

Perluasan pasar produk olahan ikan patin melalui perbaikan kemasan dan promosi daring

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ABSTRAK

Ketersediaan ikan patin hasil sentra budidaya minapolitan Kabupaten Banjar cukup besar. Namun ikan masih dominan dipasarkan dalam kondisi segar dengan persaingan yang tinggi maka harga ikan patin cenderung berfluktuasi. Karenanya perlu upaya pengolahan untuk meningkatkan nilai tambah. PKM ini bertujuan untuk memberikan pelatihan dan pendampingan pengolahan, pengemasan, dan labelisasi; promosi produk melalui media daring, serta penilaian kelayakan finansial usaha. Metode pendekatan yang digunakan untuk mencapai tujuan terdiri dari (1) Sosialisasi dan diskusi, (2) Demonstrasi, (3) Pelatihan dan pendampingan, dan (4) Evaluasi. Pelatihan dan pendampingan pengolahan, pengemasan dan labelisasi produk olahan ikan patin kepada kelompok mitra telah memberikan pengaruh pada peningkatan pemahaman anggota kelompok, meskipun peningkatan baru terjadi pada beberapa anggota kelompok. Proses adopsi dan difusi di antara anggota kelompok mitra terhadap pengelolaan usaha kelompok dengan manajemen yang baik, serta pemasaran produk menggunakan media daring menimbulkan perubahan sikap bisnis kelompok ke arah yang lebih baik. Promosi produk melalui media daring diharapkan akan berdampak terhadap perluasan jangkauan pemasaran produk dan keuntungan usaha olahan ikan patin.

Kata Kunci: ikan patin; olahan; pengemasan; promosi; pasar

Abstract

The supply of sutchi catfish from the minapolitan aquaculture center of Banjar Regency is quite large. However, fish are still dominantly marketed in fresh conditions and competition is high, so the price of catfish tends to fluctuate. Therefore, processing efforts are needed to increase added value. This social service aims to provide training and assistance in processing, packaging, and labeling; product promotion through online media, as well as business financial feasibility assessment. The approach method used to achieve the objectives consists of (1) Socialization and discussion, (2) Demonstration, (3) Training and mentoring, and (4) Evaluation. Training and assistance in processing, packaging, and labeling processed catfish products to partner groups increased the level of understanding of the group members, although only occurring in some group members. The process of adoption and diffusion among members of the partner group towards good management of the group's business, as well as product marketing using online media, led to a change in the group's business attitude for the better. Product promotion through online media is expected to have an impact on the expansion of product marketing reach and the profits of the catfish processed business.

Keywords: sutchi catfish; processed; packaging; promotion; market