



## Fish Processing into Chips/ Sticks as Snack for Nutrition in Small and Medium Enterprises in Village Gombak, Kuala Lumpur, Malaysia

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### Abstrak

Pemerintah Malaysia dan Indonesia sama-sama berkomitmen tinggi untuk mengembangkan daya saing pelaku usaha kecil dan menengah khususnya di daerah pedesaan. Kegiatan pengabdian kepada masyarakat (PkM) internasional ini bertujuan untuk meningkatkan pengetahuan dan teknologi pengolahan produk yang berkelanjutan. Kegiatan ini dilaksanakan pada 1 Agustus 2023 di Village Gombak, Kuala Lumpur, Malaysia. Dalam kegiatan ini, masyarakat desa Gombak diberikan pelatihan tentang bagaimana mengolah ikan menjadi produk snacks (seperti chips atau sticks). Kegiatan ini dihadiri oleh 15 pelaku usaha mikro dan kecil di Desa Gombak. Hasil PkM Internasional ini terbilang sukses karena respon yang positif dan antusias dari para peserta sangat baik. Tim pengabdian dari Faculty of Economics and Business, Universitas Muslim Indonesia, Indonesia berharap kegiatan seperti ini dapat berlanjut demi meningkatkan pemahaman wirausaha penduduk di pedesaan.

**Kata Kunci:** Kewirausahaan, Pengolahan Produk Bergizi, PkM Internasional, Indonesia, Malaysia

### Abstract

*The governments of Malaysia and Indonesia are equally dedicated to improving the competitiveness of small and medium-sized businesses, particularly in rural areas. This international community service initiative aims to advance knowledge and sustainable product processing technologies. Conducted on August 1, 2023, in Village Gombak, Kuala Lumpur, Malaysia, the event provided training to the Gombak village community on fish processing for snack production. Attended by 15 micro and small entrepreneurs from Gombak Village, the activity received a positive and enthusiastic response from participants, marking it a successful endeavor. The team from the Faculty of Economics and Business, Universitas Muslim Indonesia, hopes for the continuation of such initiatives to further enrich entrepreneurial awareness among rural populations.*

**Keywords:** *Entrepreneurship; Nutritionus Food Processing, International PkM, Indonesia, Malaysia*

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## INTRODUCTION

In countries with continuously increasing GDP levels, micro, small, and medium enterprises (MSMEs) hold significant potential. According to data released by the ASEAN Investment Report in 2022, Indonesia and Malaysia are the two Southeast Asian countries with the highest number of MSMEs (ADB, 2020). This has led to periodic and gradual national economic growth. Despite these efforts, the impact remains limited. Enhancing the national economy heavily relies on the development of SMEs (Pressman et al., 2020). Furthermore, within this framework, innovation in food processing among entrepreneurs in rural areas holds particular importance. Such innovation not only drives economic growth but also empowers rural communities. For instance, by embracing online sales platforms, rural MSMEs can expand their market reach and increase revenue streams. Therefore, fostering innovation in food processing among village entrepreneurs aligns with the broader objective of bolstering the SME sector and driving sustainable economic development (Prasanna et al., 2019).

This indicates the drive and desire of the younger generation to start businesses. Data reveals that people in Gombak, Kuala Lumpur, particularly housewives, possess basic skills in food processing for daily needs. However, they have yet to implement diversity in food product processing, especially fish-based foods, which could generate added economic value. As a result, training sessions are being conducted as part of community service activities (PkM). According to Prof. Maizirwan Mel, the head of the Suaru Al Ukhuwah Gombak study group in Kuala Lumpur, members of the study group have great potential from both human and natural resources. It is hoped that they will be engaged in development programs such as enhancing the economy and human resources. They can participate in various study group activities, such as learning entrepreneurship, mastering cooking techniques, and engaging in other social activities besides religious ones.

When we conducted the previous field survey, members of this Islamic study group acknowledged that they lacked the courage to start a business because they didn't have sufficient capital. Additionally, they were unaware of how to develop a solid business plan to ensure the longevity of their ventures. Therefore, the team involved in this activity will teach them simple entrepreneurial methods they can utilize in their future businesses, particularly focusing on transforming food processing into snack products. Because some of their partners are directors, they are very enthusiastic about starting the businesses they will pursue.

The discussion results with partners indicate the following issues: (1) Mrs. Suaru Al Ukhuwah from Gombak Kuala Lumpur doesn't grasp marketing management concepts and lacks understanding of how to conduct business or entrepreneurship; (2) Entrepreneurial skills are still lacking, and partner members' resources are insufficient for product management and marketing; (3) Management is still rudimentary; and (4) Business expertise is low.

The solutions to the aforementioned Partner issues involve prioritizing program agreements during community service activities when implementing the Community Partnership Program (PkM), particularly emphasizing training in food processing techniques to create snack products. (1) In-class and hands-on training on food processing and snack production, (2) Mentoring and counseling on the role of

entrepreneurship in enhancing community welfare through snack businesses, (3) Enhancing business management skills specifically tailored for snack production, (4) Assisting with business legality applications for snack production enterprises, and (5) Training on effective product marketing strategies to reach target consumers in the snack industry.

## **METHODOLOGY**

In this activity, the business group receives training covering theory and product making assistance. The process of knowledge and skill transfer in the PkM program can be accelerated by using in-house training methods, technical guidance, production practices, internships at similar businesses (similar SMEs), and mentoring and consultations. In this activity, Spanish mackerel is used. The processed fish product is sticks or crackers as snacks. In summary, the aim of providing tools and entrepreneurship training as part of the Community Service Program holds immense importance as it not only empowers individuals economically but also facilitates skills development, knowledge transfer, and community development, thereby contributing to sustainable growth and prosperity. Some of the previous PkM has been proven to bring significant impact to rural communities in Indonesia (FAUZI, 2023; Juharni, 2022; Yoswaty et al., 2022).

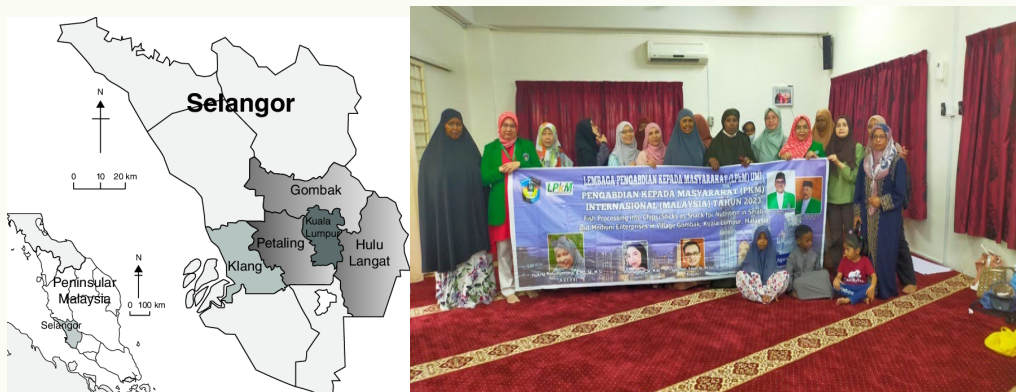
The Community Service Program (PkM) activities were conducted on Tuesday, 1 August 2023, by the PkM team organizers consisting of a Lecturer from the Faculty of Economics and Business and a Lecturer from the Faculty of Public Health at Universitas Muslim Indonesia. The implementation method of this community service, to be ultimately applied, consists of a series of systematically designed and arranged activities. 1. Determination of target areas: The community service team determines target areas based on observation data and interviews with the Secretary of Surau Al Ukhuwah Gombak in Kuala Lumpur, Malaysia. 2. Target area survey: The community service team surveys the location based on this data. 3. Field observation: The team conducts observations at the location. 4. Material preparation: The team prepares materials for community groups. 5. Implementation Licensing: Obtaining permits for Block B, B-3-1 PV5 Condominium, Taman Melati Utama, Kuala Lumpur, Malaysia. 6. Program socialization: Socializing program activities with the Housewives Community and Study Group of Taman Melati Utama, Kuala Lumpur, Malaysia. In Activity I, Material Presentation, the importance of planning in starting SMEs is discussed. In Activity II, the importance of planning in starting a business is discussed. In Activity III, Monitoring and Evaluation, the progress of ongoing businesses will be monitored and evaluated for program success. Finally, the final report, compiling a final report on the activities.

## **RESULTS AND DISCUSSION**

This international even is conducted on August 1, 2023, in the scenic surroundings of Gombak Village, nestled within the bustling city of Kuala Lumpur, Malaysia (Figure 1), the event was a transformative opportunity for the local community. The focus of the event was to provide comprehensive training sessions on the intricate process of fish

processing tailored specifically for snack production purposes. With an eager audience comprising 15 enterprising individuals representing micro and small-scale businesses from Gombak Village, the event buzzed with energy and enthusiasm. This international PKM was implemented through face-to-face meetings and understanding of appropriate technology (Ashoer et al., 2022). Face-to-face meetings involve lectures and demonstrations, followed by practical fish processing sessions. One of the objectives of this activity is to provide training on the importance of entrepreneurship to enhance household economic income. At the end of this international Community Partnership Program (PKM) activity, we took photos with study group mothers from various countries (Figure 2).

Participants actively engaged in the workshops, demonstrating a keen interest in learning new techniques and methods to enhance their snack production ventures. The resounding positive feedback and palpable enthusiasm from the attendees served as a testament to the event's success. It was evident that the knowledge and skills imparted during the training sessions resonated deeply with the participants, leaving them inspired and empowered to apply their newfound expertise in their entrepreneurial endeavors. Overall, the event was not just a training session; it was a catalyst for growth and innovation within the Gombak Village community. By equipping local entrepreneurs with valuable skills and insights, the event laid the foundation for sustainable economic development and prosperity within the region. Moreover, by providing innovative flavors in Spanish mackerel processing, this activity aims to empower study group mothers. The evaluation objective in this training and mentoring activity is to determine the level of success of the activity. In the evaluation phase, each activity stage is evaluated, as well as overall, to determine the level of success and to consider the next activities. Overall evaluation is conducted after the program or activity is completed, focusing on the level of participation and partners' knowledge.



**Figure 1.** Gombak Village, Selangor, Malaysia; **Figure 2.** Documentation of the program

## CONCLUSION

This evaluation result indicates that the Mother's Study Group of Al Ukhuwah Gombak, Malaysia, is highly interested in learning about how to turn Spanish mackerel into daily snacks, especially due to its rich nutritional value and protein content. This community service activity provided them with insights into how to process fish in a beneficial manner.

## ACKNOWLEDGEMENT

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