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1 Pelatihan dan Pendampingan Proses Produksi Sentra Olahan
2 Ikan Nila "Sandara" Lumbok Seminung Lampung Barat

3 Training and Mentoring for the Business Process of the Nile
4 Tilapia Processing Center "Sandara" Lumbok Seminung West
5 Lampung

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13 **Abstrak**

14 Sentra Olahan Ikan Nila "Sandara" yang terletak di Lumbok Seminung, Lampung Barat, merupakan
15 inisiatif pemberdayaan masyarakat berbasis perikanan yang bertujuan untuk meningkatkan kualitas dan
16 daya saing produk olahan ikan nila. Program pelatihan dan pendampingan yang dilakukan di sentra ini
17 bertujuan untuk meningkatkan keterampilan teknis masyarakat dalam pengolahan ikan nila serta
18 memperkenalkan teknologi pengolahan yang efisien dan aman. Pelatihan meliputi proses produksi ikan
19 nila, teknologi pengolahan, manajemen usaha, serta standar keamanan pangan. Selain itu, pendampingan
20 secara langsung diberikan untuk memastikan implementasi teknik yang tepat dan meningkatkan
21 kapasitas produksi. Dampak dari program ini sangat signifikan, yakni meningkatkan kualitas produk,
22 memperluas pasar, serta meningkatkan kesejahteraan ekonomi masyarakat setempat. Dengan adanya
23 pengolahan ikan nila yang bernilai tambah, diharapkan usaha ini dapat berkontribusi pada pengurangan
24 pengangguran dan memperkuat sektor perikanan lokal di Lampung Barat.

25 **Keywords:** Pendampingan, Produksi, Sentra, Sandara, Lampung Barat

26

27 **Abstract**

28 The Sandya Darya Urgha (Sandara) Tilapia Processing Center, located in Lumbok Seminung, West
29 Lampung, is a fisheries-based community empowerment initiative designed to enhance the quality and
30 competitiveness of processed tilapia products. The training and mentoring program implemented at this
31 center aims to develop the technical skills of the local community in tilapia processing while introducing
32 efficient and safe processing technologies. The program covers various aspects, including the tilapia
33 production process, modern processing techniques, business management, and food safety standards. In
34 addition to training, direct mentoring is provided to ensure the proper application of processing
35 techniques and to enhance production capacity. The impact of this initiative has been significant, leading
36 to improved product quality, expanded market access, and increased economic welfare for the local
37 community. By adding value to tilapia processing, this initiative is expected to contribute to reducing
38 unemployment and strengthening the fisheries sector in West Lampung.

39 **Keywords:** Mentoring, Production, Center, Sandra, Lampung Barat

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41 Introduction

42 Indonesia, as an archipelagic country, possesses immense potential in the fisheries sector
43 due to its abundant fish resources. One of the most widely cultivated fish species is tilapia, which
44 enjoys high market demand for both domestic consumption and export. However, despite this
45 significant potential, challenges persist in managing and processing fishery products,
46 particularly in developing value-added products with strong competitive advantages, [1].

47 In Lumbok Seminung, West Lampung, The Sandya Darya Urgha (Sandara) Tilapia
48 Processing Center has emerged as a solution to these challenges. This center not only serves as a
49 facility for tilapia processing but also functions as a community empowerment hub, focusing on
50 training and mentoring for individuals involved in the tilapia processing business, [2]. The
51 program aims to enhance technical expertise, proficiency in processing technology, and business
52 management skills, ultimately producing high-quality tilapia-based products with substantial
53 economic value, [3]

54 Through comprehensive training that covers various aspects, including fish processing,
55 food safety, and product marketing, the initiative seeks to enable the local community to
56 maximize regional potential and enhance the competitiveness of processed tilapia products.
57 Consequently, the presence of the Sandara Tilapia Processing Center is expected to generate a
58 positive economic impact, create new business opportunities, and contribute to the
59 sustainability of the fisheries sector in West Lampung, [4].

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63 **Figure 1.** Delivery of Material for Mentoring Activities for the Fish Processing Center "Sandara"
64 Lumbok Seminung
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67 **Method**

68 Implementation of Training and Mentoring at the Sandara Tilapia Fish Processing Center
69 The training and mentoring program at the Sandara Tilapia Fish Processing Center is
70 implemented using a community-based approach, engaging local business actors and the
71 surrounding community. [5] The program follows a structured method that consists of several
72 key stages, including theoretical and practical training, post-training mentorship, and
73 continuous evaluation to ensure effective implementation and improved production capacity.

74 1. Preparation and Needs Assessment: Before initiating the training, a needs assessment phase
75 is conducted to identify challenges and opportunities within the local community. This
76 process involves interviews with business actors, direct observations of existing production
77 processes, and consultations with fisheries and fish processing experts. The findings from
78 this assessment serve as the foundation for designing training materials that align with the
79 specific needs of the participants.

80 2. Technical and Managerial Training

81 The training sessions combine theoretical instruction with hands-on practice. The key topics
82 covered include:

83 a) Tilapia Fish Processing Techniques: Step-by-step guidance on processing tilapia, from
84 selecting high-quality raw materials and applying proper processing methods to packaging
85 in compliance with food safety standards.

86 b) Introduction to Processing Technology: Implementation of technologies that enhance
87 efficiency and product quality, such as modern fish processing machines, advanced
88 preservation techniques, and innovative packaging systems.

89 c) Business Management: Training on financial management, inventory control for raw
90 materials, and strategic marketing approaches to optimize business operations.

91 d) Food Safety Standards: Education on hygiene, sanitation, and adherence to food safety
92 regulations to ensure the production of high-quality and safe food products.

93 3. Practical Mentoring

94 Following the training, participants receive direct field mentoring to ensure they can
95 successfully apply the acquired knowledge in their daily production processes. This hands-
96 on assistance is provided by experienced experts and practitioners in fish processing and
97 business management. Mentors offer guidance on optimizing production outcomes and
98 troubleshooting issues that arise during the processing phase.

99 4. Evaluation and Continuous Improvement

100 Periodic evaluations are conducted to measure the effectiveness of the training and
101 mentoring program. These evaluations assess product quality, participants' ability to
102 manage their businesses, and the overall social and economic impact on the local
103 community. Based on the evaluation results, the program is refined and adapted to better
104 address the evolving needs and challenges of the participants.

105 5. Marketing Network Development

106 To further support business actors, the Sandara Tilapia Fish Processing Center also
107 facilitates the development of marketing networks for processed tilapia products. This
108 includes strategies for both local and digital marketing, as well as training on effective
109 product promotion to expand market reach and increase sales potential.

110 **Findings and discussion**

111 **Findings**

112 The implementation of training and mentoring at the Sandara Tilapia Fish Processing
113 Center resulted in several key findings, highlighting its positive impact on the local community.
114 These findings primarily relate to improvements in technical skills, managerial capabilities, and
115 business sustainability, [6]. The main findings are outlined below:

116 1. Enhancement of Tilapia Fish Processing Skills

117 One of the most significant findings is the improvement in tilapia fish processing skills among
118 participants. Prior to the training, many business actors relied on traditional and manual

119 processing methods, such as simple smoking techniques that were time-consuming and
120 inefficient. However, after the training, participants acquired expertise in modern processing
121 techniques, including fish filleting and environmentally friendly preservation methods.
122 Additionally, they began implementing better packaging processes, such as vacuum-sealed
123 packaging, which effectively extends product shelf life.

124 2. Implementation of Food Safety Standards

125 The training introduced participants to essential food safety standards, covering hygiene,
126 sanitation, and regulatory requirements in the food industry. As a result, most participants
127 successfully improved cleanliness and sanitation in both processing and packaging, aligning
128 with industry regulations and consumer expectations.

129 3. Improvement in Business Management and Marketing

130 Another notable finding is the enhancement of business management skills among
131 participants. They developed a better understanding of financial management, inventory
132 control, and production planning. Additionally, with the guidance provided on product
133 marketing, many participants began expanding their market reach, utilizing both local
134 distribution channels and digital platforms to increase sales.

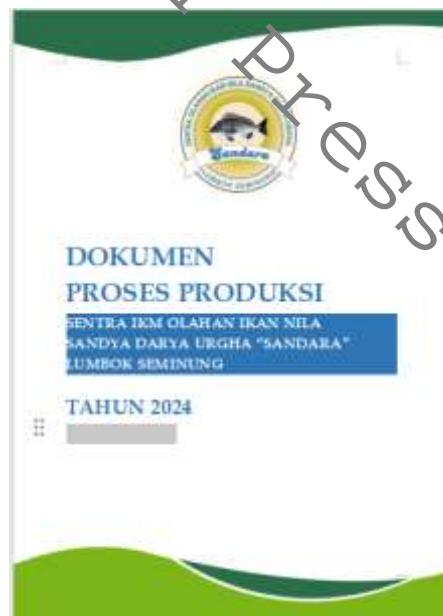
135 4. Social and Economic Impact

136 The training and mentoring program also generated positive social and economic outcomes.
137 Several participants reported increased income from processed tilapia sales, with expanded
138 distribution networks reaching beyond local markets. Furthermore, the initiative created new
139 job opportunities for local residents, particularly in the processing and distribution sectors.

140 5. Challenges Faced

141 Despite these positive outcomes, participants encountered several challenges. Limited capital
142 was one of the primary issues, making it difficult for business actors to acquire modern
143 processing equipment, such as smoking machines or automated packaging systems.
144 Additionally, some participants struggled with effectively marketing their products outside
145 their immediate area, despite receiving digital marketing training.

146 This mentoring process, from planning to implementation, has resulted in a
147 comprehensive guide outlined in the 2024 Sandara Tilapia Fish Processing SME Center
148 Production Process Document, as presented below:



168 **Figure 2.** Guidebook: 2024 Sandara Tilapia Fish Processing SME Center Production Process
169 Document
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172 The Sandya Darya Urgha (Sandara) Tilapia Fish Processing SME Center Production Process
173 Document is a comprehensive guide that provides an in-depth overview of the operations and
174 production processes at the Sandara SME Center. This document is designed as a strategic
175 reference to ensure the implementation of best practices in managing and developing the SME
176 center, covering aspects from management to collaboration with business partners, [7]
177 Beyond offering a general overview of the background and establishment of the Sandara
178 Tilapia Fish Processing SME Center, this guide also includes detailed Standard Operating
179 Procedures (SOPs), Work Instructions, and operational procedures meticulously designed to
180 support the achievement of the organization's vision and mission.
181

182 Discussion

183 The findings from the training and mentoring program at the Sandara Tilapia Fish
184 Processing Center highlight the significant improvements in technical skills, business
185 management, and economic impact on the local community. The enhancement of fish processing
186 techniques has played a crucial role in increasing product value and market competitiveness. By
187 transitioning from traditional methods to modern processing techniques, such as filleting and
188 vacuum-sealed packaging, participants have been able to improve product quality, extend shelf
189 life, and reduce production inefficiencies. These advancements contribute to the long-term
190 sustainability of the tilapia processing industry in the region [8].

191 In addition to technical improvements, the successful implementation of food safety
192 standards has strengthened consumer trust and aligned local businesses with industry
193 regulations. Maintaining high hygiene and sanitation standards not only enhances product safety
194 but also increases access to broader markets that require strict compliance with food safety
195 regulations. Furthermore, the introduction of better business management practices has enabled
196 participants to optimize financial planning, inventory control, and production scheduling. As a
197 result, business actors are now better equipped to scale their operations efficiently [9].

198 Marketing improvements, particularly through digital platforms, have also provided new
199 opportunities for market expansion. However, challenges remain in effectively penetrating
200 wider markets beyond local distribution networks. Although digital marketing training has been
201 provided, some business actors still struggle to leverage online platforms for sales growth.
202 Addressing this issue requires continued support, including mentorship on e-commerce
203 strategies and collaboration with larger distributors to increase market reach.

204 Despite these positive outcomes, the limited availability of capital remains a significant
205 barrier to further progress. Many business actors face difficulties in acquiring modern
206 processing equipment, which is essential for scaling production and improving efficiency. To
207 address this challenge, access to financial assistance, such as microloans or government
208 subsidies, should be explored to support business development. Additionally, strengthening
209 cooperative networks among local producers could facilitate collective investment in better
210 infrastructure and equipment [10].

211 Overall, the Sandara Tilapia Fish Processing Center has made meaningful contributions to
212 skill development, economic empowerment, and the sustainability of small-scale fish processing
213 businesses. By addressing the remaining challenges—particularly in capital access and broader
214 market expansion—the long-term impact of this initiative can be further strengthened,
215 ultimately supporting economic growth and improving the livelihoods of the local community.

216 Conclusion

217 Training and mentoring at the "Sandara" Tilapia Fish Processing Center have successfully
218 enhanced the technical, managerial, and marketing skills of local business actors. With improved
219 product quality, better implementation of food safety standards, and a deeper understanding of
220 business management, program participants are now more prepared to compete in the market.
221 The program's social and economic impacts have also significantly contributed to the welfare of

222 the local community. However, challenges related to limited capital and marketing still require
223 attention to ensure the program's sustainability and effectiveness in the future.

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