

Communication Strategy in Enhancing Business Development for Fish Cracker Craftsmen in Damarsi Village Sidoarjo Regency

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Abstract: This research discusses the communication strategies used to organize the fish cracker craftsmen community as an effort to develop businesses in Damarsi Village, Sidoarjo Regency. This research focuses on the communication strategies used in the organization process and the changes after the mentoring process. The research uses the ABCD (Asset-Based Community Development) approach. Changes after mentoring include understanding the basics of product identity creation, recognizing the importance of business legality and obtaining a business identification number, comprehending digital marketing education and training, forming joint business groups, and establishing cooperation with the local village government. This research is part of the da'wah bil hal effort, which involves enjoining good and forbidding evil by providing education and training related to entrepreneurship. These efforts are made to encourage community awareness in making changes. Essentially, Allah will reward those who strive for change.

Keywords: Communication Strategy, Business Development, Fish Cracker Craftsmen

Abstrak: Penelitian ini membahas tentang strategi komunikasi yang digunakan untuk mengorganisasikan komunitas pengrajin kerupuk ikan sebagai upaya pengembangan usaha di Desa Damarsi, Kabupaten Sidoarjo. Penelitian ini berfokus pada strategi komunikasi yang digunakan dalam proses pengorganisasian dan perubahan yang terjadi setelah proses pendampingan. Penelitian ini menggunakan pendekatan ABCD (Asset-Based Community Development). Perubahan yang terjadi setelah pendampingan antara lain pemahaman dasar penciptaan identitas produk, pemahaman pentingnya legalitas usaha dan perolehan nomor induk usaha, pemahaman pendidikan dan pelatihan pemasaran digital, pembentukan kelompok usaha bersama, dan menjalin kerjasama dengan pemerintah desa setempat. Penelitian ini merupakan bagian dari upaya dakwah bil hal, yaitu amar ma'ruf nahi munkar dengan memberikan pendidikan dan pelatihan terkait kewirausahaan. Upaya tersebut dilakukan untuk mendorong kesadaran masyarakat dalam melakukan perubahan. Hakikatnya Allah akan memberikan pahala kepada orang yang mengupayakan perubahan.

Kata Kunci: Strategi Komunikasi, Pengembangan Usaha, Pengrajin Kerupuk Ikan

A. Introduction

One of the economic pillars of Sidoarjo Regency operates in the fisheries sector. Data from the Ministry of Marine Affairs and Fisheries shows that the volume of marine capture fisheries production in Sidoarjo was 14,903.9 tons in 2019, increasing to 15,299.20 tons in 2021, and continuing to rise to 15,341 tons in 2022 ¹. The high fish catch

¹ Statistik KKP, "Volume Produksi Perikanan Tangkap Laut Menurut Kabupaten/Kota Dan Komoditas Utama," https://statistik.kkp.go.id/home.php?m=prod_ikan_prov&i=2.

will affect the production of fresh fish, preserved fish, and processed fish products. This significantly impacts the community's fish consumption levels ².

Suko Hamlet in Damarsi Village, Buduran District, Sidoarjo Regency, is a coastal area. The land use in this region is divided into rice fields, settlements, and fishponds. Fishpond areas are the most extensive land use in Suko Hamlet, covering 227.337 hectares. This geographical condition affects the occupational structure of the community, where a portion of the population works as fish farmers. They utilize fish farming yields for processing and preserving ³. Various fish are farmed, including payus, tilapia, nila, and shrimp. Processing fish into crackers is a solution to utilizing available natural resources to improve the economy. Crackers, a characteristic food of Indonesian society, coupled with the habit of consuming crackers, presents a significant opportunity for developing processed

product businesses. Data from the BPS shows that the average consumption of crackers in each region has increased. In 2019, it was 0.159 kg per capita per week, rising to 0.161 kg per capita per week in 2020, and reaching 0.18 kg per capita per week in 2021⁴.

Crackers are made from starch-containing ingredients. Starch is a carbohydrate source found in various types of flour, including wheat flour, tapioca flour, rice flour, and others ⁵. Good crackers have a crispy texture and expand maximally when fried. The protein content in fried crackers affects their oil absorption capacity. The more protein in the crackers, the less oil they absorb. Fish crackers are slightly different. Fish crackers have a dough that is difficult to expand. The function of mixing fish into the dough is to increase the protein content. This protein content makes the dough shrink the pores and become dense, making it difficult to expand but high in protein ⁶.

Damarsi village is a region where many residents have fish cracker businesses. There are seven people with fish cracker businesses in this hamlet. These businesses operate as home industries. The above entrepreneurs are considered capital owners. Meanwhile, there are a total of 18 fish cracker producers. Researchers define producers as those involved in making fish crackers, either as capital owners or helpers in the production process.

Processing fish into crackers is a profitable business as it does not require special skills but can generate profits. Fish crackers are one of the flagship products of the Damarsi village community, easily obtainable at affordable prices. Prices are determined by the type of fish used and calculated per gram. This fish cracker business is an asset that needs to be supported.

Considering the capabilities and number of producers, fish crackers can become a local product that boosts the economy. With the advancement of technology, this business can be developed through product branding and digital marketing expansion. Therefore, the researchers aim to develop the potential and assets owned by the fish cracker craftsmen to enhance the community's business in Damarsi Village, Buduran District, Sidoarjo Regency.

² Muhammad Faisal Ibrahim and Ngatini Ngatini, "Pemberdayaan Ekonomi Kelompok Nelayan Desa Pangkah Kulon-Gresik Dalam Memproduksi Kerupuk Ikan Sebagai Upaya Peningkatan Nilai Ekonomi Ikan Sortiran," *Riau Journal of Empowerment* 4, no. 3 (2021): 139–148.

³ Tirsya Neyatri Bandrang et al., "Analisis Usaha Pengolahan Kerupuk Ikan Pipih Mama Erwin," *Jurnal Pengabdian Masyarakat Bestari* 1, no. 4 (2022): 179–188.

⁴ Badan Pusat Statistik, "Rata-Rata Konsumsi Perkapita Seminggu Di Daerah Pedesaan Menurut Komoditi Makanan Dan Golongan Pengeluaran per Kapita Seminggu (Satuan Komoditas), 2020-2021," last modified 2022, <https://www.bps.go.id/id/statistics-table/2/MjA4OSMy/rata-rata-konsumsi-perkapita-seminggu-di-daerah-pedesaan-menurut-komoditi-makanan-dan-golongan-pengeluaran-per-kapita-seminggu.html>.

⁵ Sofyawati D. Talibo Hendrawanto Tupi, Denny Indra Setiawan, "Uji Daya Terima Pembuatan Kerupuk Dengan Penambahan Ikan Teri," *Journal Health and Nutrition* 7, no. 2 (2021).

⁶ Apri Dwi Anggo Agung Purnama, Sumardianto, "Pengaruh Penambahan STTP Terhadap Kemekaran Kerupuk Ikan Kembung (*Rastrellinger Sp.*) Dengan Bubur Rumpun Laut *Caulerpa*," *Jurnal Ilmu dan Teknologi Perikanan* 4, no. 2 (2022): 127.

B. Theoretical Review

1. Communication Strategy

Communication is a means to enhance community participation. Its goal is to raise awareness and encourage people to participate in the planned change processes to achieve sustainable improvements in communal life through the use of technology or the application of selected concepts. To achieve the desired communication goals, a communication strategy is needed to manage the communication plan comprehensively. In development, the effect of communication is defined as a state where communication enables the community to participate consciously, critically, voluntarily, freely, and responsibly.⁷ To achieve project objectives, an effective communication strategy always begins with strong and thorough planning. Good planning can help people execute the communication mission. The strategy will demonstrate how communication proceeds, from preparation to delivering the message to the community.⁸

UNICEF offers an idea on how to create a communication strategy called ACADA which includes Assessment, Communication Analysis, Design, and Action⁹. In addition to the basic design of a development communication program, the communication approach is critical to the success of the program. The communication approach is an interactive, researched, and planned process to change social conditions and individual behavior. This communication approach usually includes advocacy, social mobilization, and behavior change communication which has the aim of finding the tipping point for sustainable change in behavior and society as a whole¹⁰.

2. Entrepreneurship Theory

Entrepreneurship comes from two words: "wira," which means exemplary or opportunity, and "usaha," which means effort. Terminologically, entrepreneurship refers to an individual's ability to create a new product that will be marketed and manage all operational capital requirements for the product to continue developing in the market. In his book, Rusdiana quotes Joseph Schumpeter's view, which states that entrepreneurship involves doing things that have been done before in a new way, including the creation of new products with new qualities, methods of production, markets, sources of supply, and organizations¹¹. Entrepreneurship becomes a tool in creating a new product, even new jobs for others. Entrepreneurship becomes the ability to think creatively and innovatively, which is the basis for facing life's challenges. Entrepreneurship is included in the driving force of the economy, because it can provide new jobs, and reduce unemployment rates.

Entrepreneurship is defined as the will and ability to face various challenges and risks, as a consequence of creating and doing new things through the use of innovation and creativity. According to Scarborough and Thomas, the characteristics of entrepreneurship are as follows¹²: The desire to be responsible for all efforts that have been made, the belief that success is in the hands of entrepreneurs, having high spirits in realizing desires for a better future, energetic and full of enthusiasm in realizing all desires, being able to face the future with all existing preparations, and the ability to organize resources in creating added value. One of the goals of

⁷ Afia E P Tahoba, "Strategi Komunikasi Dalam Program Pengembangan Masyarakat (Community Development) Kasus Program Community Development Pada Komunitas Adat Terkena Dampak Langsung Proyek LNG Tangguh Di Sekitar Teluk Bintuni Kabupaten Teluk Bintuni Provinsi Papua Barat," *Program Studi Agribisnis, Fakultas Pertanian dan Teknologi Pertanian, Universitas Papua* (2011): 187-197.

⁸ Iwan Armawan, "Strategi Komunikasi Pembangunan Masyarakat," *Da'watuna: Journal of Communication and Islamic Broadcasting* 1, no. 2 (2021): 84-95.

⁹ Subejo Subejo et al., "Strategi Komunikasi Dan Pemanfaatan Teknologi Informasi Dan Komunikasi Dalam Pengembangan Ketahanan Desa Wisata Pada Masa Pandemi Covid-19 Di Cirebon," *Jurnal Ketahanan Nasional* 27, no. 1 (2021): 90.

¹⁰ Capacity Assessment Tool, "SBCC Capacity Assessment Tool for Individuals: Facilitator's Guide" (n.d.).

¹¹ Rusdiana, *Kewirausahaan: Teori Dan Praktik* (Bandung: CV Pustaka Setia, 2014).

¹² Dkk Mardia, *Kewirausahaan* (Medan: Kita Menulis, 2021).

entrepreneurship is to create excellent and competent entrepreneurs who can seize more advanced opportunities, thereby creating a more prosperous life. By fostering an entrepreneurial spirit and mindset, it will develop resilient and strong individuals within their environment and the broader community.

3. Creative Economy Theory

Creative economy is a concept to realize sustainable economic development based on creativity. Utilization of resources that are not only renewable, but also unlimited resources, namely ideas, concepts, talents, and creativity. The economic value of a product or service in the current creative era is no longer determined by raw materials or production systems as in the industrial era, but rather by the utilization of creativity and the creation of innovation through the development of creativity and increasingly advanced technology. Industry can no longer compete in the global market by relying only on price or product quality, but must also compete based on innovation, creativity, and imagination.

Creative economy is one of the concepts for economic development in Indonesia. In which, Indonesia can develop a model of ideas and talents from the community to be able to innovate and create something. A creative mindset is very much needed to continue to grow and survive in the future¹³. The creative economy makes human resources (HR) the main capital in a development that starts from ideas, ideas and thoughts. In the future, it is hoped that these HR will be able to turn low-value goods into high-value and marketable goods. The profession that requires someone to have very high knowledge and creativity is an entrepreneur. So the development of this creative economy indirectly directs and tries to create reliable entrepreneurs in various fields. Creativity must be based on a progressive way of thinking, full of new ideas that are different from those that already exist.

4. The Concept of Dakwah bil Hal

From a linguistic perspective, dakwah comes from the Arabic word "da'a, yad'u," which means call, invitation, or appeal. Awaludin Pimay states that the goal of dakwah is to save humanity from the depths of darkness and bring them into the light, from the wrong path to the straight path, from the valley of uncertainty and all forms of misery to the oneness of God, which brings happiness¹⁴. Essentially, dakwah is a series of processes aimed at achieving specific objectives. These objectives serve as a guide for the direction and steps of dakwah activities. Without clear objectives, all dakwah activities would be in vain. In other words, dakwah is an activity carried out by an individual or group with the knowledge to follow Allah's commands, inviting others to do good and avoid evil to attain happiness and salvation in this world and the hereafter.

C. Methods

This research approach uses the ABCD (Asset-Based Community Development) method. The ABCD approach is a type of critical method that focuses on the assets and potential of the community as an initial investment to support community empowerment activities. The assets referred to are anything of value that can meet the community's needs. This research was conducted in Damarsi Village, Buduran District, Sidoarjo Regency, focusing on the fish cracker craftsmen community to develop the businesses owned by the local community.

The ABCD approach focuses on the track record of success that has been achieved, evaluating innovators or successful people, and recognizing the potential to mobilize and connect existing strengths and assets. The principles of the method used in the research are¹⁵: (1) Half

¹³ Rochmat Aldy Purnomo, *Ekonomi Kreatif: Pilar Pembangunan Indonesia*, 2022.

¹⁴ Anwaluddin Pimay, *Metodologi Dakwah* (Semarang: Rasai, 2006).

¹⁵ Nadhir Salahuddin Dkk, *Panduan KKN ABCD UIN Sunan Ampel Surabaya*, 2017.

Full Hall Empty, has the term glass half full, meaning that rather than discussing something that is not yet filled or empty, it would be better to discuss something that already exists. (2) Partnership, every individual has emotional and mental involvement in the form of ideas, energy, materials, and expertise, and participates in utilizing and enjoying the results to achieve goals and is also responsible for it. (3) No Body Has Nothing, everything must have its benefits. Including humans who have their potential even if it's just a smile. (4) Positive Deviance, an approach to behavior and practices that deviate from habits and norms that contribute to positive change in a particular context. (5) Heliotropic, directing or finding a source of profitable energy by considering the strengths, potentials, and resources available to achieve profitable progress and transformation.

The researcher conducted the mentoring process according to the Appreciative Inquiry (AI) method, which consists of five stages¹⁶: Discovery (data collection), Dream (envisioning the future), Design (action planning), Destiny (action implementation), and Define (monitoring and evaluation). Techniques used for data collection include participatory interviews, focus group discussions (FGD), community mapping, and regional transects¹⁷. The techniques used to analyze the collected data involve identifying priority scales (low-hanging fruit) and the leaky bucket method to understand the inflow and outflow of business finances.

D. Results and Discussion

1. The Dynamics of the Empowerment Process

a. Initial Process (Inculturation)

The initial process undertaken by the researcher was to determine the location for the mentoring. The researcher explored this area in mid-October 2023. Various locations were surveyed until Damarsi Village was finally chosen as the site for community mentoring. There are several factors that researchers should consider when choosing Damarsi Village. First, Damarsi Village is closer to the researcher's residence, which makes the mentoring process easier. Second, the community is open to students who want to learn about the village. Third, researchers see great assets and potentials ranging from natural resources, human resources, and institutions. After determining the location, the researcher requested permission from the local village government to conduct the mentoring in Damarsi Village. Here, the researcher also explained the purpose and objectives and provided a research permit letter for the thesis. After obtaining permission, the researcher conducted observations in Suko Hamlet to understand the environmental conditions. During this step, the researcher also conducted brief interviews to gather general information about the community in the village.

b. Approach Process

The next step is to adapt to the community. For research to run smoothly, research involving the wider community certainly requires an approach. One way to do this is by interviewing other people to gather more information about the place of assistance. This interview also helps to gain the trust of the community, and the community can participate directly in the process of realizing hopes and facilitating the empowerment process. The information found by the researcher is used as the initial step to start mapping the potential of the area together with the community.

The researcher's approach involved participating in several community activities, such as discussions with youth groups, teaching activities by the PAUD (Early Childhood Education) mothers every Friday morning, and religious study gatherings which are routinely carried out on Wednesday nights.

¹⁶ Christopher Dureau, *Pembaru Dan Kekuatan Lokal Untuk Pembangunan* (Australian Community Development and Civil Society Strengthening Scheme (ACCESS) Tahap II, 2013).

¹⁷ Wahidmurni, *Panduan Pelatihan Dasar Asset Based Community Development (ABCD)*, 2017.

In this inculturation process, the researcher tried to get as much information as possible. The researcher tried to approach them by inviting a casual dialogue so that later the researcher would gain the trust of the community. The researcher also approached community leaders related to cracker craftsmen. In this way, the researcher was able to invite the Suko Hamlet community to participate in a focus group discussion (FGD), which aims to hold further discussions.

c. Building a Research Group

The researcher recognized that a mentoring process cannot be conducted independently and certainly requires support from the local community. The researcher formed a research group to facilitate the mentoring process to develop businesses. This research group consists of fifteen members, led by Mrs. Via.

Several interviews with the community have also been conducted. During the inculturation stage, the researcher gathered information about the fish cracker craftsmen in Damarsi Village. Through interviews, the researcher obtained information on the origins of the cracker craftsmen in Damarsi Village, the community's economic conditions, and the production and marketing processes of the crackers.

d. Identifying Community Assets

After getting to know and understanding the community's condition, the researcher, together with the community, began identifying the assets and potential available in Damarsi Village. At this stage, the researcher conducted a regional transect accompanied by Ms. Diyah to determine the condition of existing assets, starting from natural resource assets, human resource assets, infrastructure assets, and social assets.

The results of the regional transit that has been carried out, researchers know some of the natural resources that exist such as rice fields, settlements, and fish ponds. Residential land is used by the community to build houses. The area of this hamlet is still far from the city, so there are still many houses that have large yards with various types of plants. This residential land is surrounded by rice fields. The rice fields in this village are quite large and can be used by the community to meet their daily needs. In addition, at the end of this hamlet, there are fish ponds owned by the community and the local government. In addition to natural resource assets, the following are findings of other assets in Damarsi Village.

The next process is FGD with village government staff to find out and clarify the boundaries of Damarsi Village, hamlet boundaries, and land use. Initially, the researcher provided a piece of a map taken from Google Maps, and the Avenza application, and explained the position of infrastructure assets from the results of the regional transect. Because they were a little confused, we finally matched it with the regional data owned by the village. With the data that had been obtained, the researcher began to manage the map with QGIS.

In this data collection process, the researcher discovered information about the fish cracker craftsmen. The production of fish crackers is carried out both individually and in groups. In this context, a group is defined as one capital owner and others as workers. According to the data, there are 18 fish cracker craftsmen. Seven of them are capital owners, with four having employees and three operating individually. For some, this work is a means to meet daily needs, while for others, it is just a side activity. The community's skills in making fish crackers are undoubtedly strong. However, many of them lack knowledge about product branding. One of the fish cracker entrepreneurs shared how their product reached people outside the village. This inspired other fish cracker craftsmen to learn more about product innovation. Thus, the researcher and the community agreed to conduct education and training related to product innovation.

e. Building Future Dreams

In this stage, the researcher provides the community with the opportunity to design their dreams or visions. The purpose of this dreaming phase is to encourage individuals or groups to create a clear picture or scheme using their imaginative powers to generate creative ideas.

When creative ideas come to mind and are implemented in real action, then there will be a new plan for a better life. The researcher hopes to understand the community's aspirations so that the program planning can align with their expectations. During this focus group discussion (FGD), each individual shares their hopes, and then the researcher will facilitate the process of setting priorities together. These priorities must consider time, costs, stakeholders, and the urgency of the aspirations.

The researcher opened the discussion by asking whether each product has an identity. They said that not all have brands. Even those who have brands said that their logos are made simply. Usually, they only provide a picture of a fish and the name of the cracker manufacturer. Next, the researcher asked about product marketing. They said that product marketing is usually done by consigning goods to markets and receiving orders via WhatsApp. Actually, they want to try marketing online with other social media but they don't know how. They also want their business to continue to grow. These cracker craftsmen want to have a joint business group so that they can help each other in developing their business. They said that in producing fish crackers they have to grind their fish at the market and that makes production costs increase. So the community hopes that the local village government can provide joint facilities to support the production of fish crackers. The expected outcomes from this dreaming phase include the formation of joint business groups, the establishment of product identities, and the expansion of product marketing.

f. Action Planning

The data from the previous FGD is used to design a strategy. The planning strategy serves as a reference for both the researcher and the community in carrying out the joint actions. With this collaborative strategy design, it is hoped that the community can work together in executing the determined actions. The planned strategies include forming business groups, training on label creation, assistance with business legality registration in the form of a business identification number (NIB), and online marketing training.

g. Action Implementation

At this stage, the planned actions begin to be realized. Community participation is crucial for the success of these actions.

1. Label Innovation

Product labels serve as the identity of the product being sold. Labels help customers select products without having to open the packaging and assist entrepreneurs in strengthening their business branding amid increasing competition. Typically, a product label includes the brand, composition, legality, function, and instructions. With innovations in product labels, it is hoped that sales will increase and promote greater visibility. Initially, the labels were black and white, containing only the text "Kerupuk Ikan Wayus Khas Sidoarjo" and a fish image. After the mentoring, the labels became more colorful and included information on composition, address, and expiration date. For packaging, the researcher and group members agreed to use standing pouches.

2. Business Identification Number (NIB)

Creation Business legality is a document that every entrepreneur must have. The current mentoring on business legality involves obtaining a Business Identification Number (NIB). Having an NIB facilitates the community in developing their businesses. This mentoring involved creating a forum with fish cracker entrepreneurs to emphasize the importance of having an NIB. After convincing the fish cracker producers, the researcher began guiding them through the process of creating a NIB via the website oss.go.id. The researcher facilitated the entrepreneurs in creating their NIBs independently. They created their NIBs according to their individual preferences. If discrepancies occurred, the researcher provided guidance until the NIB was issued. The issued NIBs were then printed and given to the entrepreneurs. The NIB serves as initial proof of their business officially registered with the government.

3. Online Marketing Training

The goal of online marketing training is to provide the community with knowledge and skills for entrepreneurship across various digital platforms. Marketing through social media offers a cost-effective way to promote products to consumers. Utilizing social media, which benefits from the community's technological knowledge, is expected to increase market share for product sales. The training began with educating the participants about digital platforms that can be used for marketing and the importance of learning digital marketing. This education was assisted by Mrs. Via, an entrepreneur knowledgeable in digital marketing. She explained various digital platforms for marketing, including familiar ones like WhatsApp, where products can be promoted to close contacts, as well as Instagram, TikTok, and other popular e-commerce platforms for reaching a wider audience. The training continued with creating marketing accounts on Instagram and TikTok. Marketing strategies using these platforms also serve to introduce the potential of Damarsi Village.

h. Program Evaluation

The technique used for evaluating the program is MSC (Most Significant Change). Evaluation is crucial for assessing the effectiveness and impact of programs, strategies, and interventions across various areas to aid in decision-making for sustainability and outcome improvement. Evaluation serves as a benchmark for the success and shortcomings of the program. This evaluation was conducted jointly by the researcher and the fish cracker craftsmen.

Table 1.1 Significant Changes

| Activity | Response | Benefit | Changes | Expectations |
|-------------------------------------|--|--|---|--|
| Label Innovation | The presence of stickers on packaging | Provides information to identify the product | The label made in the form of a sticker and contains additional product information | The label becomes a product identity that can be recognized by the wider community |
| Digital Marketing Training | Experience in gaining new knowledge | Cracker craftsmen gain an understanding of digital marketing | Cracker craftsmen can understand digital marketing and have online marketing accounts in the form of Instagram and tiktok | Wider product marketing network |
| Business Legality Assistance | Mentoring has positive value because the manufacturing process is assisted until the final process | Having a product with a legal identity | The cracker craftsmen have a legal business | The existence of NIB can continue to PIRT |

i. Community Change Analysis

In the mentoring process, which included education and skills development in economic capability, significant positive changes emerged that could be felt by the fish cracker

producers in assessing their achievements. The community, previously lacking skills in label innovation, began to understand label creation, including packaging selection, logo design, and essential label information. Additionally, the community, which previously did not recognize the importance of business legality, started to understand its significance. Product marketing also began to expand into social media networks. With education and training, they began to embrace innovation and utilize these skills to create financial benefits.

j. Reflection on Empowerment

The researcher often employs theories taught in class for practical actions. These theories have proven effective and relevant in the field. For instance, the mentoring theory focusing on community awareness and asset development was very effective because the local community recognized valuable assets but had no plan to leverage them. Empowerment is not merely about the theories learned through formal education or research books. A community empowerment facilitator must be prepared for all field situations. Since communities have diverse attitudes and personalities, an effective facilitator must be diligent, patient, and attentive to encourage community activities, including organizing them. From the experience in Damarsi Village, it became clear that community organization is not as straightforward as imagined due to the diverse characteristics of the community, including both open and closed attitudes toward newcomers. The researcher was pleased with the enthusiasm of the fish cracker producers in participating in the improvement process, despite challenges such as some participants being unable to attend activities due to other commitments.

The organization activities were conducted using the ABCD (Asset-Based Community Development) approach, which includes five stages: discovery, dream, design, define, and destiny. Each stage was carried out by the researcher in collaboration with the Damarsi Village community to achieve change. The researcher asked the community to explore and identify their assets and potential, with fish cracker production being the most prominent potential. As a facilitator, the researcher began the organization process by leveraging this ability to enhance their skills. This organization represents a form of community empowerment aimed at achieving social change from a powerless state to a powerful one. The Damarsi Village community, particularly the fish cracker producers, engaged in this process by innovating their products, such as updating labels and obtaining business licenses.

Islam does not instruct its followers to worship alone but also commands them to live independently by working or running a business in a good and proper manner. One way to achieve this is through entrepreneurship. Allah SWT created humans in the best manner, granting them intellect, desires, strengths, and weaknesses. He provided strengths to cover their weaknesses. For example, the Damarsi Village community utilizes its skills and opportunities for entrepreneurship. The Quran and Hadith provide many explanations about the encouragement of entrepreneurship. One example is Ar-Ra'd verse 11, which explains that Allah will reward individuals based on their efforts. Allah does not change the condition of someone unwilling to strive. It is easy for Allah to change circumstances, but it depends on whether the individual is willing to make an effort. There is also a Hadith in line with this Quranic verse narrated by Miqdam from Rasulullah SAW: "There is no food better than that which is earned through one's effort. Indeed, Prophet Dawood AS used to eat from the sweat of his brow." (HR. Bukhari) ¹⁸.

As mentioned in the Hadith, Rasulullah SAW stated that working with one's own hands or effort is the best kind of effort, provided it is done correctly. We are encouraged to engage in entrepreneurship as it allows us to improve skills and innovate according to our desires, aiming to create new ideas and creativity. We can also earn more with our creative abilities.

¹⁸ Ika Yunia Fauzia, *Islamic Entrepreneurship: Kewirausahaan Berbasis Pemberdayaan* (Depok: PT RajaGrafindo Persada, 2019).

Allah SWT loves those who are strong, diligent, and capable of creating something better and new for happiness in this world and the Hereafter.

E. Conclusion

As the action process progressed, it became evident that the communication strategy employed was participatory. The community and the researcher collaborated to carry out the action process until the end. The changes felt by the Damarsi Village community after the mentoring included gaining skills in product packaging, acquiring knowledge about digital marketing as a platform for product marketing on social media, and obtaining business legality in the form of a Business Identification Number (NIB) as a product identity.

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