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Strengthening Production Capacity through Financial Management and Digital Marketing: Evidence from PKK Women's Groups in Matara Village, Merauke

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ABSTRACT

This community service activity aimed to improve production capacity, financial management literacy, and digital marketing skills among members of the Family Welfare Empowerment group in Matara Village in developing fish nuggets as a value added processed product utilizing local fisheries potential. The program was implemented using a participatory approach through educational and training activities, including program socialization, fish nugget production training, simple financial management training, and digital marketing training. The activities were conducted at the Matara Village Hall and involved twenty participants from the local community group. The results indicated an improvement in participants' understanding of hygienic production techniques, their ability to maintain simple financial records, and their use of social media as a platform for product promotion. The integration of production training, financial management, and digital marketing also encouraged the development of household enterprises utilizing fisheries products and expanded opportunities for marketing processed products. This activity contributes to strengthening the capacity of community based enterprises and supports the development of economic independence through the utilization of local resource potential in Matara Village.

Keywords: Community Empowerment, Digital Marketing, Financial Management Literacy, Fish Processing

1. INTRODUCTION

Utilizing the potential of local resources is a crucial strategy for driving economic development, particularly in rural and coastal areas. The fisheries sector plays a strategic role in supporting food security and improving community welfare by creating added value from fisheries products. Various activities, from fisheries cultivation and fishing to fish processing, not only serve as a source of livelihood for the community but also contribute to food security and economic growth, both locally and nationally. Furthermore, this sector holds significant potential for promoting social empowerment, particularly for women and groups with limited access to economic opportunities. Through involvement in fisheries, these groups can increase their income and economic independence.

Empirical evidence shows that the fisheries sector makes a significant contribution to the economic development of communities, especially in coastal areas (Firdaus & Rahardian, 2018). Nationally, the fisheries sector in Indonesia has been shown to have a positive impact on Gross Domestic Product (GDP). Research by (Sari & Khoirudin, 2023) explains that fisheries production has a positive



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and significant impact on Indonesia's GDP. At the regional level, the fisheries sector's contribution varies significantly. Some regions have moderate contributions, while others demonstrate a high comparative advantage in this sector. These differences are influenced by natural resource potential, utilization levels, and regional economic structures. This confirms that the role of the fisheries sector is highly contextual and dependent on the characteristics of each region. At the household level, the contribution of the fisheries sector is also significant, particularly in increasing family income. Fishing activities, including those carried out by coastal women, have been shown to significantly contribute to household income, thereby strengthening family economic resilience. Furthermore, the existence of fisheries businesses and industries also positively impacts production value and overall economic activity.

In Indonesia, various community empowerment programs have been directed at increasing community capacity to productively manage local resource potential. This policy direction aligns with the mandate of Village Law Number 3 of 2024, which emphasizes the importance of community empowerment as an effort to promote village independence and prosperity through the utilization of local potential. One community group that plays a strategic role in household economic activities is the Family Welfare Empowerment Group (PKK). This group is often involved in household-based food processing activities that have the potential to be developed into productive businesses, thus contributing to strengthening the family economy while supporting the implementation of community empowerment at the village level (BPK RI, 2024). Furthermore, the development of digital technology has opened new opportunities for micro-entrepreneurs to expand their product marketing reach through the use of digital platforms and social media. Community capacity building is not limited to production skills but also encompasses aspects of business management and digital marketing.

Several previous studies have shown that processing fishery products into processed food products is an effective strategy for increasing the added value of fishery commodities. Processed products such as fish nuggets, fish balls, and various other processed products have been widely developed by communities as a form of fishery product diversification (Jumadil, 2025). Previous research has shown that fishery processing training can improve community skills in producing higher-quality products and increase opportunities for household-based businesses (Zukryandry et al., 2024). A participatory community empowerment approach is also considered effective in increasing community involvement in the business development process.

In addition to production aspects, business financial management is a crucial factor in determining the sustainability of micro- and home-based businesses. Several studies have shown that low financial literacy remains a major obstacle for small business owners in developing their businesses (Deri Apriadi et al., 2025). Many micro-entrepreneurs do not maintain systematic financial records, thus experiencing difficulties in managing cash flow and evaluating business performance (Manuji et al., 2026). Improving financial management literacy through training in simple financial record-keeping is an important strategy to support the sustainability of micro-enterprises.

Furthermore, advances in information technology have emphasized the importance of digital marketing in the development of small and medium enterprises. Digital marketing allows businesses to promote products more widely at a relatively low cost (Sundari & Lestari, 2022). Social media platforms such as Instagram, Facebook, and WhatsApp have been widely used by micro-businesses as a means of product promotion (Herlina & Simabur, 2025). Several studies have shown that utilizing digital marketing can increase product visibility expanding consumer networks and increasing the competitiveness of small businesses (Lubis et al., 2026; Sifwah et al., 2024). In this regard, integrating digital marketing skills into community empowerment programs is becoming increasingly important in supporting the development of community-based businesses.

Although various studies have demonstrated the importance of improving production skills, financial management, and digital marketing in micro-enterprise development, most community empowerment programs still focus on one specific aspect in isolation. Many empowerment activities focus solely on improving production skills without accompanying strengthening of business management and marketing capacity. This situation often results in suboptimal and unsustainable community business development. In the context of fishery-based household businesses, empowerment approaches that

simultaneously integrate production capacity building, financial management literacy, and digital marketing are still relatively limited. This highlights the need for a more comprehensive community empowerment approach to enhance community business capacity as a whole.

Based on these gaps, this community service activity aims to increase the capacity of community groups to utilize the potential of fishery resources for business development. Specifically, this activity aims to improve the production capacity, financial management literacy, and digital marketing skills of members of the Family Welfare Empowerment Group in Matara Village, Merauke Regency. This program focuses on developing fish nuggets as a value-added processed product that utilizes local fisheries potential. The main question to be answered in this activity is how an integrated community empowerment approach through training in production, financial management, and digital marketing can increase the business capacity of community groups.

This research contributes to the study of community empowerment and business development utilizing local resources, particularly in the fisheries processing sector. It also demonstrates the importance of an integrated community empowerment approach to sustainably enhancing community business capacity. Therefore, mentoring activities are needed that focus not only on improving production skills but also on strengthening managerial and digital marketing capacity. Based on this background, this community service activity aims to improve the production capacity, financial management literacy, and digital marketing capabilities of the Matara Village Family Welfare Movement (PKK) group.

2. METHOD

The activity was held at the Matara Village Hall, Merauke Regency, attended by 20 PKK mothers. The implementation of the community service program regarding assistance in increasing the production capacity of financial management and digital marketing of PKK fish nuggets in Matara Merauke village was designed through a community-based participatory approach, where the main subjects were actively involved in the preparation, implementation, and evaluation processes (Helmi et al., 2025). The main objective of this activity is to provide a comprehensive understanding to mothers or the community regarding financial literacy and digital marketing as well as the practice of developing basic fish ingredients into ready-to-eat nuggets that are ready to be marketed with competitive packaging and flavors. market. The community service method is implemented in stages through preparation, implementation, and evaluation. These mentoring activities are designed to ensure that the entire process is systematic, structured, and delivers optimal results for participants. Each stage is implemented using a participatory approach, ensuring participants are actively involved in the learning process and hands-on practice. The following is a complete description of each stage:

1. Program Socialization

Program socialization is the initial stage aimed at introducing the planned activities to village officials and PKK members. At this stage, the implementation team explains the program's objectives, implementation schedule, materials to be provided, and benefits to be gained by participants were discussed. This outreach phase was also used to explore participants' expectations and adapt training strategies to field conditions. The outreach was conducted through face-to-face meetings at the village hall, using an open discussion method so participants could share suggestions, needs, and challenges they had encountered in managing their fish nugget business. The socialization stage not only functions as a means of conveying information, but also building a joint commitment between the implementation team and participants.

2. Production Training (Processing Techniques, Sanitation and Packaging)

The production training phase is the core of this activity, where participants receive material on the correct process for making fish nuggets. The training begins with an explanation of selecting fresh, high quality fish. Participants are introduced to the characteristics of fresh fish and proper storage methods to maintain quality.



Figure 1. Fish Nugget Production Training

Figure 1 shows that participants were trained on how to make fish nugget dough, including mixing techniques, and the dough-forming process to achieve a compact texture and consistent flavor. During the practical session, participants were also guided in implementing sanitation principles, such as maintaining clean equipment, personal hygiene, and ensuring a contamination-free production environment.



Figure 2. Steaming and Frying Technique Training

Figure 2 explains the proper steaming and frying techniques to obtain optimal color and doneness. Finally, participants were given material on hygienic and attractive packaging methods, including the use of appropriate packaging and simple labeling with product information. Through this series of training, participants are expected to be able to produce high-quality, safe, and marketable fish nuggets.

3. Financial Management and Digital Marketing

Training on financial management and digital marketing is provided to strengthen the skills of participants, especially PKK mothers, in developing food processing businesses more professionally and sustainably. Figure 3 introduces participants to the importance of simple financial record keeping, such as calculating capital, production costs, selling prices, and recording daily cash flow. Participants are also trained to understand the difference between profit and turnover, determine the break-even point, and develop a financial plan that helps businesses remain stable despite fluctuations in demand.



Figure 3. Financial management training

Figure 4 shows digital marketing training, which focuses on utilizing social media as an effective and low-cost promotional tool. Participants are taught how to create engaging product content, take food photos using simple techniques, write persuasive descriptions, and utilize digital features such as marketplaces, instant messaging, and scheduled posting strategies. Furthermore, participants are also taught the importance of building a brand image, maintaining a fast response to customers, and utilizing testimonials to increase product credibility. This training is expected to improve participants' ability to manage business finances while marketing products more widely through digital platforms so that their businesses can grow, compete, and provide economic benefits for their families and the surrounding community.



Figure 4. Digital Marketing Training

3. RESULT AND DISCUSSION

3.1. Program Socialization

The outreach program is an important initial step in implementing the community service program. During this stage, the community service team met with village officials and members of the Matara Village

Family Welfare Movement (PKK) to explain the objectives, benefits, and series of activities to be implemented. The outreach program demonstrated high enthusiasm among participants for the training offered. Discussions during the outreach program revealed that most participants were interested in developing fish-based processing businesses, but still had limited knowledge regarding good production techniques, business financial management, and effective marketing strategies. This demonstrates that the mentoring program implemented is highly relevant to the needs of the local community. Socialization activities also serve as a means of building communication and trust between the implementation team and the community. With active participation from participants from the outset, subsequent implementation can be more effective.

3.2. Fish Nugget Production Training

The fish nugget production training aims to improve participants' skills in processing raw fish into processed products with added economic value. The training is conducted through demonstrations and hands-on practice, enabling participants to gain a clearer understanding of each stage of the production process. The material covered selecting quality raw materials, fish processing techniques, mixing additional ingredients, steaming, cutting, breading, frying, and product packaging. Furthermore, participants were given an understanding of the importance of maintaining equipment cleanliness and production environment sanitation to ensure food safety. The training results demonstrated an increase in participants' understanding of more hygienic and systematic production techniques. Participants also began to understand the importance of consistency in the production process to maintain product quality. This aligns with the concept of Good Manufacturing Practices (GMP), which emphasizes hygiene standards, raw material quality, and production process control in the small-scale food industry (Febri et al., 2024). With improved production skills, it is hoped that PKK groups will be able to produce better-quality fish nuggets, thereby increasing their competitiveness in the local market.

3.3. Financial Management Training

One common problem faced by micro-entrepreneurs is the lack of systematic financial record keeping. This was also found in the Matara Village Family Welfare Movement (PKK) group, where most participants had not yet recorded their business finances separately from their household finances. Through financial management training, participants were introduced to the basic concepts of business financial management, including recording income and expenses, calculating production costs, and determining product selling prices. Participants were also trained in using simple financial record-keeping formats, such as daily cash books. The results of the training indicated that participants began to understand the importance of financial record-keeping in running a business. With more structured record-keeping, entrepreneurs can understand the amount of production costs incurred and the profits earned from product sales (Gamayuni et al., 2020). Furthermore, the ability to manage business finances can also help MSMEs make more informed business decisions, such as determining production strategies, setting competitive selling prices, and planning for future business development.

3.4. Digital Marketing Training

The development of information technology provides significant opportunities for small businesses to market their products more widely through digital media. However, the use of this technology remains limited among the people of Matara Village. Through digital marketing training, participants were introduced to various social media platforms that can be used for product promotion, such as Facebook, Instagram, and WhatsApp Business. Participants were also trained in basic digital marketing techniques, including how to create attractive product photos, write product descriptions, and effectively share product information with consumers. The training results indicated that participants began to understand the potential of social media as an effective and low-cost promotional tool. Some participants even expressed interest in marketing fish nuggets through social media to reach a wider consumer base. The use of digital marketing by MSMEs can be a crucial strategy for increasing product competitiveness in the

digital economy era (Tanuwijaya et al., 2024). By leveraging information technology, businesses can not only expand their market reach but also build closer relationships with consumers.

3.5. Impact of the Program on Community Empowerment

Overall, this community service activity had a positive impact on increasing the capacity of the Matara Village Family Welfare Movement (PKK) group. The integration of production training, financial management, and digital marketing provided a comprehensive approach to supporting the development of fishery-based household businesses (Putalan et al., 2025). This program not only improved participants' technical skills but also strengthened managerial and entrepreneurial skills, which are crucial for business sustainability. Furthermore, this activity also encouraged the growth of a spirit of economic independence among PKK members as micro-entrepreneurs. With ongoing mentoring, it is hoped that the Matara Village PKK group can develop a fish nugget business as a superior local product that can contribute to increasing family income and community welfare.

4. CONCLUSION

This community service activity successfully increased the production capacity, financial management skills, and digital marketing skills of the Matara Village Family Welfare Movement (PKK) members. This program positively contributed to the development of fish-based food processing businesses and encouraged community economic independence.

The training conducted not only improves technical skills in fish nugget production, but also strengthens managerial and marketing capabilities which are important for business sustainability. With this assistance, it is hoped that PKK groups can continue to develop their businesses independently and sustainably.

Ethical Approval

Not Applicable

Informed Consent Statement

Not Applicable

Authors' Contributions

IFK conceptualized the study, designed the research methodology, conducted data collection and analysis, and drafted the manuscript. PLS contributed to the research design, supported data analysis, assisted in data interpretation, and participated in manuscript writing. HT contributed to the research design, supported data analysis, assisted in data interpretation, and participated in manuscript revision. A contributed to data collection and assisted in literature review. KA contributed to data collection and assisted in literature review. AA contributed to data collection and supported manuscript editing. GGO contributed to data collection and supported manuscript editing. SMB contributed to literature review and manuscript formatting. NUH contributed to literature review and manuscript formatting. All authors have read and approved the final version of the manuscript.

Disclosure Statement

The writers mention that they do not have any personal issues that could affect their work.

Disclosure statement

The information shared in this study can be accessed through the main author to keep things private.

Data Availability Statement

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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