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Training and Mentoring for the Business Process of the Nile Tilapia Processing Center “Sandara” Lumbok Seminung West Lampung

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Abstract

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

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

Introduction

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

In Lumbok Seminung, West Lampung, The Sandya Darya Urgha (Sandara) Tilapia Processing Center has emerged as a solution to these challenges. This center not only serves as a facility for tilapia processing but also functions as a community empowerment hub, focusing on training and mentoring for individuals involved in the tilapia processing business, [2]. The program aims to enhance technical expertise, proficiency in processing technology, and business management skills, ultimately producing high-quality tilapia-based products with substantial economic value [3]. Through comprehensive training that covers various aspects, including fish processing, food safety, and product marketing, the initiative seeks to enable the local community to maximize regional potential and enhance the competitiveness of processed tilapia products. Consequently, the presence of the Sandara Tilapia Processing Center is expected to generate a positive economic impact, create new business opportunities, and contribute to the sustainability of the fisheries sector in West Lampung [4].

Method

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

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Fig. 1 Delivery of Material for Mentoring Activities for the Fish Processing Center "Sandara" Lumbok
Seminung

1. **Preparation and Needs Assessment:** Before initiating the training, a needs assessment phase is conducted to identify challenges and opportunities within the local community. This process involves interviews with business actors, direct observations of existing production processes, and consultations with fisheries and fish processing experts. The findings from this assessment serve as the foundation for designing training materials that align with the specific needs of the participants.
2. **Technical and Managerial Training**
The training sessions combine theoretical instruction with hands-on practice. The key topics covered include:
 - a) **Tilapia Fish Processing Techniques:** Step-by-step guidance on processing tilapia, from selecting high-quality raw materials and applying proper processing methods to packaging in compliance with food safety standards.
 - b) **Introduction to Processing Technology:** Implementation of technologies that enhance efficiency and product quality, such as modern fish processing machines, advanced preservation techniques, and innovative packaging systems.
 - c) **Business Management:** Training on financial management, inventory control for raw materials, and strategic marketing approaches to optimize business operations.
 - d) **Food Safety Standards:** Education on hygiene, sanitation, and adherence to food safety regulations to ensure the production of high-quality and safe food products.
3. **Practical Mentoring**
Following the training, participants receive direct field mentoring to ensure they can successfully apply the acquired knowledge in their daily production processes. This hands-on assistance is provided by experienced experts and practitioners in fish processing and business management. Mentors offer guidance on optimizing production outcomes and troubleshooting issues that arise during the processing phase.
4. **Evaluation and Continuous Improvement**
Periodic evaluations are conducted to measure the effectiveness of the training and mentoring program. These evaluations assess product quality, participants' ability to manage their businesses, and the

overall social and economic impact on the local community. Based on the evaluation results, the program is refined and adapted to better address the evolving needs and challenges of the participants.

5. Marketing Network Development

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

Findings and discussion

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

1. Enhancement of Tilapia Fish Processing Skills

One of the most significant findings is the improvement in tilapia fish processing skills among participants. Prior to the training, many business actors relied on traditional and manual processing methods, such as simple smoking techniques that were time-consuming and inefficient. However, after the training, participants acquired expertise in modern processing techniques, including fish filleting and environmentally friendly preservation methods. Additionally, they began implementing better packaging processes, such as vacuum-sealed packaging, which effectively extends product shelf life.

2. Implementation of Food Safety Standards

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

3. Improvement in Business Management and Marketing

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

4. Social and Economic Impact

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

5. Challenges Faced

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

This mentoring process, from planning to implementation, has resulted in a comprehensive guide outlined in the 2024 Sandara Tilapia Fish Processing SME Center Production Process Document, as presented Figure 2. The Sandya Darya Urgha (Sandara) Tilapia Fish Processing SME Center Production Process Document is a comprehensive guide that provides an in-depth overview of the operations and production processes at the Sandara SME Center. This document is designed as a strategic reference to ensure the implementation of best practices in managing and developing the SME center, covering aspects from management to collaboration with business partners, [7].

Beyond offering a general overview of the background and establishment of the Sandara Tilapia Fish Processing SME Center, this guide also includes detailed Standard Operating Procedures (SOPs), Work Instructions, and operational procedures meticulously designed to support the achievement of the organization's vision and mission.

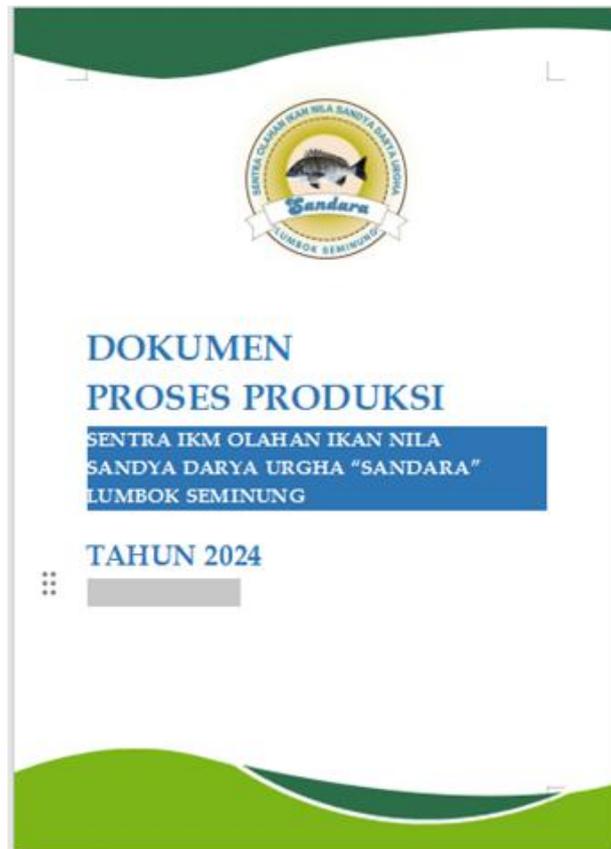


Fig. 2 Guidebook: 2024 Sandara Tilapia Fish Processing SME Center Production Process Document

Discussion

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

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

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

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

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

Conclusion

Training and mentoring at the "Sandara" Tilapia Fish Processing Center have successfully enhanced the technical, managerial, and marketing skills of local business actors. With improved product quality, better implementation of food safety standards, and a deeper understanding of business management, program participants are now more prepared to compete in the market. The program's social and economic impacts have also significantly contributed to the welfare of the local community. However, challenges related to limited capital and marketing still require attention to ensure the program's sustainability and effectiveness in the future.

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