

ENHANCING COMMUNITY EMPOWERMENT AND CAPACITY THROUGH COLLABORATION WITH THE FAJAR LAUT GROUP IN PADANGDANGAN, SUMENEP

Meria Zakiyah Alfisuma¹, Mertiara Ratih Terry Laksani², Ilham Cahya³, Ach. Fachruddin Syah⁴

¹²³⁴Universitas Trunojoyo Madura, Indonesia

Email: meria.alfisuma@trunojoyo.ac.id¹, mertiara.laksani@trunojoyo.ac.id², ilham.cahya@trunojoyo.ac.id³,
fachrudin@trunojoyo.ac.id⁴

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Abstrak: Nelayan di Desa Padangdangan masih menggunakan metode tradisional dalam menentukan daerah tangkapan ikan, yang kurang efektif karena perubahan ekosistem laut yang dinamis. Selain itu, kendala lain yang dihadapi masyarakat meliputi kurangnya pengetahuan dalam pengolahan hasil perikanan, rendahnya kesadaran akan pentingnya sertifikasi halal bagi produk UMKM, serta keterbatasan pemasaran produk secara digital. Oleh karena itu, program pengabdian masyarakat ini bertujuan untuk meningkatkan kesejahteraan masyarakat melalui edukasi berbasis komunitas. Metode yang digunakan dalam kegiatan ini adalah Community-Based Research (CBR), yang melibatkan masyarakat secara aktif dalam identifikasi masalah, perencanaan, pelaksanaan, dan evaluasi program. Kegiatan ini mencakup empat program utama: edukasi penentuan daerah tangkapan ikan berbasis oseanografi, pelatihan penanganan dan pengolahan hasil perikanan, penyuluhan sertifikasi halal untuk produk UMKM, serta pelatihan digital marketing. Hasil kegiatan menunjukkan bahwa nelayan mendapatkan pemahaman baru mengenai teknik ilmiah dalam menentukan daerah tangkapan ikan, yang berkontribusi pada peningkatan hasil tangkapan dan kelestarian ekosistem laut. Selain itu, masyarakat memperoleh keterampilan dalam mengolah hasil perikanan untuk meningkatkan nilai jual, memahami pentingnya sertifikasi halal untuk produk mereka, serta menguasai teknik pemasaran digital guna memperluas jangkauan pasar. Kesimpulannya, program ini berhasil memberikan manfaat nyata bagi masyarakat Desa Padangdangan dalam meningkatkan kesejahteraan ekonomi dan sosial mereka melalui pendekatan berbasis edukasi dan partisipasi aktif.

Kata Kunci : *Pemberdayaan masyarakat Nelayan Fajar Laut, Penentuan daerah tangkapan, pengolahan hasil perikanan, sertifikasi halal, digital marketing.*

Abstract: Local fishermen in Padangdangan Village still rely on traditional methods to determine fishing areas, which are less effective due to the dynamic changes in marine ecosystems. Additionally, the community faces other challenges, including a lack of knowledge in fish processing, low awareness of the importance of halal certification for UMKM products, and limited digital marketing strategies. Therefore, this community engagement program aims to improve community welfare through community-based education. The method used in this activity is Community-Based Research (CBR), which actively involves the community in problem identification, program planning, implementation, and evaluation. This program consists of four main activities: oceanography-based fishing area determination education, fish handling and processing training, halal certification counseling for MSME products, and digital marketing training. The results of the program show that fishermen have gained new insights into scientific techniques for determining fishing areas, contributing to increased catches and marine ecosystem sustainability. Additionally, the community has acquired skills in fish processing to enhance product value, understood the importance of halal certification for their products, and mastered digital marketing techniques to expand market reach. In conclusion, this program has successfully provided tangible benefits to the people of Padangdangan Village, improving their economic and social well-being through educational and participatory approaches.

Keywords : *Fishermen empowerment, fishing area determination, fish processing, halal certification, digital marketing*

Introduction

This community engagement initiative will address three major issues identified through observation at Mitra Fajar Laut: the use of traditional fishing methods that do not significantly increase fish production, disorganized fish processing practices, and a lack of awareness about the importance of obtaining halal certification. It is expected that through this community engagement effort, these challenges can be effectively resolved.

Padangdangan Village is one of ten villages in the Pasongsongan District, Sumenep Regency, with a total area of 1,132 hectares. It consists of several hamlets, including Teppoh, Malaka, Billa Mabuk, Dabada, and Dunggadung. One of the main livelihoods of the villagers is fishing.¹ In general, fishermen traditionally determine fishing grounds based on observational methods, such as monitoring the flight patterns of birds, wind direction, seasonal changes, and other environmental indicators. This practice is also adopted by the fishermen in Padangdangan Village, who rely on traditional methods to locate fishing areas. However, fishing grounds are dynamic and continuously change in response to environmental conditions. Fish tend to select habitats that provide optimal conditions for feeding, shelter, reproduction, and migration. Therefore, predicting fishing grounds can be enhanced through an oceanographic approach, which offers a more systematic and

¹ Sutrisno, A., & Mustakim, S. A. PKM Pemanfaatan Teknologi Pompa Submersible di Desa Padangdangan Kecamatan Pasongsongan, Kabupaten Sumenep, Jawa Timur." *PEDULI Jurnal Ilmiah Pengabdian Pada Masyarakat*, (2021): 2(2).

scientific method for identifying potential fishing areas²³⁴. Therefore, fishermen recognize the need for a more effective method in determining fishing grounds, with the hope of increasing their catch while ensuring sustainability. Through this community service program, a more advanced and scientific approach will be introduced to identify fishing areas and promote sustainable fishing practices.

In addition, the processing of fish catches sometimes poses a challenge. If not managed properly, the catch may deteriorate or spoil. Additionally, fish are often sold immediately without any prior processing, resulting in a lower market value. Therefore, as part of this community service program, training and workshops on fish handling and processing will be conducted to enhance product quality and economic value.

On top of that, Padangdangan Village is home to various MSME (Micro, Small, and Medium Enterprises) products as well as homemade processed goods. However, local entrepreneurs and housewives are generally unaware of the importance of obtaining halal certification for their products. The government has set a target that, by 2024, all food and beverage products in circulation must be halal-certified. Therefore, to support this initiative, this community service program will also include awareness campaigns and educational sessions on halal certification. MSME products and homemade processed goods in Padangdangan Village are marketed within a very limited scope, primarily relying on manual methods such as word-of-mouth promotion. As a result, sales outcomes often do not meet expectations. Therefore, training on digital marketing strategies is necessary to help local entrepreneurs expand their reach and promote their products online, enabling them to access a broader market.

In conclusion, this community service initiative aims to address three key challenges faced by Mitra Fajar Laut, as identified through observation. These challenges include: (1) the reliance on traditional fishing methods that are unable to significantly enhance fish commodities; (2) the lack of a systematic approach to processing fish catches; and (3) a limited awareness regarding the importance of halal certification. Consequently, it is anticipated that the implementation of this community engagement program will effectively mitigate these issues and contribute to the overall improvement of the enterprise.

Method of Implementation

This community service program is conducted as an effort to respond to and address the challenges faced by the partners. To effectively resolve these issues and achieve the objectives and targets of the program, a collaborative approach with the partners is essential⁵. The selected partners for this program are the *Fajar Laut* fishermen group and

² Daniel M. Palacios, et al. "Oceanographic characteristics of biological hot spots in the North Pacific: a remote sensing perspective." *Deep Sea Research Part II: Topical Studies in Oceanography* 53, no. 3-4 (2006): 250-269.

³ Domu Simbolon, "Eksplorasi daerah penangkapan ikan cakalang melalui analisis suhu permukaan laut dan hasil tangkapan di Perairan Teluk Palabuhan Ratu." *Jurnal Mangrove dan Pesisir* X no.1, (2010) : 42-49.

⁴ Ach Fachruddin Syah, AK Ni'am, D Jatisworo. "Potential fishing grounds of Skipjack tuna (*Katsuwonus pelamis*) in western water of Sumatera using remotely sensed data and maximum entropy model." *IOP Conference Series: Earth and Environmental Science IOP Publishing* 1251, no. 1, (2023): p. 012066).

⁵ Susylowati, E., Alfisuma, M. Z., Pujiati, T., ZA, D. R., & Kurniawan, B. "Pelatihan TOEFL Bagi Mahasiswa Di Pesantren Al-Mashduqie di Kamal Bangkalan." *Jubaedah: Jurnal Pengabdian Dan Edukasi Sekolah (Indonesian Journal of Community Services and School Education* 2, no.3, (2022) : 282-288.

the PKK (Family Welfare Movement) mothers in Padangdangan District. This initiative will be carried out through awareness campaigns and training sessions as an effort to enhance the capacity of the partners.

This community service program is implemented in Padangdangan Village, Pasongsongan District, Sumenep Regency. The village was selected due to its predominantly fishing-based population, which faces several challenges in determining fishing grounds, processing fishery products, and marketing local products.

The program begins with a one-month preparation phase conducted on August 2025 including an initial survey and coordination with village officials and community groups. The main activities are carried out over three months, with the following breakdown:

1. First Month (September 2025): Awareness campaigns and education for the *Fajar Laut* Fishermen Group on scientific methods for determining fishing grounds.
2. Second Month (Oktober 2025): Training on fishery product processing, halal certification education for MSME products, and digital marketing workshops.
3. Third Month (November 2025): Program closure, evaluation, and reflection on the implementation and outcomes.

The target audience for this program includes:

1. Fajar Laut Fishermen Group: The primary group receiving training on scientifically based methods for determining fishing grounds.
2. MSME Entrepreneurs, PKK Mothers, and Housewives: Participants in training on fishery product processing, halal certification education, and digital marketing to enhance local product marketing.

Each target group is actively involved in the planning and implementation process, with the expectation that they will be able to independently apply the knowledge gained after the program concludes.

Community Service Method

This program adopts a Community-Based Research (CBR) approach, which positions the community as active partners in every stage of the initiative. This approach involves the following steps:

1. Problem Identification: Conducted through discussions and interviews with the community to identify key challenges.
2. Collaborative Planning: The program is designed based on the actual needs of the community, involving the leader of the *Fajar Laut* Fishermen Group.
3. Program Implementation: Education and training are delivered using methods that are easily accessible and understandable to the community.
4. Evaluation and Sustainability: Engaging the community in reflecting on program outcomes to ensure long-term impact and sustainability.

Program Effectiveness and Supporting Factors

The participants or partners are considered to have successfully understood the materials presented in the Community Service Program due to the clear, concise, and well-structured delivery of the content. Additionally, a well-organized schedule helped participants focus better on the learning materials⁶. Several key factors contributed to the

⁶ Susylowati, E., & Alfisuma, M. Z. "Pelatihan Tenses Bahasa Inggris Pada Siswa Sekolah Menengah Pertama (SMP) Di Omah Sinau Pelangi Secara Daring." *Jurnal Dharma Jnana* 3, no. 1, (2023): 48-54.

program's success, including: High community engagement, ensuring active participation, Support from village officials, facilitating smooth program implementation, Availability of adequate resources, enhancing the learning experience. However, the program also faced challenges, such as: low digital literacy levels, making it difficult for some participants to adopt online marketing strategies, and limited access to technology in certain community groups, restricting their ability to fully utilize digital tools.

Evaluation Method

The evaluation of this program is conducted in three stages:

1. Observation: Assessing community participation and engagement in the activities.
2. Interviews: Collecting feedback from participants regarding the benefits of the program and analyzing changes in their knowledge and skills.
3. Discussion Forum: Engaging with the community to design strategies for program sustainability.

Results and Discussion

Stages of Community Assistance Activities

The community assistance program was carried out in stages to ensure effectiveness and sustainability. The following outlines the sequence of assistance activities:

1. Preliminary Activities

Identifying community needs through surveys and discussions with the *Fajar Laut* Fishermen Group, and coordinating with group leaders and target participants to establish commitment.

2. Establishing Communication with the Community

Introducing the program through village meetings, and forming assistance groups based on specific needs (fishermen, MSMEs, and housewives).

3. Formation of Assistance Groups

Assigning participants into groups based on activity type, and appointing mentors and facilitators for each group.

4. Implementation of Assistance Activities are:

- a. Fishing Ground Identification Education: Training for *Fajar Laut* fishermen using an oceanographic approach.
- b. Fishery Product Processing Education: Workshops for housewives and *PKK* members to enhance product value.
- c. Halal Certification Awareness: Seminars for MSME entrepreneurs on halal certification procedures.
- d. Digital Marketing Training: Training on digital platforms for entrepreneurs to expand their market reach.

This Community Service Program was conducted in four phases, following the work plan of the Padangdangan Community Service Team, which included: Education on fishing ground identification, Education on fishery product handling and processing, Education on halal certification and product certification, Digital marketing training

- a. Education on Fishing Ground Identification

Many residents of Padangdangan Village work as fishermen, relying heavily on marine resources, particularly fish catches, for their livelihoods. However, their fishing

yields have often fallen short of expectations. They aspire to find a more effective and scientifically grounded method to identify productive fishing areas, ensuring both higher catch rates and sustainable fishing practices. To address this issue, this program provided educational sessions and training for local fishermen. The sessions focused on scientific approaches to determining fishing grounds, equipping them with knowledge and techniques that enhance both efficiency and environmental conservation.⁷ During this educational session, Ilham Cahya, a lecturer from Universitas Trunojoyo Madura (UTM) with expertise in predicting fishing grounds, served as the resource person. The event was attended by members of the Fajar Laut Fishermen Group and young fishermen from Padangdangan Village who rely on fishing as their primary occupation.



Figure 1. Education on Determining Fishing Grounds

b. Education on Fish Handling and Processing

Padangdangan Village is located along the coast, making fishing a primary occupation for many residents. The main fishery products include fish and shrimp. However, due to poor handling and processing, these products often spoil quickly, reducing their marketability. In most cases, fishermen sell their catch immediately without any processing, resulting in low economic value. To address this issue, a training session was conducted on proper fish handling and processing techniques. The goal was to equip the community with the necessary skills to preserve and add value to their fishery products, ultimately improving their market competitiveness.⁸ This workshop was led by Meria Zakiyah Alfisuma, a lecturer from Universitas Trunojoyo Madura (UTM) specializing in fishery product processing. The event was attended by members of the PKK (Family Welfare Movement) and young women from Padangdangan Village.

⁷ Soraya, A., Al Khatami, M. J. T., Hujjatullah, M. A. A., Irwanto, I., & Alfisuma, M. Z. "Sosialisasi Optimalisasi Penginderaan Jauh Guna Meningkatkan Stok Tangkapan Ikan di Daerah Padangdangan Kecamatan Pasongsongan." *Santri: Journal of Student Engagement* 4, no.1, (2025):36-44.

⁸ Rizqi Ar Rahimah, Amelia Soraya, Meria Zakiyah Alfisuma, Mertiara Ratih Terry L, Ach. Fachruddin Syah, Ilham Cahya. "Pelatihan Pembuatan Teri Krispi untuk Meningkatkan Nilai Tambah Hasil Tangkap Ikan di Desa Padangdangan, Pasongsongan, Sumenep." *Proceeding DEDIKASI* 4, no.2, (2025): 163-173. LPPM Universitas Pamulang



Figure 2. Workshop on Handling and Processing Fishery Products with PKK Members

The education on fish handling and processing was implemented in several stages: first, an introductory session highlighting the importance of proper handling and processing in preserving product quality and extending shelf life; second, practical demonstrations led by Meria Zakiyah Alfisuma, a fisheries product processing specialist from Universitas Trunojoyo Madura (UTM), focusing on effective cleaning, storing, and processing techniques; third, hands-on practice sessions for participants to apply these methods directly; and finally, discussions and feedback to address questions and ensure participants could confidently implement these skills in their daily practices, aiming to enhance the economic value of local fishery products.

c. Education on Halal Certification and Product Certification

Padangdangan Village is home to numerous micros, small, and medium enterprises (UMKM) and home-based businesses that produce fishery and non-fishery products. However, most of these products lack halal certification, which is a crucial requirement for market expansion. An educational seminar on halal certification was conducted in response to the government regulation mandating that all food and beverage products must obtain halal certification by October 2025,

Fachruddin Syah, a lecturer from Universitas Trunojoyo Madura (UTM) and a certified Halal Auditor, served as the keynote speaker, explaining the process and requirements for obtaining halal certification. Additionally, the community service team (Tim Abdimas) actively assisted local UMKM businesses in preparing and applying for halal certification, ensuring that their products comply with the new regulations.



Figure 3. Halal Certification Education

The education on halal certification and product standardization was carried out in several stages: first, an introductory seminar outlining the importance and benefits of halal certification for local businesses; second, a detailed presentation by Fachruddin Syah, a certified Halal Auditor, who explained the step-by-step process and requirements for obtaining halal certification; third, practical workshops to guide participants in preparing the necessary documents and submitting applications; and finally, personalized assistance by the community service team (Tim Abdimas) to ensure that each enterprise met the new regulation and improved their product marketability.

d. Digital Marketing Training

In Padangdangan Village, several home-based and UMKM (Micro, Small, and Medium Enterprises) products, such as crackers (krupuk), shrimp paste (terasi), and fermented fish paste (petis), are produced. However, these products are only marketed locally, limiting their sales potential.

To expand the market reach, a digital marketing training session was conducted for members of the PKK women's organization and young women in the village. The training, led by Mertiaraterry Ratih Laksani, aimed to equip participants with online marketing skills, enabling them to promote and sell their products through digital platforms. By leveraging digital marketing strategies, it is expected that these local products will reach a wider audience and generate higher sales.



Figure 4. Digital Marketing Training

The digital marketing training was conducted through several stages: first, an introduction to the basics of digital marketing and its relevance to local businesses;

second, practical demonstrations on setting up online platforms and profiles; third, hands-on practice in creating digital content and promotional materials tailored to target audiences; and finally, discussions and feedback sessions to refine strategies and address challenges faced by participants. This step-by-step approach ensured that participants not only understood the concepts but also gained practical skills to implement digital marketing effectively in their businesses.

1. Evaluation of the Mentoring Implementation

The evaluation process included discussions and reflections with participants to assess the effectiveness and benefits of the program. Challenges encountered during implementation were also identified to improve future activities.

2. Mentoring Outcomes

- Fishermen have begun to apply scientific methods in determining fishing areas, leading to more efficient and sustainable catches.
- The quality of processed fishery products has improved, resulting in higher market value.
- Several UMKM businesses successfully obtained halal certification, ensuring compliance with government regulations.
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The evaluation process included discussions and reflections with participants to assess the effectiveness and benefits of the program.⁹ Challenges encountered during implementation were also identified to improve future activities. The evaluation revealed that participants gained valuable knowledge and practical skills in sustainable fishing practices, fishery product handling, halal certification, and digital marketing. Participants reported increased confidence in identifying fishing grounds using scientific methods, resulting in improved catch yields and better conservation practices.

Additionally, small and medium enterprises (SMEs) in the village demonstrated enhanced capabilities in processing and marketing their products, leading to higher product quality and market competitiveness. The training on halal certification and product standardization further bolstered the legitimacy and marketability of their products. The digital marketing component enabled local businesses to expand their market reach beyond the village, boosting their income and economic resilience.

Socially, the participatory approach of the program strengthened community collaboration and fostered a sense of ownership and empowerment among residents. These changes have led to a more self-reliant community, with increased willingness to adopt new practices and actively participate in future development initiatives. Overall, the community service program has had a positive impact on the local economy and social cohesion, contributing to sustainable village development.

Conclusion and Implication

Conclusion

The community engagement program in Padangdangan Village aims to enhance the well-being of the local community through an educational and participatory approach. This

⁹ Pujiati, T., & Alfisuma, M. Z. (2023). Pelatihan Penulisan Artikel Jurnal bagi Mahasiswa Program Studi Sastra Inggris Universitas Trunojoyo Madura. *Keris: Journal of Community Engagement*, 3(2), 38-48

program focuses on four main aspects: education on determining fishing grounds, education on fishery product handling and processing, education on halal certification and product standardization, and digital marketing training.

In the education on determining fishing grounds, fishermen were introduced to scientific methods based on oceanography to identify fishing areas more accurately, thereby increasing catch yields while maintaining marine ecosystem sustainability. Subsequently, in the education on fishery product handling and processing, training was provided to improve the handling and processing of fish catches, ensuring better product quality and higher market value.

Furthermore, in the education on halal certification and product standardization, the community, particularly small and medium enterprises (SMEs), received education on the importance of halal certification, aligning with government regulations while also enhancing product competitiveness. Additionally, digital marketing training helped SMEs and household businesses expand their market reach, supporting increased revenue from local products.

By employing a community-based research (CBR) approach, this community engagement initiative actively involved the local community in problem identification, planning, implementation, and evaluation. As a result, the residents of Padangdangan Village acquired new knowledge and skills that contribute to the sustainable economic and social development of the village.

Implication

This community engagement program in Padangdangan Village has significant implications for both the local economy and social development. By equipping the community, especially fishermen and small-scale entrepreneurs, with scientific knowledge, practical skills, and marketing strategies, the program enhances their capacity to compete in a broader market. The training in sustainable fishing practices not only increases productivity but also fosters environmental stewardship, ensuring the long-term health of marine resources. Moreover, improved handling and processing methods, alongside awareness of halal certification and product standardization, help elevate the quality and legitimacy of local products, opening access to new markets and increasing consumer trust. The digital marketing training, in particular, empowers local businesses to embrace technology and reach wider audiences, contributing to higher incomes and economic resilience. Socially, the participatory nature of the program strengthens community cohesion, self-reliance, and confidence in engaging with government programs and private sector opportunities. Overall, this initiative sets a foundation for sustainable development by integrating local wisdom with modern knowledge and inclusive practices.

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Penulis Pertama	: Meria Zakiyah Alfisuma	E-mail: meria.alfisuma@trunojoyo.ac.id
Penulis Kedua	: Mertiara Ratih Terry Laksani	E-mail: mertiaralaksani@trunojoyo.ac.id
Penulis Ketiga	: M. Ilham Cahya	E-mail: ilham.cahya@trunojoyo.ac.id
Penulis Keempat	: Ach. Fachruddin Syah	E-mail: fachrudin@trunojoyo.ac.id ⁴