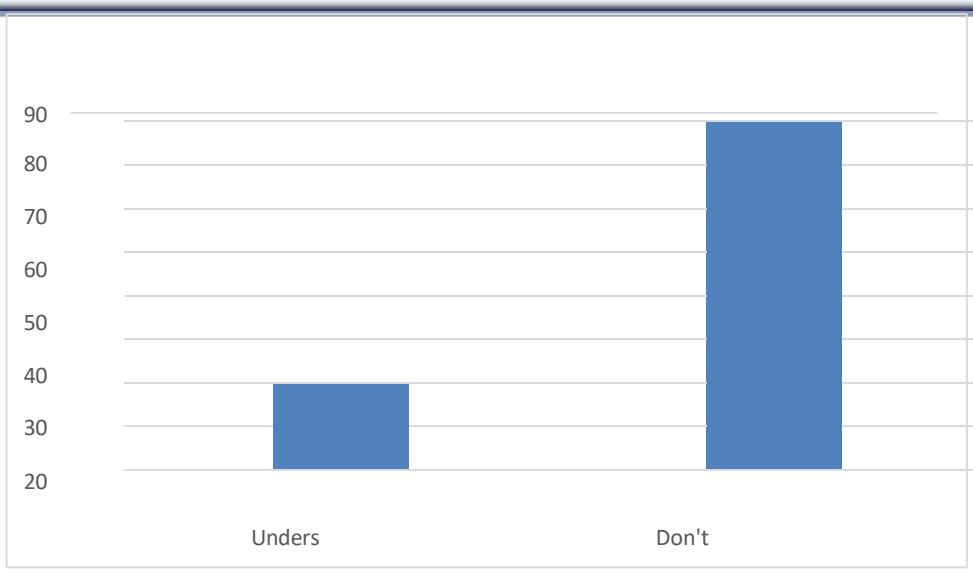

Figure 1. Pre-Test Results

Economic aspect. The people of Puji Dadi Village have experienced an economic increase from fish farming. In addition, the community is also able to develop a processed catfish business, such as nuggets, meatballs, and siomay, which have added value and a wide market.

Social aspect. The people of Puji Dadi Village have experienced a social improvement from catfish cultivation. This is manifested in cooperation, solidarity and independence built in society. The community also holds regular meetings to discuss problems and solutions related to catfish cultivation. The public can also manage the company's finances transparently and responsibly. The public can also access information and technology related to catfish farming, both through online and offline media.

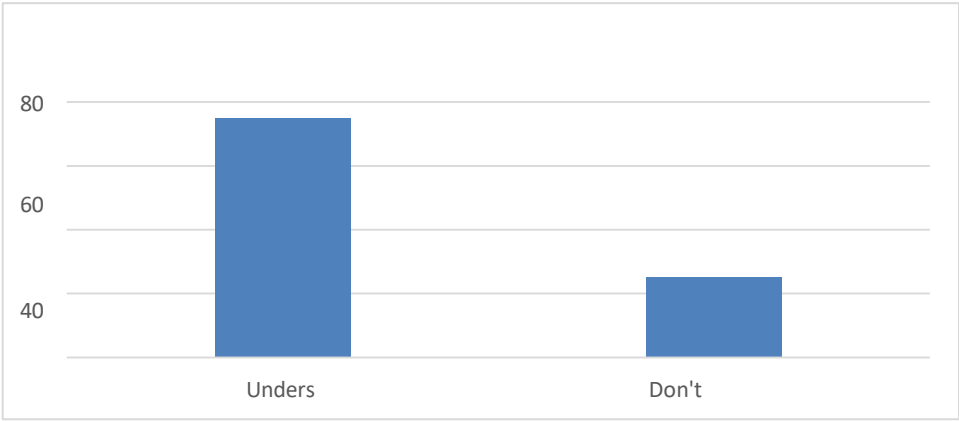

Figure 2. Improvement of Social Aspects

The results of research activities conducted in Binjai City show that community management through the development of catfish cultivation can provide significant benefits for the community, both in terms of knowledge, skills, economic and social aspects. This is in line with several previous studies that have also shown that community management through catfish cultivation can improve the quality of life, independence, and welfare of the community. For example, Wardiyanto et al. (2017) reported that community management through the development of catfish cultivation using biofloc technology has succeeded in increasing the knowledge and skills of the community in catfish cultivation using biofloc technology. Angga (2018) reported that community management through catfish cultivation in Ngankaro Hamlet, Tegalrejo Village, Selopuro District, Blitar, succeeded in

improving the community's economy through increasing income, employment and social protection. Imtihan et al. (2020) reported that community management through the development of catfish farming business with the implementation of the Balanced Scorecard after the Covid-19 pandemic in District Successfully improve the operational efficiency of the catfish farming business through improving financial conditions. Customers, process aspects, business, learning and development.

4. Conclusion

The research results show that community economic empowerment through the development of catfish cultivation has succeeded in increasing the community's knowledge, skills, economic and social aspects. Factors that influence the success of community empowerment are community support and active participation, stakeholder support and cooperation, availability and suitability of resources, and the application of participatory methods. The long-term impact of community empowerment is as follows: the community can develop an independent, sustainable and competitive catfish farming business, the community is able to improve the quality of life, independence and welfare; The community can contribute to regional development, especially in the fisheries sector

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