

EMPOWERMENT OF FISH PROCESSING AND MARKETING GROUPS IN THE CITY OF TOMOHON THROUGH ASSISTANCE WITH PRODUCT PACKAGING USING ENGLISH AND OTHER FOREIGN LANGUAGES

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ABSTRACT

This community service activity aims to improve fish processing and marketing groups (Poklahsar) in the city of Tomohon, North Sulawesi. Tomohon is known for its cool and beautiful natural conditions, and has several traditional markets which are shopping centers for the local community. This makes it easier for fish farmers to sell their products locally, including through digital platforms such as WhatsApp Business and Instagram. However, marketing is still limited to a local scale, as can be seen from the use of local languages and Indonesian on product packaging. Therefore, this community service activity involves training, especially in English, Japanese and German, for fish processing groups (Poklahsar). English, as an international language, will be introduced for product descriptions on packaging and digital media. The aim is for Poklahsar in Tomohon to increase the number of product sales and expand their market to the international level.

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INTRODUCTION

North Sulawesi Province is famous for its marine potential considering its geographical condition which has a long coastline. Then, several important cities are located on the coast such as the cities of Manado, Amurang, Bitung as well as several islands such as Bunaken and its surroundings, Sangihe Talaud, and the Sitaro islands (Siau Tahuna Biaro). This fact shows that marine resources in this province have great potential to be managed and even developed to meet national and even global market needs. This marine production has even been processed into several packaged culinary products such as sambal roa, fish crackers, shredded skipjack tuna, etc. so that they can be used as typical souvenirs from the North Sulawesi Province region.

Apart from marine products, freshwater fish production is also popular with local people and is often processed into several traditional dishes such as bamboo fish, nike cakes, grilled fish, and many more. The culture of the Minahasa people has a series of ceremonies related to giving thanks, religious celebrations such as Christmas, New Year, Eid, Chinese New Year, Kuncikan, etc. which results in quite a large demand for freshwater fish.

The following is a picture of fishery products that have been processed into snacks in the form of crackers and packaged and attached with packaging stickers that describe the product.



Figure 1. Fish product packaging in the form of fish crackers Source: personal collection

Seeing the potential of the province of North Sulawesi, this community service activity was proposed with the aim of developing a fish processing and marketing group (Poklahsar) in the city of Tomohon, North Sulawesi. This is also in line with the direction of the 2020-2024 marine and fisheries development policy which refers to the national development agenda and the President's direction regarding the marine and fisheries sector. One of the 2023 National fisheries extension programs from the Indonesian Ministry of Fisheries and Maritime Affairs which is listed on the National work agenda is the Strengthening the Competitiveness of Marine and Fishery Products program. 1

This activity is planned to be carried out in the city of Tomohon. Tomohon City is a city located in North Sulawesi Province with an area of around 149.33 km² and a population of around 104,000 people with the majority being ethnic Minahasans. Tomohon is very well known for its flower production and culinary specialties such as sambal rica-rica, curuga chicken, and tilapia fish or goldfish. In this area there is also an area for cultivating freshwater fish and has a large traditional market which is a shopping center for local residents in Tomohon city and also residents from other areas such as Manado city, Tondano city, Minahasa district and other districts.

One of the traditional markets that is famous internationally is the traditional market which is nicknamed the "extreme market" because it sells meat from snakes, wild boars, bats, dogs, white-tailed rats and others. Apart from that, Tomohon is also famous for its tourist attractions such as Mount Lokon, Mount Mahawu, Lake Linow, and many culinary tours selling typical Minahasa food. Thus, even though Tomohon does not have a coastline because it is in a hilly area, the fish trade in this city is very promising. Therefore, the fisheries sector has become one of the superior sectors of the Tomohon city government, which is one of the regional income centers.

Then, the target partners for this PKM activity are processing and marketing groups (Poklahsar). In general, groups in the fisheries sector that are always the target of outreach and programs from the Ministry of Fisheries and Maritime Affairs are divided into three main groups, namely: 1) Fishermen, 2) fish cultivator groups (Pokdakan), and 3) processing and marketing groups (Poklahsar). Poklahsar is the target of service because this group is actively involved in the economic sector in the form of small businesses that market fishery products. In the city of Tomohon, several fishery product groups are involved in empowering Micro, Small, Medium Enterprises and Cooperatives (UMKMK) activities,

which generally consist of selling fresh fish and also selling packaged fish processing products. The following is one of the marketing products made by one of the poklahsars in Tomohon city:



Figure 2. Image of advertising for packaged fishery products. Source: Instagram

Forms of service activities include English language training and assistance to community groups in the city of Tomohon in making packaging/labels for fishery products and creating marketing content using digital media such as WhatsApp (WA), business, Facebook (FB), Instagram and TikTok. Apart from that, to be able to create creative digital media marketing content, preparation is needed in the form of training in English and other foreign languages such as German and Japanese which introduce basic material such as introductions, telephone conversations, processing processes and basic marketing terms that are useful for marketing product. Thus, the content contains skills in pronouncing English well.

This activity also included students from the English and Management majors specializing in International Business Administration so that students could implement the knowledge gained at the University to the community. Students also gain experience and can hone their soft skills. Apart from that, student participation in activities can earn credit recognition of up to 5 credits. Courses that can be recognized include entrepreneurship courses and English and other foreign languages such as Japanese/German. This is in line with the Independent Campus Learning (MBKM) program from the Ministry of Education, Culture, Research and Technology which has been implemented in recent years. The trainers who will be involved in this PKM activity are lecturers with a background in English, German and Japanese.

Thus, this PKM activity is not only for the application of science and technology directly to the community but can also be used to achieve IKU 2 in the form of students gaining experience outside the campus; IKU 3 consists of lecturers with activities outside campus; and IKU 5 in the form of lecturers' work results used by the community.

RESEARCH METHODS

operates in the productive economic sector. Therefore, there are two problem areas to be addressed which are related to production and marketing. In general, it can be seen in the following diagram:

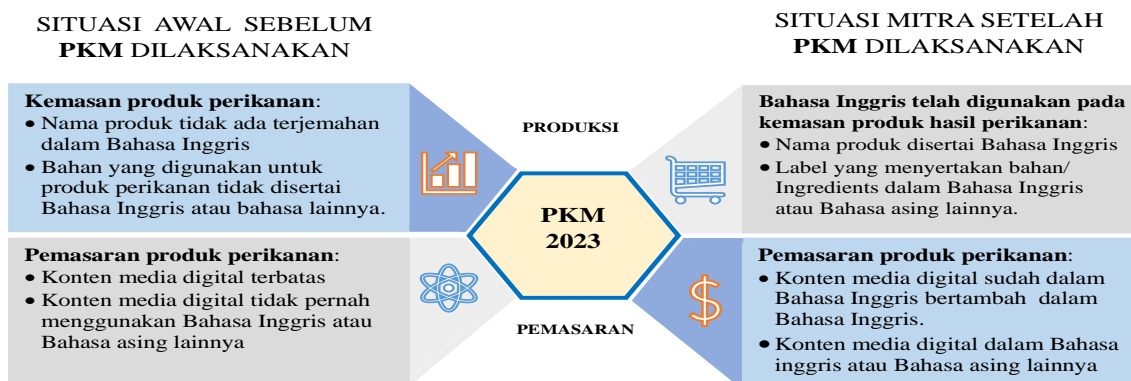


Figure 3. Diagram of the initial situation and after the implementation of PKM activities

RESULTS AND DISCUSSION

Results

Problems and Solutions

The fishery product processing and marketing group (Poklahsar) in Tomohon has been trying to make breakthroughs in the form of processing various snacks from fish products. Some products have been packaged to be sold in shops as souvenirs to other cities outside North Sulawesi Province or also sold using social media. This group is provided by the Ministry of Fisheries and Maritime Affairs with assistance in the form of training. However, so far there has been no assistance in the form of English language training for partners.

There are two aspects of priority problems that will be addressed through the proposed PKM program, namely: 1) production aspects and 2) marketing aspects. So far it has been identified that the sales of poklahsar in Tomohon City are still on a small scale and only in the local language, namely Manado Malay or Indonesian. From the production aspect, packaging for fishery products containing the product name, product description and even the ingredients used is still in Indonesian. Thus, of course this language can only be understood by Indonesian speakers.

Then, problems in the marketing aspect are also related to the absence of languages other than Indonesian used for digital marketing content. The language of instruction on social media such as WA business, Instagram and TikTok is still in Indonesian. Thus, it can be concluded that so far the marketing share of freshwater fish and sea fish products is still aimed at local communities. There has been no further effort from the group to create production that meets the needs of the international share. Apart from that, the amount of content still needs to be increased and use English or other languages in order to maximize sales.

This is the main problem found by partners and therefore, it is felt necessary to carry out Poklahsar training and assistance in the city of Tomohon. This form of training and assistance is provided to owners and employees with the aim of improving packaging labels and digital social media content for fishery products using English and other foreign languages. Thus, the proposed activities have the theme of RIRN's focus areas, namely social humanities, education, arts and culture. It is also hoped that as a result of this activity, waiters will master basic conversation to serve customers as well as fishery product labels on packaging that include English or other foreign languages. Apart from that, the aim of this PKM is to increase the amount of digital marketing media content that uses a language of instruction other than Indonesian, such as English or other foreign languages. In this way, fishery products can be accessed not only by local communities but also by the international community.

The aim of this English language training activity at the poklahsar in Tomohon is related to IKU 2 because this activity involves students in implementing the program and the results can be recognized in the form of learning equivalent to 5 credits. Then, the suitability of the field of expertise of lecturers who are part of the team implementing English language training at this poklahsar is closely related to the achievement of IKU 3, namely lecturers who work

outside campus. Apart from that, the teaching materials created by the lecturer team are based on research results so that the content of the teaching materials is relevant to the cultural context and needs of PKM partners. This is related to achieving IKU 5, namely the results of lecturers' work being used by the community.

Solution

The solutions offered for the problems faced by partners are 4 (four) types of activities:

1. English, German and Japanese training to translate packaging
2. English, German and Japanese language training for creating digital media content
3. Assistance in making foreign language packaging labels
4. Assistance in creating digital media content in English and other foreign languages.

Thus the output targets are:

1. Product labels/stickers in English and other foreign languages such as German and Japanese; as well as
2. Marketing content in English and other foreign languages.

The following table briefly and clearly explains the solution, completion targets and indicators:

Table 1. Target indicators

Problem	Solution	Target	Indicator
The names of fishery product packaging are not in English	Product name packaging translated. Partners will be trained to master several terms in English related to fishery production.	Product name packaging translation.	All kinds of products have been translated
Ingredients and product descriptions are not translated	Ingredients and product descriptions translated. Partners will be trained to master several terminologies in English related to ingredients, descriptions and even fishery production processes.	Product ingredient translation.	Ingredient labels and descriptions have been created
Digital media-based marketing content does not use English	Digital media content translated. Partners will be trained to master several terminologies in English related to ingredients, descriptions and even fishery production processes.	Digital media content translation	Content has been translated.
Digital media-based marketing content is limited	Increased digital media content. Partners will be trained to master basic conversational pronunciation skills for content creation. The content consists of introductions, telephone conversations, and product processing.	Marketing using digital media is increasing in quantity.	At least 3 new content published on digital marketing media such as TikTok, Instagram.

The researcher chose English training activities because of the research track record and dedication of the head of the proposing team in the field of English language teaching, especially research regarding teaching media. This research is very useful in providing knowledge about how to prepare teaching materials that suit partners' needs. For this proposed service activity, the ability to choose the right textbook and also adapt or even develop the teaching materials needed for this service activity is required

For English language training, the method used is the communicative language teaching (CLT) method. According to Diana Larsen-Freeman², there are many methods that have been used in learning English. One of them is

the CLT method which emphasizes the importance of communication in language learning, with the aim of developing effective and authentic communication skills in students. Furthermore, CLT is described as an approach that focuses on functional and contextual use of language. Language learners are trained to communicate in the target language through communicative situations, such as discussions, debates, and role plays, so that they can understand and practice the language in a natural and authentic way. Apart from that, CLT also emphasizes the development of complete language skills, namely the ability to speak, listen, read and write in an integrated manner. Therefore, teachers must provide varied and enjoyable situations and activities, so that students can gain real communication experience and can develop their language skills well. Then, CLT teaching techniques and principles, such as the use of student-centered activities, the use of meaningful and authentic teaching materials, the continuous use of target language, and the use of formative evaluation to measure student progress on an ongoing basis.

The steps for implementing CLT are outlined as follows:

1. Determine communication-oriented learning objectives. The resource person must determine learning objectives that are oriented towards developing learners' communication skills in the target language.
2. Prepare meaningful and authentic teaching materials. Teaching materials must reflect everyday life and be appropriate with what partners need so they can understand and feel involved in the exercise.
3. Creating communicative situations in learning so that these communicative situations can motivate partners to communicate using the target language. Communicative situations can be created through speaking, listening, reading and writing activities.
4. Provide continuous feedback. Feedback is provided continuously to partners in terms of language use and development of communication skills.
5. Using learning supporting technology. Technology is used as a means to improve communication skills, such as video, audio, and learning software.
6. Assess partners' progress on an ongoing basis. Formative evaluation can be carried out continuously to measure progress in developing partners' communication skills.
7. Encourage cooperation between training participants. They can learn from each other through cooperation and collaboration in learning activities, thereby enabling them to participate actively in learning.

So in short, training activities will be divided into opening, training, mentoring and evaluation activities. Then, related to the preparation of training materials, the team will develop teaching materials apart from using material taken from pre-existing textbooks such as books from Burgmeier A 3, Verlag MH 4 and also material from the internet from NHK world Japan 5. Apart from that, there will also be material developed by the team itself. The teaching materials developed by the team will focus on speaking skills following the guidelines written by Bao, D 5.

In this activity, partners are expected to actively participate in training activities and the progress obtained will be measured through output results in the form of production labels and digital content in English or other foreign languages such as Japanese and German. Then, other outputs in the form of product stickers and promotional content in foreign languages are a measure of the success of partner participation. Apart from that, it is hoped that the skills they gain through this training can be sustainable so that partners can create other digital material content after the PKM program is over.

CLOSING

For this activity, the head of the proposer and the members of the proposer are lecturers who have competence in teaching foreign languages and social humanities. In addition, the potential credit recognition for students is 5 credits. Students will be involved in assisting partners in producing English-language digital content. Apart from that, students will also gain knowledge about fishery products.

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