

Sustainability of Blue Economy Resource sebagai Pemulihan Ekonomi Kelompok UMKM Sukolilo

Sustainability of Blue Economy Resource as Economic Recovery Sukolilo MSMe Group

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Abstrak

Pengabdian masyarakat ini dilaksanakan pada kelompok mitra UMKM Toko Krupuk Risma di Sukolilo Surabaya. Permasalahan mitra pengabdian yaitu: 1) Kualitas produk terkadang tidak konsisten; 2) Dibutuhkan pengikat packaging yang memadai untuk proses packaging barang; 3) Penggunaan transaksi pembayaran masih manual; 4) Kebijakan keuangan masih belum optimal. Tujuan penelitian ini: 1) Meningkatkan konsistensi produk; 2) Diberikan ttg dan pelatihan penggunaan alat strapping; 3) Pelatihan dan pendampingan literasi otomatisasi transaksi pembayaran; 4) Pelatihan dan pendampingan pengambilan kebijakan keuangan. Tahapan pelaksanaan pengabdian masyarakat ini meliputi: 1) Persiapan; 2) Pelaksanaan; 3) Monev Internal; 4) Evaluasi Program; 5) Keberlanjutan Program. Metode pendekatan yang digunakan dalam pengabdian masyarakat ini yaitu: 1) Pelatihan; dan 2) Diskusi. Hasil pengabdian masyarakat terjadi peningkatan konsistensi produk dengan alat penggiling bumbu yang diberikan. Terdapat peningkatan kualitas packaging produk dan pembayaran transaksi secara virtual diterapkan dengan baik. Selain itu kebijakan pengambilan keputusan didasari pada pengolahan data yang baik setelah adanya peningkatan literasi mitra oleh tim pelaksana. Tim pelaksana membantu dalam pembentukan sistem monitoring dan evaluasi untuk melacak dampak dari implementasi prinsip-prinsip blue economy dalam bisnis Krupuk Risma. Tim pelaksana terus memberikan bimbingan kepada pemilik toko dan karyawan dalam mengadopsi prinsip-prinsip blue economy dalam operasi sehari-hari mitra.

Abstract

This community service was conducted at the MSME partner group Toko Krupuk Risma in Sukolilo, Surabaya. The problems of service partners are that Product quality could be more consistent, Adequate packaging binders are needed for the packaging process of goods, The use of payment transactions is still manual, and Financial policy still needs to be improved. The objectives of this study were to improve product consistency, provide training on the use of strapping equipment, provide training and assistance in payment transaction automation literacy, and provide training and assistance in financial policymaking. The stages of implementing this community service include Preparation, Implementation, Internal Monev, Program Evaluation, and Program Sustainability. The approach methods used in this community service are Training and Discussion. As a result of community service, there was an increase in product consistency with the spice grinder provided. There is an improvement in the quality of product packaging, and virtual transaction payments are well implemented. In addition, decision-making policies are based on good data processing after an increase in partner literacy by the implementation team. The implementation team assisted in establishing a monitoring and evaluation system to track the impact of implementing blue economy principles in Krupuk Risma's business. The implementation team continues to guide store owners and employees in adopting blue economy principles in partners' day-to-day operations..



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PENDAHULUAN

Analysis of the current situation from the Sukolilo MSME group in Surabaya City shows the location of partners on Jl. Sukolilo No. 2B Surabaya City, which is more specifically named Toko Krupuk Risma. The PKM carried out has the main focus area of Special Thematic Community Partnership Empowerment, namely the Blue Economy. The production potential of Toko Krupuk Risma is very high, this is due to the proximity of partner locations to processed marine raw materials, namely in the Sukolilo fishing area of Surabaya City. It is possible that after carrying out community service, this will make other superior commodities that can be used as a comparative advantage of the store. Next will be presented some empirical conditions as follows:



Gambar 1. Situation of Mitra Toko Krupuk Risma.

Based on Figure 1 described upfront, it shows several partner preparations that are ready for trade. Based on the results of in-depth interviews and initial observations made by the executive thatja, open the Krupuk Risma Store at 06.00-22.00 WIB and open every day. In-store purchases are made through online and offline media, but it is not good so you have to get assistance in online marketing strategies. Producers selling similar commodities are estimated to have 20-30 stores, further potential sales during Ramadan increase drastically especially at night, sales that average 30 kg per day increase to 70 kg per day. Furthermore, some of the products offered by Toko Krupuk Risma will be presented in Table 1 as follows:

Tabel 1. Types of Sales Products

No	Jenis Produk	Harga Per Kg
1	Krupuk Lorjuk	280.000
2	Krupuk Terung Besar (Grade A)	360.000
3	Krupuk Teripang	200.000
4	Krupuk Telur Teripang	280.000
5	Krupuk Kentang Merah	40.000
6	Krupuk Kentang Coklat	60.000
7	Krupuk Rambak Sapi	100.000
8	Krupuk Rambak Kerbau	200.000
9	Krupuk Palembang	40.000
10	Krupuk Kulit Ikan Pe	320.000

Source: Indepth Interview Team (2023)

Based on Table 1, it can be explained that the most expensive commodity is grade A large eggplant crackers at a price of Rp 360,000.00 per kg. The high selling value is due to the A quality of the product, which is based on the size of the eggplant crackers, the larger the size, the better the quality based on the grade. Furthermore, the cheapest commodities are red potato crackers, and Palembang crackers with each price of Rp 40,000 per kg. Commodities that are often in demand are buffalo rambak, large eggplant, and brown potatoes. This has implications for the price of products that are 2 times different from the price of cow rambak. Next will be presented a picture of the condition of the partner during the day as follows:



Gambar 2. Provision of production support equipment.

Based on figure 2, it can be explained that this community service provides supporting tools to increase production and packaging. Seasoning grinding machines are possible as an optimization of production cost reduction, and in addition the results of the spices used become smoother. Furthermore, the strapping machine is used to overcome some partner problems about shipping out of town which makes it difficult for consumers to carry the goods. A picture of the situation of Toko Krupuk Risma at night will be presented as follows:



Gambar 3. Place For Drying Crackers.

Based on figure 3, it shows that the number of cracker ingredients to be produced is large and the potential for export, but the seasoning grinding still involves third parties which causes not optimal production costs. Furthermore, a picture of the warehouse of goods that are ready to be sent out of town will be presented, some of the obstacles faced are the packaging of products that are less optimal and less neat.



Gambar 4. Packaging For Shipping Goods Out Of Town.

Based on figure 4, it can be explained that the packaging of goods to be sent outside the city is less attractive and is still in the form of a plastic ball. In addition, less attractive packaging often results in goods being sent more easily expired. This suitability supports the mainstreaming of the blue economy as an increase in local MSMEs, with good packaging, product branding at the Krupuk Risma Store in Surabaya City gets a good image for consumers.

The objectives of PKM activities related to MBKM in general are: 1) Improve the competence of graduates both soft skills and hard skills; 2) To be better prepared and relevant to the needs of the times; 3) Preparing graduates as future leaders of the nation who are superior and have personality. The objectives of PKM activities for students are: 1) There is a conversion of credits; 2) Expanding networks beyond study programs and universities; 3) Exploration of knowledge and abilities in the field for more than one semester 4) Gain knowledge directly from qualified and reputable partners.

The objectives of PKM related to MBKM for lecturers are: 1) Facilitating students to carry out learning activities; 2) Motivate students; 3) Carry out research and service by involving students; 4) Provide guidance on student learning activities. Based on the objectives of the activities carried out by PKM in general as follows: 1) Increase production consistency; 2) Increase the number of partner production; 3) Improve the cleanliness of partner locations; 4) Increase sales in online marketing; 5) Increase sales outside the Surabaya City area; 6) Improve the automation of virtual payments; 7) Improve financial management decision-making policies. The seven objectives of the activity are included in the achievement of IKU-2 (students get experience outside the campus), IKU-3 (lecturers do off-campus activities), and IKU-5 (the work of lecturers is used by the community). This PKM focus supports the theme of blue economy, this community-based empowerment partner is implemented due to the need for further development in the fields of production, finance, marketing strategies, and novelty innovations as a form of economic recovery after Covid-19.

Previous research on blue economies has focused on the sustainable use of marine and coastal resources to support economic growth. These studies include marine ecosystem analysis, fisheries management strategies, coastal tourism development, and technological innovation to maximize the economic potential of the marine sector (Hadjimichael, 2018; Karani & Failler, 2020; Klinger *et al.*, 2018). The results of this research provide valuable insights for public policy and practitioners to build sustainable blue economy systems and ensure long-term sustainability of the marine environment. Community service carried out by Adibrata *et al.*, (2022) favors the mainstreaming of the blue economy in fisheries business processing, especially shrimp processing. The implementation of similar community service carried out by Bidayani & Priyambada (2022) focuses on coastal villages so that the value of the benefits of marine processing becomes more optimal. The results of Ismail *et al.*, (2023) prioritize increasing human resources so that management is more optimal, further the implementation of community service is carried out by the implementation team focusing on three priority issues. The priority problems are: 1) Production Field; 2) Marketing Field; 3) Finance.

The first priority issues of this community service are: 1) Product quality is sometimes inconsistent; 2) Adequate packaging binders are needed for the packaging process of goods; 3) Inadequate cleanliness around the store and unattractive menu

list. The second priority problem is: 1) Online marketing is not running optimally; 2) Do not promote outside the Kenjeran area. The third priority issue: 1) Use of transaction and payment automation; 2) Financial policies that are not optimal, the use of manual cashiers.

Based on the Special Thematic Focus Area, this research uses the theme Blue Economy. The suitability of this theme to provide empowerment to the community as much as possible is mainly about overcoming the problems that occur. Based on the objectives of the activities carried out by PKM in general as follows: 1) Increase production consistency; 2) Increase the number of partner production; 3) Improve the cleanliness of partner locations and attractive menu lists; 4) Increase sales in online marketing; 5) Increase sales outside the Surabaya City area; 6) Improve the automation of virtual payments; 7) Improve financial management decision-making policies.

The solutions offered in this community service refer to previously classified problems, namely: 1) Design and manufacture of Wet Spice Milling machines; 2) Training, mentoring, operation and maintenance of wet spice grinding machine; 3) Design and manufacture of packaging strapping machine; 4) Training, mentoring, operation and maintenance of strapping packaging machines; 5) Design and manufacture of neon box menu list; 6) Training and assistance in the implementation of online marketing optimization strategies; 7) Training and mentoring on promotional strategies to expand sales reach; 8) Mentoring and training on the use of virtual payment automation; 9) Assistance and training on automation of financial statement recording.

Blue Economy Theory

Blue economy is an economic development concept that focuses on the sustainable use and management of marine and coastal resources (Prayuda, 2019; Wahyuddin et al., 2022). This approach integrates economic, social, and environmental aspects in order to create economic added value without sacrificing the sustainability of marine ecosystems and the welfare of coastal communities. Blue Economy covers economic sectors related to the marine environment, such as fisheries, acvaculture, coastal tourism, renewable energy, marine transportation, and marine technology and innovation. The aim is to optimize the utilization of marine resources by considering sustainability aspects, including biodiversity conservation, prudent fisheries management, and environmental impact reduction (Ramadian & Muthmainnah, 2023; Supriatna, 2021). The Blue Economy also emphasizes the importance of building the capacity of coastal communities, promoting social inclusion, and raising awareness of the value of marine ecosystems. The Blue Economy strives to achieve sustainable economic growth, create jobs, and improve the quality of life of coastal communities, while maintaining the integrity of marine ecosystems vital to the global ecological balance (Brears, 2021; Keen *et al.*, 2018). It is important to note that the implementation of the Blue Economy requires cooperation between the government, private sector, academia, and civil society, as well as active involvement in the planning, development, and management processes of marine and coastal resources. Thus, the Blue Economy becomes the foundation for sustainable development that enables inclusive and environmentally sound economic growth along coastlines and oceans around the world (Alharthi & Hanif, 2020; Hasan *et al.*, 2018).

The basic concept of Blue Economy theory is based on a holistic approach to the utilization of marine and coastal resources by prioritizing sustainability and ecosystem balance. Some key aspects of the theoretical foundation of Blue Economy include: 1) Marine and Coastal Ecosystems, understanding the complexity and interactions between marine and coastal ecosystem components, including biodiversity, biogeochemical cycles, and ocean dynamics; 2) Resource Management, implementing prudent management strategies for sectors such as fisheries, acvaculture, tourism, and marine energy to prevent overexploitation and ensure long-term sustainability; 3) Technological Innovation, utilizing advanced technologies, such as remote sensing, artificial intelligence, and biotechnology, to increase efficiency and maximize the economic potential of the marine sector; 4) Social and Economic Development, paying attention to the welfare of coastal communities, creating local economic opportunities, and ensuring equitable distribution of benefits from blue economy activities; 5) Education and Awareness, encouraging education, training, and public awareness of the importance of conservation of marine resources and promoting responsible behavior towards the marine environment; 6) Collaboration and Diplomacy, encouraging cross-

sectoral, inter-state, and inter-institutional cooperation to address common challenges related to the utilization and preservation of marine resources; 7) Research and Innovation, encourage in-depth scientific research to better understand marine ecosystems, introduce innovative technologies, and develop more effective management strategies; 8) Resilient Coastal Communities, strengthening the resilience of coastal communities to climate change, natural disasters, and other external pressures through adaptive and integrative management.

METODE

The implementation method consists of preparation, implementation, monitoring and evaluation, success indicators, and program sustainability (Hadijah et al., 2021; Novianti et al., 2021). The stages of activity implementation are: 1) Training, mentoring, operation and maintenance of wet spice grinding machines; 2) Training, mentoring, operation and maintenance of strapping packaging machines; 3) Training and assistance in the implementation of online marketing optimization strategies; 4) Assistance in online marketing business development; 5) Training and mentoring on promotional strategies to expand sales reach; 6) Mentoring and training on the use of virtual payment automation; 7) Assistance and training on automation of financial statement recording.

The partner category of Toko Krupuk Risma Kota Surabaya is a productive economic sector included in the Sukolilo MSME group of Surabaya City. The seven workers at Toko Krupuk Risma Kota Surabaya will be explained as follows:

Tabel II. Krupuk Risma Store Manpower

No.	Nama Tenaga Kerja	Jabatan	Tingkat Pendidikan
1	H. Syukron	Penasehat/Pemodal	SI
2	Mahrus	Pemilik Toko	SMA
3	Wahyu	Tenaga Kerja	SMA
4	Adi	Tenaga Kerja	SMA
5	Risa	Tenaga Kerja	SMA
6	Norman	Tenaga Kerja	SMA
7	Nia	Tenaga Kerja	SMA

Source: Indepth Interview Team (2023)

Based on Table 2, it can be explained that there are seven workers who are directly involved in the Krupuk Risma Store in Surabaya. The shop owner is Mr. Mahrus who gave authority and approval for the implementation of Community Partnership Empowerment (PKM) at the Krupuk Risma Store in Surabaya City.

The approach method used in the implementation of this Community Partnership Program (PKM), namely: 1) Training, Community Partnership Program (PKM) will be carried out through MSME group training at Toko Krupuk Risma Surabaya City in the form of presentation of several materials related to previously classified problem issues; 2) Discussion, Community Partnership Program (PKM) followed by a question and answer discussion between speakers and PPM partners. The discussion was carried out as a form of feedback from the material that had been given, so that there was a transfer of knowledge to the problems faced by MSME group partners Toko Krupuk Risma Surabaya City.

Community service success evaluation techniques include: 1) Questionnaires; 2) Parcative observation; Document analysis; 3) Performance measurement; 4) Regular monitoring; 5) Achievement of implementation output. The instruments used to assess the success of community service programs are: 1) Satisfaction of service partners; 2) efficiency of plans and implementation; 3) Impact on short-term partners; 4) Medium and long-term impacts; 5) Program sustainability.

Partner participation in the implementation of the proposed Community Partnership Program (PKM) includes several activities including: 1) Cooperation partners as providers of places for the implementation of the Community Partnership Program (PKM), which is located at Toko Krupuk Risma Surabaya City; 2) Cooperation partners as participants in the Community Partnership Program (PKM) and play an active role in preparing the facilities and infrastructure of activities, as well as playing a role in discussion and question and answer activities; 3) Partners are involved as a whole in the PKM program including problem formulation, program planning, scheduling activities, program implementation to the evaluation stage of program activities.

HASIL DAN PEMBAHASAN

The implementation of activities at Toko Krupuk Risma lasted for 1 year starting from the beginning of making research to monitoring and evaluating the activities carried out. Some descriptions of the activities carried out will be explained as follows:



Gambar 5. Lightbox Installation Assistance.



Gambar 6. Online Marketing Optimization Literacy.



Gambar 7. Sales Expansion Literacy.



Gambar 8. Virtual Payment Literacy.



Gambar 9. Financial Statement Recording Literacy.

Based on Figure 6, it is a mentoring and training conducted by the chief executive to improve partner skills in implementing online marketing strategies and increasing partner turnover. Figure 7 shows the sales expansion literacy carried out by the chief executive as an effort to improve promotion strategies, expand sales reach, increase knowledge, and increase sales turnover. Figure 8 shows virtual payment literacy as an effort by the implementation team to increase partners' knowledge of more automated profit/loss preparation. Figure 9 shows the executor providing assistance so that it is expected to increase partners' knowledge about financial statement automation.

Activities were carried out at least four times with various materials provided to overcome partner problems. In addition, there is some momentum for the delivery of appropriate technology tools used to optimize the quality of partner production, product branding, and packaging of goods to be shipped. The implementation of community service takes place actively, participatively and smoothly in accordance with the stage plan planned by the implementation team. Evaluation of program implementation implemented in the Community Partnership Empowerment (PKM) proposal is once a month when PKM is implemented or after PKM implementation which lasts for four months. The four-month period is based and observed based on improving the ability and skills of partners in implementing problem solutions provided by implementers.

The sustainability of the program implemented further includes several points, namely: 1) Monitoring and evaluation of partners' understanding of the operation of the Wet Spice Milling machine; 2) Monitoring and evaluation of partners' understanding of the operation and maintenance of wet spice grinding machines; 3) Monitoring and evaluation of partners' understanding of the operation and maintenance of strapping packaging machines; 4) Monitoring and evaluating partners' understanding of the implementation of online marketing optimization strategies; 5) Monitoring and evaluation of promotional strategies to expand sales reach; 6) Monitoring and evaluation of the use of virtual payment automation.

The interpretation of community service with the theme of sustainability of blue economy is the collective effort of the community in maintaining and maintaining marine resources in a sustainable manner (Heidkamp *et al.*, 2023). This includes efforts to preserve marine ecosystems, resilient management of fish resources, development of renewable energy from the sea, and promotion of sustainable tourism that respects marine ecosystems (Ahmed *et al.*, 2022; Keen *et al.*, 2018). By involving the active participation of communities, this interpretation focuses on ensuring the blue economy remains sustainable while still considering the long-term impact on the marine environment and the sustainability of future generations.

Blue Economy refers to the utilization of local resources, such as raw materials for krupuk production, by considering aspects of sustainability and welfare of local communities (Handayani *et al.*, 2022). Krupuk Risma stores may use local raw materials, such as fish or tubers, which can be obtained from local fishing or farming. This supports the Blue Economy concept by reducing dependence on resources originating from outside the region (Bennett *et al.*, 2021; Keen *et al.*, 2018). Producing and selling krupuk locally, this shop can contribute to economic growth in the local community. This includes creating jobs, expanding markets for local fishermen, and supporting micro and small enterprises in the vicinity.

Toko Krupuk Risma adopts sustainable production-practices, such as using environmentally friendly production methods or recycling waste, this will be in line with the Blue Economy goal to minimize negative impacts on the environment (Bennett *et al.*, 2019; Chiappetta Jabbour *et al.*, 2019; Froehlich *et al.*, 2019). These stores can play an important role in raising public awareness of Blue Economy values, for example by providing customers with information about the local resources used and the importance of buying local products to support the local economy (Kiss *et al.*, 2019).

Toko Krupuk Risma can work with fishermen, or other local producers to strengthen the supply chain and ensure the quality and availability of raw materials in a sustainable manner. The sustainability of coastal activities is guaranteed by the success of Toko Krupuk Risma's business partners and promoting adaptation practices or helping to build local capacity. Applying Blue Economy principles in its operations, the Krupuk Risma store in Surabaya City can be an inspiring example of how local businesses can play a role in supporting economic sustainability, strengthening local communities, and sustaining local ecosystems.

KESIMPULAN

Our team provides training to Krupuk Risma Shop owners and their staff on how to effectively manage plastic waste. They have started a program of recycling and reusing plastic packaging, reducing negative environmental impacts. The implementation team provides marketing literacy and promotion of local products which has implications for increasing the expansion of market segmentation and increasing turnover from Toko Krupuk Risma Kota Surabaya. The executive held a workshop for local fishermen who became suppliers of Toko Krupuk Risma. Third parties are taught environmentally friendly fishing techniques, ensuring the sustainability of marine resources. This is intended to be consistent from upstream to downstream in the application of the blue economy concept. In addition, there is a cooperation facility between Toko Krupuk Risma Surabaya City partners with local communists and local governments for the development of joint initiatives that support blue economy principles. A significant impact was also received by partners in the packaging sector after providing straps for packaging, this impact was felt very significantly because of the large number of shipments heading out of town. Furthermore, at the level of payment transactions, it increases the acceleration of transactions, making it easier for consumers who come directly and consumers who order from online. The use of better financial statements makes correction of profit/loss easier and applied continuously by community service partners.

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