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ENTREPRENEURSHIP AND COOPERATIVE BUSINESS MANAGEMENT

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ABSTRACT

In order to boost freshwater fish production by members of the Satujuan Producer Cooperative 171 Tanjungkerta Village, Pagerageung District, Tasikmalaya Regency, this research is urgently focused on technology transfer education. In order to maximize the financial potential of various marketing tactics, this study also concentrates on cooperative business management and entrepreneurial education. The goal of this activity is to provide production marketing-related digital literacy as a means of taking advantage of current economic prospects. Additionally, by meeting the needs for animal protein, this activity can help partners (Satujuan Producer Cooperative 171) to enhance community welfare through freshwater fish breeding initiatives, which is a way to realize the Food Security Program implemented by the Indonesian government in 2023 and the Acceleration of Sunset Reduction Program in the Tasikmalaya region. Developing instructional materials based on research findings is one way that this activity contributes to the integration of the courses that are taught.

KEYWORDS

Cultivation, Technology, Marketing, Cooperative

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Introduction.

Satujuan Producer Cooperative 171 is a group of farmers who formed a cooperative legal entity in 2023. The cooperative has an address in RT 03 RW 02 Tanjungkerta Village with a land ownership of 1,600 Ha of agricultural land from 115 members. Members of this cooperative have won 3rd place at the West Java level as productive young farmers. The cooperative plans to plant corn and rice simultaneously to anticipate the increase in rice prices in the community, as well as increase the amount of fish production which so far for the Tasikmalaya Regency area still does not meet the adequate number of consumption fish needs in the community. The topography of the Pagerageung area supports the development of agriculture, livestock, fisheries, as well as plantations and secondary crops.

This freshwater fish farming activity is a breakthrough when the community complains about the high price of fish and the limited availability of freshwater fish, especially in the Pagerageung District area,

generally in Tasikmalaya Regency. During this time when the Government of the Republic of Indonesia through the Ministry of Marine Affairs and Fisheries invites the community to carry out the Love to Eat Fish Movement, this is in line with the Tasikmalaya District Government's program, the Fish Eating Movement Program. The Fish Eating Movement Program was rolled out considering that in 2023 fish consumption in Tasikmalaya Regency was around 23%, below the average fish consumption level in West Java Province of 38%. Furthermore, this freshwater fish farming activity is intended to meet the protein needs of the community in order to accelerate the reduction of stunting rates.

In fact, the market demand (consumption) of freshwater fish in the Tasikmalaya area requires 44 tons every day, while the production amount is only about 17 tons that can be produced from farmers in the Tasikmalaya area and the rest is supplied from outside Tasikmalaya, such as Purwakarta, Cilacap and Banjarnegara (Kabar Priangan, April 25, 2021). Coupled with the fish price of IDR 35,000/kg in the Tasikmalaya area, this is very difficult for the community during the economic situation after Covid-19 3 years ago.

Thus, although fish production for consumption in Tasikmalaya Regency has met the target, it has not met the level of community needs, in other words, it is still very insufficient because it still relies on fish supplies from outside Tasikmalaya. This problem inspired Satujuan Producer Cooperative 171 to try to utilize existing resources to develop its activities in freshwater fish breeding. This is in addition to considering that freshwater fish is a type of fish that has a high economic value for areas far from the coast. As food, fish meat contains good nutrition, high protein content and has a delicious and savory taste, so it is in great demand by the public. In addition, looking at the geographical situation, the need for fish in the community, the simple way of management, as well as the serious desire of the youth to increase their income for those who do not have a permanent job.

Thus, the opportunity for carp rearing in Tanjungkerta Village, Pagerageung Subdistrict, Tasikmalaya Regency is very promising. In meeting the local market alone, the need for fish is still lacking. In fact, it is still supplied from Cirata and Tasikmalaya Regency. Seeing the high market demand for fish, the opportunity for freshwater fish enlargement business is very promising to be developed. Related to this, the development of aquaculture in the future must be able to utilize the vast potential of resources to be able to encourage and revive community-based economic production activities.

The potential of fisheries resources in Tasikmalaya Regency has not been managed optimally, fish farmers generally still use traditional methods in cultivating fish so that the resulting production is still low and leads to low income. Low capital capacity and technological knowledge are problems and difficulties for fish farmers in carrying out the intensification of fish farming as recommended by the government and experts in the field of fisheries.

Materials and Methods.

Lecturers & students of Universitas Kristen Maranatha and Universitas Nurtanio have conducted training activities. The implementation method uses the partner socialization method. Socialization of fostered partners is in the form of introducing training programs organized by universities as part of the Tridarma of Higher Education that can be utilized and enjoyed by the general public (Alwi et al., 2025; Banjarnahor et al., 2024; Cristy et al., 2024; Darmasetiawan et al., 2023; Ethelind et al., 2023; Ethelind & Martusa, 2024; Kuang et al., 2024; Lamere & Meythi, 2023; Magdalena, Budiningsih, et al., 2023; Magdalena, Meythi, et al., 2023; Manurung et al., 2023; Martusa, Meythi, Margaretha, et al., 2024; Martusa, Meythi, Rukmana, et al., 2024; Martusa & Meythi, 2023; Meythi, 2024; Meythi et al., 2023, 2024; Pandanwangi, Manurung, & Meythi, 2023; Pandanwangi, Manurung, Meythi, et al., 2023; Putri et al., 2023; Putri & Meythi, 2023, 2024; Rohinsa et al., 2022; Setiawan et al., 2022; Tjahyadi & Meythi, 2022; Veronica et al., 2023; Widjaja et al., 2024).

Furthermore, it describes how Satujuan Producer Cooperative 171, a group entrepreneurial endeavor in Tanjungkerta Village, Pagerageung District, Tasikmalaya Regency, has encountered challenges and barriers associated with freshwater fish breeding and how this program addresses them. The method used in the socialization of this partner is in the form of briefing and mentoring conducted by the proposing university to partners (Onejuan 171 Producer Cooperative) at the location of the activity.

Results.

The study's findings demonstrate that the trainees have comprehended the materials on cooperative business management and entrepreneurship that the presenters or resource persons have provided. The training participants' descriptive data are displayed in Table 1. The participants' insights before and after the training were different, as evidenced by their mean pretest score of 76.8 and mean posttest score of 80.75.

Table 1. Means of Paired Two Samples for the t-Test

	Pretest	Posttest
Mean	76.8	80.75
Observations	40	40
Sig	0.0138	

The findings of comparing the trainees' perceptions of cooperative business management and entrepreneurship are also displayed in Table 1. The findings offer factual proof that participants' perceptions of entrepreneurship and cooperative business management differed before and after the training. A sig value of less than 0.05 indicates that there is a significant difference between the participants' pre- and post-training knowledge.

Discussion.

Following negotiations between the Universitas Kristen Maranatha and Universitas Nurtanio research teams and the partners that will support this research endeavor, a solution was proposed based on the previously outlined concerns. The solution's findings include the Universitas Kristen Maranatha and Universitas Nurtanio, which seek to maximize the freshwater fish farming industry into a more economically competitive enterprise. In collaboration with the proponent's member, Universitas Kristen Maranatha and Universitas Nurtanio, will provide business management and entrepreneurial training to the Satujuan Producer Cooperative 171 in freshwater fish farming.

Conclusions.

This study investigates if Satujuan Producer Cooperative 171 pre- and post-training insights differ. In order to provide Satujuan Producer Cooperative 171 a competitive edge in its industry, the program offered insights into company management and entrepreneurship. The findings illustrate that most of the participants of Satujuan Producer Cooperative 171 who attended the training showed an increase in entrepreneurial and business management insights between before and after the training.

The implication of this research is that it shows the importance of entrepreneurial insight and business management for the participants of the Satujuan Producer Cooperative 171. The contribution of this research is the collaboration between university academics and MSMEs. This will help to improve the national economy in accordance with government regulations.

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