

## SMALL BUSINESS DEVELOPMENT IN THE COMMUNITY ORNAMENTAL FISH CULTIVATION IN CIRIUNG VILLAGE

**Ilham Heru Setiawan \*, Roy Waluyo**

Universitas Ibn Khaldun Bogor

Jl. Sholeh Iskandar No.Km.02, RT.01/RW.010, Kedungbadak, Kec. Tanah Sereal, Kota Bogor, Jawa Barat  
16162, Indonesia

Email: [ilhamheru221@gmail.com](mailto:ilhamheru221@gmail.com)

### Abstract

Ornamental Fish Farming in Indonesia survived during the economic crisis until the Covid- 19 pandemic arrived. This situation, brings major change in people's consumption behavior that results in decreased income. Aims of this activity is to provide knowledge and insight to increase micro and small businesses income in new normal era at Cordova Bina Amanah Entrepreneurship School. Participants are given materials of market structure, marketing media and marketing media costs, using educational and training methods. This activity, can increase average knowledge and insights of the material to 79,67% . This activity should be carried out continuously, added with diverse materials related to digital technology, whether online or offline. Participants as businessmen needs to apply promotion with digital technology, build personal branding, innovation and product diversification, and registered their businesses at Cooperative Service for micro, small, and medium enterprises.

**Keywords:** New Normal Era, Ornamental Fish Businesses, Declining Revenue, Digital Marketing

### INTRODUCTION

The era of the industrial revolution 4.0, which is oriented towards the internet and digital technology, makes it easier for people to obtain information, thus making their activities more effective and efficient (Hamdan, 2018). The advancement of information and communication technology has brought major changes to production, distribution, and consumption (Siaila, 2010). This makes the products marketed not limited to physical form but also applications and technologies.

These activities have resulted in the development of digital-based business models. Businesses with this model can increase efficiency, transparency, quality, and competitiveness (Andriyanto, 2018). In facing the digital era, the Government through the Ministry of Industry has created a road map Making Indonesia 4.0, by integrating existing strategies, through collaboration between the government, academia, associations, and micro, small, and medium enterprises (Pramana, 2020).

The Large-Scale Social Restrictions (PSBB) policy implemented by the Indonesian government aims to reduce the spread of the Covid-19 pandemic, by closing schools, offices, hotels and restaurants, tourist attractions, and other public places, but has an impact on the economic sector (Ristyawati, 2020). This happened because people were working from home and quarantine

independent, resulting in changes in people's behavior in consuming and resulting in a decrease in income (Hapsari, 2020). This pandemic has had an impact on economic growth in Indonesia, which contracted by 2.07 percent in 2020 (Fahrika & Roy, 2020). However, the implementation of the new normal brings new hope for ornamental fish farming business actors to develop their businesses (Istiatin & Mawarti, 2021). The government is recovering the national economy by improving health services, purchasing power, and creating a conducive business atmosphere. The existence of micro and small businesses during the crisis is the support of the national economy, but in the pandemic era it is vulnerable. This situation is because during the crisis the business developed independently and after getting easy access to loans, with the Covid-19 pandemic there was a decrease in public demand by 78.35 percent, which resulted in a decrease in income by 84.20 percent, so that SMEs had difficulty fulfilling their obligations (Astuti, 2021). As a result, micro and small businesses that can last less than 3 months are 19 percent and those that last 3 months are 55 percent, but those that can last more than 3 months are only 45 percent, because of their efforts to diversify (Central Statistics Agency, 2020).

The government recognizes the importance of the role of micro and small businesses in helping to overcome unemployment and support the national economy (Sarfiyah, Atmaja, & Verawati, 2019). For this reason, the government issued a Ministerial Regulation to increase the competitiveness and empowerment of MSEs and cooperatives. In the development of micro and small businesses, it is necessary to have reliable human resources. As for how, small and medium business actors need to have experience, education and training, abilities and skills in managing resources and management, as well as good behavior and health. In the pandemic era, it has resulted in difficulties in obtaining jobs and even many workers who are subject to Termination of Employment (Sina, 2020). This makes people want to become micro and small business actors.

I myself took the initiative to help empower the younger generation to become business actors in Guppy Fish Cultivation, in order to improve their economic capabilities. This opportunity is used by young people to take part in this education, so that many enthusiasts want to learn how to develop a business during the pandemic. However, with the limited marketing knowledge possessed by the surrounding community, I finally took the initiative to provide my direction and experience in marketing and engineering to make a cultivation place better. By making designs for aquarium placement racks and air bubble settings for fish. For this reason, this activity was carried out with the aim of increasing knowledge and insight in overcoming the decline in income due to changes in the market in the new normal era.

## **IMPLEMENTATION METHODS**

The implementation of community service to achieve its goals needs to make and follow the established procedures. The procedures include preparation, survey and observation, coordination, implementation, monitoring and Interview.

However, in this interview an unstructured interview technique is used, which uses open-ended questions for the manager and his students. Observation was also carried out in the field to obtain supporting data. In observation activities, it can be classified into participant observation and non-participant observation (Sugiyono, 2016).

This observation uses the participant to observation technique by observing environmental situations and conditions as well as small business character development activities. Coordination is carried out to determine the certainty of the location, method, time, object based on the results of surveys and observations, as well as the results of the agreement of the community service team and the head of the local RW.

The implementation of his activities during the Covid-19 pandemic, so that he still has to maintain health protocols, so that it is carried out and in accordance with his lecture schedule, so as not to interfere with his business activities. The method used in education and training, so that students can also apply it directly. Community service can be categorized as successful if participants can understand the material as much as 70 percent. Monitoring and evaluation are carried out based on input from the community service team, school managers, and students during the implementation of community service. Monitoring and evaluation activities are important to obtain input for the next implementation to be better.

## **RESULTS AND DISCUSSION**

The government has created a Community Small and Medium Enterprises (MSMEs) program in order to increase economic growth in the era of the Covid-19 pandemic (Sugiri, 2020). This is done by restructuring MSME loans, working capital, and providing other support (Maftuchan, 2020). The policy is a synergy between the government and Bank Indonesia and the Financial Services Authority. However, to accelerate recovery, the government provides facilities to small and medium business actors in the form of government-borne small and medium enterprises final income tax incentives and Presidential Assistance for Productive Micro Enterprises (Marlinah, 2021).

All of them can function well if micro, small, and medium business actors try to rise and not only rely on assistance from the government. For this reason, micro, small, and medium business actors must be able to adapt to the new normal era. Anticipate the need for micro and small businesses by creating new habits, through new marketing strategies, so that they can always keep up with the times (Fadillaha & Subchan, 2021).

In the era of the industrial revolution 4.0, the use of technology is the center of all industrial activities (Prasetyo & Sutopo, 2018). However, if the human resources are not ready, they will be replaced with machines. For this reason, the development of technology needs to be followed by the ability of human resources through education and training. This also applies to small and medium enterprises in facing the industrial revolution 4.0, by increasing knowledge of marketing strategies, so that it can accelerate the revival of small and medium enterprises (Respatiningsih, Arini, & Kurniawan, 2020). The existence of the new normal era, which is in the industrial revolution 4.0, has

made the development of technology and the digital economy more rapid, which is marked by an increase in the flow of digital transactions. This situation is a good moment for micro and small businesses to take advantage of digital technology in developing their market.

Marketing in cyberspace can be done by promoting products to various media on the internet, in the form of websites, social media, and marketplaces (Dwijayanti & Pramesti, 20201). Of all of them, Instagram is one of the most widely used online sales media. However, to join the marketplace there are obstacles, especially because many offer similar products, so that the products are not visible to consumers. For this reason, it is necessary to make

Marketing strategies in the marketplace so that consumers can be known, namely by marketing quality products, having a target market, knowing competitors, getting to know the market place, learning the marketplace algorithm, making interesting videos to attract many enthusiasts.

Marketing with new techniques online in the calculation of its cost is different from conventional marketing. For this reason, business actors need to take into account the cost of each step they make. With online marketing, it is hoped that it can increase total net revenue. This can happen because although new costs will appear, costs can be covered by an increase in consumer demand. Marketing with new techniques will make its activities more practical, efficient, and can minimize errors in administrative record-keeping. The strategy applied is simple with minimal risk, and easy to apply to help the recovery of medium-sized businesses during the Covid-19 period.

Community service carried out can increase participants' knowledge and insight into market structure materials, marketing media and marketing media costs. This activity increased the knowledge and insight of the three materials by an average of 30.33 percent, with details of pre-community service the participants knew the three materials on average 49.33 percent, but after community service the average was 79.67 percent. For market structure materials, there was an increase of 37 percent, marketing media 20 percent, and marketing media costs 34 percent. There is this significant increase, because participants feel important and interested in the material provided, and supported by the right method, so that it can provide optimal results due to the occurrence of two-way communication.

## **CONCLUSIONS**

Community service activities were carried out by students of the Faculty of Engineering and Science, Ibnu Khaldun University Bogor in Ciriung Village, Cibinong District in order to increase knowledge and insight in overcoming declining income due to changes in the market in the new normal era. For this reason, it is necessary to provide material on market structure, marketing media and marketing media costs to support the increase in revenue. The implementation uses the method of education, training and application, through the provision of material and continued with discussions, as well as discussions of related cases. The results of the implementation of this community service can increase knowledge and insight from the three materials from an average of 49.33 percent to 79.67 percent, resulting in an increase of an average of 30.33 percent. This activity was a good success, because after its implementation, participants were able to master 75 percent of the market structure material, 85 percent of marketing media and 79 percent of marketing media costs. The implementation of community service needs to be carried out continuously, with

additional time, various materials related to digital technology, and carried out online and offline. Business actors need to utilize digital technology in promoting on social media and registering their business on marketplace platforms, building personal branding, product innovation and diversification, and officially registering with the Cooperative Office and micro, small, and medium enterprises.

## REFERENCES

- Amri, A. (2020). Dampak Covid-19 Terhadap UMKM di Indonesia. *Jurnal Brand*, 2(1), 123–130.
- Andriyanto, I. (2018). Penguat Daya Saing Usaha Mikro Kecil Menengah Melalui E-Commerce. *Jurnal Bisnis dan Manajemen Islam*, 6(2), 89–100.
- Astuti, S. A. D. (2021). Dampak Covid-19 terhadap Ketenagakerjaan dan UMKM di Mojokerto. *Jurnal Inovasi Penelitian*, 1(9), 1775–1778.
- Badan Pusat Statistik. (2020). Analisis Hasil Survei Dampak COVID-19 Terhadap Pelaku Usaha.
- Chernev, A., & Kotler, P. (2018). *Strategic Marketing Management*. New York: Cerebellum Press.
- Dwijayanti, A., & Pramesti, P. (2020). Pemanfaatan Strategi Pemasaran Digital menggunakan E-Commerce dalam mempertahankan Bisnis UMKM Pempek4Beradek di masa Pandemi Covid-19. *Ikraith Abdimash*, 4(2), 68–73.
- Fadillaha, M. N., & Subchan, M. (2021). Dampak Covid-19 Terhadap Perilaku Konsumen dalam Penggunaan Marketplace di Indonesia. *Jurnal Mitra Manajemen*, 12(1), 123–130.
- Fahrika, A. I., & Roy, J. (2020). Dampak Pandemi Covid-19 terhadap Perkembangan Makro Ekonomi di Indonesia dan Respon Kebijakan yang Ditempuh. *INOVASI: Jurnal ekonomi, keuangan dan manajemen*, 16(2), 206–213.
- Hamdan. (2018). Industri 4.0: Pengaruh Revolusi Industri Pada Kewirausahaan Demi Kemandirian Ekonomi. *Jurnal Nusantara: Aplikasi Manajemen Bisnis*, 3(2),
- Handayani, S., & Martini, I. (2014). Model Pemasaran di Era New Wave Marketing. *Jurnal Ekonomi Manajemen dan Akuntansi*, 21(36), 1–12.
- Hapsari, I. (2020). Konflik Peran Ganda dan Kesejahteraan Psikologis Pekerja yang Menjalani Work From Home Selama Pandemi Covid-19. *Jurnal Psikologi*, 13(1), 37–45.
- Istiatin, & Mawarti, F. S. (2021). Sosialisasi Berbagi Peluang Usaha UMKM dan Ekonomi Kreatif di Era New Normal di Dusun Pinggir Desa Telukan Sukoharjo. *Jurnal Budimas*, 3(1), 129–140.
- Pramana, S. (2020). Peningkatan Literasi Data Menuju Indonesia 4.0. *Empowerment in the Community*, 1(1), 37–40.
- Prasetyo, H., & Sutopo, W. (2018). Industri 4.0: Telaah Klasifikasi Aspek Dan Arah Perkembangan Riset. *J@ti Undip : Jurnal Teknik Industri*, 13(1), 17–26.
- Respatiningsih, H., Arini, A., & Kurniawan, B. (2020). Kemampuan Adaptasi Umkm di Era Revolusi Industri 4.0. *SEGMENT: Jurnal Manajemen dan Bisnis*, 16(2), 99–113.
- Ristyawati, A. (2020). Efektifitas Kebijakan Pembatasan Sosial Berskala Besar dalam Masa Pandemi Corona Virus 2019 oleh Pemerintah Sesuai Amanat UUD NRI Tahun 1945. *Administrative Law and Governance Journal*, 3(2), 240–249.
- Sarfiah, S. N., Atmaja, H. E., & Verawati, D. M. (2019). UMKM Sebagai Pilar Membangun Ekonomi Bangsa. *Jurnal REP: Riset Ekonomi Pembangunan*, 4(1), 137–146.

- Sasono, E., & Yuliana, R. (2014). Manajemen Inovasi Pada Usaha Kecil Menengah. *Jurnal STIE Semarang*, 6(3), 74–90.
- Shaferi, I., & Pinilih, M. (2020). Pengeseran Fokus Usaha sebagai Strategi Batu UMKM dalam Mengahdapi New Normal. *Jurnal Pro Bisnis*, 13(2), 1–10.
- Siaila, S. (2010). Pengaruh Perubahan Teknologi Terhadap Transformasi Ekonomi Dan Transformasi Sosial. *Soso-Q*, 2(2), 102–120.
- Sina, P. G. (2020). Ekonomi Rumah Tangga di Era Pandemi Covid-19. *Journal of Management : Small and Medium Enterprises (SMEs)*, 12(2), 239–254.
- Sugiri, D. (2020). Menyelamatkan Usaha Mikro, Kecil dan Menengah dari Dampak Pandemi Covid-19. *Fokus Bisnis : Media Pengkajian Manajemen dan Akuntansi*, 19(1), 76–86.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.