



## **Empowerment of Petambak Village potential through the revitalization of BUMDES (Jogo Reso Restaurant) with a typical kresek farm and salted fish meal menu of Kedungpeluk Village, Sidoarjo**

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<b>ARTICLE INFO:</b>	<b>ABSTRACT</b>
Received: 29-09-2025 Review: 15-10-2025 Accepted: 30-11-2025	This community service program aims to empower the potential of Kedungpeluk Village, a fishpond based community, through the revitalization of the Village-Owned Enterprise (BUMDes) Jogo Reso. Kedungpeluk Village has great potential in aquaculture, particularly in mujair fish, which has often been considered a pest. Through innovative processing, mujair is transformed into a distinctive local product, ikan asin kresek, which offers unique taste and higher market value. The method applied was Participatory Action Research (PAR), engaging the community in planning, training, and product marketing. The results indicate that the development of Jogo Reso Restaurant, focusing on aquaculture-based culinary products, successfully enhanced community skills, created job opportunities, and strengthened local culinary identity. Furthermore, strategies such as re-branding, packaging improvement, and digital promotion through social media and e-commerce proved effective in expanding market reach. In conclusion, revitalizing BUMDes through local culinary development not only contributes to village economic growth but also reinforces community independence and business sustainability.
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### **Introduction**

Kedungpeluk Village is an area that has an area of approximately 1,128,665 hectares, which is divided into 19 Neighborhood Units (RT) and 4 Neighborhood Units (RW). The population reaches 3,537 people, consisting of 1,742 males and 1,795 females. Most of the residents are workers in the pond farmer sector and culinary tourism managers who are often visited in the Sidoarjo area. Judging from the aspect of land use, Kedungpeluk Village shows dominance in the community-owned pond and rice fields sector. Of the total area, around 1,031,665 hectares are used as ponds, while 61,846 hectares are used for rice fields. This condition reflects that the main potential of the village focuses on fisheries, ponds and people's agriculture activities which have a strategic role in supporting the survival and economy of the local community. (Village Government, 2025) (Megawati et al., 2022)

Although Kedungpeluk Village has great potential in the fishery, pond and local culinary sectors, the existence of BUMDES has not run optimally. BUMDES activities are still classified as passive, so their role as the driving force of the village economy has not been maximized. On the other hand, the culinary potential of typical villages such as processed pond products and salted fish has not been worked on properly as superior products that can increase economic value. Lack of innovation in management, limited promotion, and lack of a sustainable marketing strategy are factors that cause this great opportunity to not be able to have a significant impact on the welfare of the community.

Conceptually, community empowerment can be understood as a form of social action carried out by a group of residents in a community by organizing themselves, planning, and implementing collective actions to overcome social problems or meet common needs based on the capabilities and resources available. Meanwhile, in another view, community empowerment is seen as a concept of economic development that integrates social values. This concept also represents a new paradigm of development that emphasizes the principles of people centered, participatory, empowering, and sustainable. (Habib, 2021)

The development of locality in traditional food is an important effort in maintaining the sustainability of cultural heritage while strengthening the identity of a region. Traditional food not only serves as the fulfillment of physical needs, but also has a symbolic meaning that is closely related to rituals, traditional ceremonies, and social values of the Community. The role of BUMDES emphasizes that its existence has a significant influence on the economic empowerment of village communities. Through the various business units managed, BUMDes are able to open job opportunities, increase income, and expand public access to productive economic activities. The presence of BUMDes is also an important instrument in mobilizing local potential, both in the agriculture, fisheries, trade, and service sectors, so that it can create a sustainable economic turnaround at the village level. In addition, BUMDes not only function as an economic institution, but also as a forum for community learning to develop managerial skills, entrepreneurship, and strengthen village independence. (Stuart & Mantolas, 2021) (Wahyuni et al., 2022)

This research focuses on the process of describing and understanding in depth about the social, economic, and potential dynamics of the village related to the development of BUMDES Rumah Makan Jogo Reso and the use of local resources. This study is directed to explore in detail how real conditions in the field can be used as a basis for formulating community empowerment strategies, especially through optimizing the culinary sector of pond products and typical village products.

## **Method**

This research activity was carried out in Kedungpeluk Village, Candi District, Sidoarjo Regency by involving various parties as the subject of the activity, including local business actors, BUMDES managers, and the village community at large. The approach used is Participatory Action Research (PAR), which emphasizes the active participation of the community in each stage of the activity. The implementation process begins with the identification of the potential of the village and the problems faced by the community, especially related to the management of culinary businesses based on pond products. Furthermore, socialization and deliberation were carried out with residents to formulate mutually agreed strategic steps. The next stage is in the form of business management training and processing of village menus, which are provisions for BUMDES managers and business actors. After that, BUMDES revitalization was carried out through the management of Jogo Reso Restaurant as a center for village culinary development. As a final step,

the activity is focused on promoting and marketing superior products in the form of salted fish and pond products, in order to strengthen the community's economic competitiveness while increasing the sustainability of village businesses.

The training in the Kedungpeluk Village empowerment program was carried out through direct monitoring of the process and results of the involvement of participants totaling around 25-30 people, consisting of the main target groups, namely Jogo Reso BUMDes managers, MSME actors processing pond products, housewives who process salted fish, and village youth who play a role in digital marketing. Kemmis and McTaggart (1988) explained that the action research model consists of several interrelated stages to form a cycle. These stages include planning, implementing actions, observation, and reflection that are repeated from one cycle to the next. In the data collection process, the researcher uses direct observation of the object being researched, carries out action research, collects documentation, and conducts literature review that is relevant to the research problem. Meanwhile, data analysis is carried out through the stages of information collection, selection and data editing, then continued with the presentation of findings. (Ramadayanti et al., 2024)

## **Results and Discussion**

Kedungpeluk Village is one of the fishing villages that has a peculiarity in the tradition of fisheries cultivation. The life of the community is very close to pond activities, where most of the population depends on the family economy on the brackish water fish and shrimp farming business. Their professions are diverse, ranging from pond land owners, pond keepers, to freelance daily workers who rely on wages from odd jobs. This activity not only reflects the village's identity as a fishery center, but also becomes a heritage that continues to be maintained. Mujair fish is often considered a pest by farmers because of its rapid growth and often interferes with the cultivation of main fish such as milkfish and shrimp. However, if managed properly, the existence of mujair fish can actually be one of the valuable economic potentials. So far, its use is still very limited, even though mujair fish has a savory taste and can be processed into various processed products. One of the innovations that began to be initiated was to process mujair fish into kresek salted fish, which is a typical salted fish product of the village that has a crispy and long-lasting taste. With proper processing, mujair fish not only avoids being labeled as pond pests, but can also become a superior commodity that supports the community's economy and enriches local culinary variations. (Baznas, 2025)

### **The Initial Condition of BUMDES and the Potential of Petambak Villages**

The existence of BUMDES in Kedungpeluk Village is still not running optimally. BUMDES, which should be the driving force of the village economy, tend to be passive and do not have a business unit that is able to develop sustainably. The great potential of the pond fisheries sector such as milkfish, shrimp, and mujair fish has not been utilized to the maximum to be managed into value-added products. The community sells more farm products in raw form at relatively low prices, so the profits obtained are not proportional to the hard work done. In addition, awareness of the importance of village business development through typical culinary innovations, such as salted fish and other processed pond products, is also still limited. This condition illustrates that although Kedungpeluk Village has great potential as a farming village, without directed management through BUMDES, this potential has not been able to have a significant impact on the welfare of the community.

The absence of tourist destinations in Kedungpeluk Village is one of the challenges in moving the wheels of the community's economy. This condition makes the village less attractive for visitors from outside, so the opportunity to increase income through the tourism sector is relatively limited. The existence of Jogo Reso BUMDES is present as one of the strategic efforts in community empowerment. Through the development of culinary business units based on pond products and local products, this BUMDES is expected to be able to become an alternative new economic destination that not only adds value to fishery products, but also opens up space for the community to be directly involved in joint business activities. Thus, even though Kedungpeluk Village does not have the potential for natural or artificial tourism, BUMDES Jogo Reso can play a role as an entry point in creating the village's economic identity while improving the welfare of its citizens.

So far, mujair fish in Kedungpeluk Village is generally only used as catfish feed or animal feed because it is considered not to have high economic value. This utilization is certainly not optimal, considering that mujair fish actually has the potential to be processed into a consumer product with a better selling value. Through innovations carried out with the community, mujair fish is then processed into kresek salted fish products, which are typical village preparations that have a savory taste, are durable, and have the opportunity to become a superior commodity. The change in the use of mujair fish from just animal feed to ready-to-consume processed products not only increases the added value of pond products, but also opens up new business opportunities for the community and strengthens the role of BUMDES as a driver of the village economy.

This potential is one of the things that is considered an effort in socio-economic empowerment in Indonesia, especially at the rural level. The abundant use of local resources, if managed creatively and sustainably, can encourage people's economic independence and reduce dependence on formal sectors in urban areas. In addition, empowerment based on local potential is also in line with the spirit of inclusive development, where the community is actively involved starting from the planning, management, to product marketing processes. Thus, this effort not only provides an increase in income, but also strengthens social solidarity, fosters a sense of ownership of development results, and encourages the birth of innovations that are in accordance with the cultural and environmental characteristics of the local community.

### **Culinary Product Innovation of Kresek Salted Fish Village**

Innovation of village culinary products is one of the important strategies in increasing the added value of local processed products while expanding market access. This step not only focuses on processing raw materials into ready-to-consume products, but also includes aspects of packaging, promotion, and the use of digital technology to introduce products to a wider market. One real example is the development of kresek salted fish, a typical village culinary that has a unique taste and high economic potential.

The process of *re-branding*, packaging, and marketing development through digital platforms is one of the strategic efforts made by the IAI Al Khozini KKN Team in supporting the strengthening of local economic potential. Re-branding is carried out by improving the packaging design to be more modern, hygienic, and have aesthetic value that is able to attract consumer interest. Meanwhile, the use of digital platforms such as social media and e-commerce is intended to expand the marketing reach, so that village products are not only known locally, but can also reach regional and even national markets.



Figure 1 Fish processing process



Figure 2 drying fish



Figure 3 Packing of Salted Fish

The innovation of kresekan salted fish culinary products is a form of creativity in processing village fishery products so that they have higher added value. If previously mujair fish was considered a pond pest, through the process of processing it into salted fish kresekan, this product has actually turned into a typical culinary that has a savory, crispy, and popular taste by the community. Salted fish is not only known as a traditional food with a distinctive taste, but also stores nutritional content that is beneficial to the body. Based on the results of the analysis, salted fish-based processed products developed in the form of snack bars have a protein content of 8.37%, carbohydrates 76.32%, fat 0.75%, moisture content of 12.27%, and ash content of 2.45%. (Salampessy et al., 2023)

Salted fish is also one of the traditional foods that is very close to the life of the Indonesian people. Almost all levels of society know and consume this processed product, which is made through the process of salting and drying. In the national context, salted fish has a strategic position in the fisheries sector, because it is recorded that around 65% of fishery catches and cultivation are processed by the salting method. Salted fish processing activities not only aim to extend shelf life, but also maximize the value of fishery products while expanding the diversification of products produced. Traditionally, salted fish is made by cleaning the fish, then adding salt, and adjusting the moisture content according to the standards set by the Indonesian National Standard (SNI), which is around 20–30%. (Makin et al., 2023)

### Restaurant Processing Strategy as a BUMDES Icon

The management strategy of restaurants as an icon of Village-Owned Enterprises (BUMDES) is one of the innovative steps in encouraging village economic independence. Restaurants not only function as business units that offer culinary products, but can also represent local identity through distinctive menus, traditional flavors, and atmospheres that reflect local cultural wisdom. The IAI Al Khozini KKN team tried to carry out empowerment activities by managing the Jogo Reso restaurant as one of the potentials of Kedungpeluk Village, Candi District, Sidoarjo Regency with the following series:

Table 1. Jogo Reso Restaurant Management Strategy

Process	Activities Carried Out
Planning	The planning stage began by conducting in-depth research on the potential that Kedungpeluk Village has as a farming village. This research includes the identification of key resources in the form of pond products such as milkfish, shrimp, and mujair, as well as opportunities for their development into value-added processed products.

Execution of Actions	<p>The stage of implementation of our action KKN TEAM IAI Al Khozini disseminates the results of research to the community through village deliberations, so that residents can understand and provide input on the planned program. Furthermore, business management training and processing of typical culinary products, such as the processing of salted fish and other processed pond products, was carried out in order to improve the skills of the community in developing local potential. Implementation also includes revitalizing the management of BUMDES Jogo Reso as the main forum for economic empowerment, which is focused on farm-based restaurant businesses. The last stage is the implementation of promotion and marketing strategies, both through traditional and digital media, to expand the reach of products beyond the village. The activity of processing mujair fish into crusher salted fish was also carried out by the IAI Al Khozini KKN Team as one of the community empowerment programs in Kedungpeluk Village. The selection of mujair fish is based on the fact that most people still consider this fish to be a pest because its existence often interferes with the cultivation of the main ponds, such as milkfish and shrimp. However, the KKN team sees this condition as an opportunity that can be developed into a new economic potential. Through processing innovations, mujair fish is transformed into a kresekan salted fish product that has higher added value, distinctive taste, and a fairly long shelf life. The last activity carried out was digital promotion as an effort to expand the marketing reach of processed fish products, salted fish and other pond products. This promotion is carried out through various platforms, especially social media such as Instagram, which is considered effective in reaching consumers from various circles, especially the younger generation who are familiar with digital technology. In addition, publications are also directed to local mass media as a means to introduce the potential of the village to the wider community. This digital promotion strategy not only aims to increase the popularity of products, but also builds a positive image of BUMDES as a driver of the village's creative economy.</p>
Evaluation	<p>The evaluation process of human resources (HR) and marketing management of BUMDES Jogo Rosso showed that there was an increase in managerial capacity, skills in processing typical culinary products such as salted fish kresekan, and participants' understanding of modern digital-based marketing strategies. Indicators of training success also include increasing the number of product innovations, improving the quality of Jogo Reso restaurant services, increasing sales turnover, increasing the number of customers, and increasing the number of local workers involved.</p>

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Source: Primary Data (2025) IAI KKN TEAM Al khozini

The importance of restaurant processing strategies is one of the efforts to encourage a community-based economy. A management strategy can be said to be successful if it meets several indicators, such as a high enough increase in sales turnover indicating a positive response from the market to the products and services offered. This condition goes hand in hand with the growth of the increasing number of workers, so that businesses not only have an impact on financial profits, but also make a real contribution to the absorption of local labor. In addition, the significant growth in the number of customers shows the trust and loyalty of the community to the business. (Hamindu et al., 2020)

The success of the restaurant management strategy can also be measured from the ability of the business to optimize the available local potential. In the context of Kedungpeluk Village, this is realized through the use of pond products and processed salted fish as the main menu that is a

characteristic. By elevating local culinary as a business identity, restaurants not only play a role as a provider of consumption services, but also as a means of promoting culture and village potential. Business sustainability is also ensured when restaurants are able to adapt to market needs through menu innovation, service quality improvement, and the implementation of modern marketing strategies that are in line with the development of digital technology.



Figure 4 Jogo Reso restaurant management strategy



Figure 5 Processed Fish Menu



Figure 6 Response of the Kedungpeluk community

The implementation of management strategies also includes marketing with the 7P concept which includes product, price, place, promotion, people, process, and physical evidence as important aspects in the management of BUMDES. By paying attention to the target market and the existing economic potential, BUMDES seeks to provide products that suit the needs and desires of tourists and local communities. Digital marketing training is held as a strategic effort to help promote BUMDES and community MSME products so that they are competitive in the digital era. This is in line with the opinion (Anzari et al., 2023) which states that the influence of digital marketing training has an impact on 92.10% of participants who have understood digital marketing techniques through various social media platforms. This significant increase shows that digital marketing training is not only relevant to the needs of the community, but also able to have a real impact in increasing the capacity of village human resources, so that the potential of BUMDES and MSMEs can be more optimally marketed to a wider audience. (Awang & Situmorang, 2023)

### **Socio-Economic Impact of Salted Fish Processing**

Kresek salted fish is one of the traditional processed products that has economic value as well as a typical culinary identity of coastal communities, especially in Kedungpeluk Village. As a result of the simple processing of pond fish, this product not only serves as a consumable ingredient, but also makes a real contribution to the social and economic life of citizens. The processing process that directly involves the community is able to create business opportunities, increase household income, and create new jobs. According to the results of the research's observation dated August 9, 2025, the socio-economic impact can be seen from the increase in household income, the emergence of new business opportunities, increased community involvement in BUMDes, and the formation of social solidarity and a sense of belonging to village economic development programs. The socio-economic impact not only reflects the success of the training, but also shows significant changes to the village's economic independence and the strengthening of local culinary identity as a sustainable asset.

The training in the processing of salted fish has a significant socio-economic impact on the people of Kedungpeluk Village. From an economic perspective, this activity is able to increase

family income, especially for households that depend on the pond fisheries sector for their livelihoods. The salted fish processing process creates a new value chain, starting from production, distribution, to marketing activities, thus opening up business and employment opportunities for the surrounding community. Meanwhile, from the social side, the existence of processed salted fish kresekkan strengthens the local culinary identity as well as a symbol of the wisdom of coastal communities in utilizing natural resources. The processing tradition that is carried out from generation to generation also encourages the creation of social solidarity, mutual cooperation, and the preservation of local culture. The processing of salted fish not only contributes to improving economic welfare, but also strengthens social ties and preserves the traditional heritage of village communities (Primary Data of Research, August 10, 2025).

The processing of salted fish that is considered a pest is also one of the breakthroughs that supports the socio-economic potential of the Kedungpeluk community. This is in line with what was conveyed by Anjani et al., (2023) showing that the development of the anchovy processing industry on Pasar Island has a real impact on the socio-economic development of the community. The changes that have occurred can be seen in increasing job opportunities, improving basic infrastructure such as clean water, electricity, and road networks, and improving the quality of people's housing. In addition, there is also an increase in the ownership of life support facilities, accompanied by an increase in household income and spending patterns. From a spatial perspective, the concentration or agglomeration of anchovy processing activities in this region also encourages the equitable distribution of socio-economic conditions of the community. The agglomeration not only strengthens economic activities in the center of the region, but also creates a *spillover* effect that has a positive impact on the surrounding area, so that the benefits of economic development can be felt more widely and evenly.

In addition, the role of developing human resources and proper infrastructure is a challenge for residents and the government in increasing the economic potential of Kedungpeluk Village. This also happens in Labuan Bajo, where traditional communities have not been able to accept development. Infrastructure development initiated by the government and the influx of investment have not shown a significant contribution to improving the economic welfare of local communities. The fishing village of Rangko, despite being in an area directly affected by the development, still maintains a traditional lifestyle and relies on a livelihood with a relatively low level of income. This phenomenon reflects the gap between the growth of the tourism sector and the real impact felt by the local community. (Tulipa et al., 2022)

### **Business Sustainability Aspects and Challenges Faced**

The sustainability aspect in empowering the processing of salted fish lies in the strategy of branding products so that they can penetrate the international market. This effort requires strengthening local identity as well as improving production quality in accordance with global standards. With a strong brand, kresekkan salted fish is not only positioned as a traditional food, but also as a typical culinary product that has a high selling value and competitiveness in the global market. The success of this branding has implications for increasing market demand which in turn can open up new jobs for the community, thus being able to reduce the unemployment rate. Furthermore, the sustainability of salted fish processing not only supports local economic growth, but also encourages village independence in building a productive, innovative, and competitive business system in a sustainable manner (Research Primary Data, August 10, 2025).

Marketing challenges are one of the main problems faced by people in expanding their product sales network. Limited access to a wider market, lack of understanding of modern

promotion strategies, and lack of optimal use of digital technology make local products, including processed pond products such as salted fish kresek, less known outside the village area. In addition, people still tend to rely on traditional methods of word-of-mouth or local markets, which ultimately limits the competitiveness of products amid global competition. This condition shows that without the support of appropriate and sustainable marketing strategies, it is difficult for the community's economic potential to develop optimally (Primary Data of Research, August 09, 2025).

The aspects that must be done as a marketing strategy effort as carried out by are directed through the use of Instagram and TikTok social media that are familiar to business owners. Promotional strategies are carried out with several approaches. First, Ula et al., (2024) *advertising*, through pamphlet making training using Canva and creating advertising content with Capcut which is then uploaded to social media to efficiently expand the reach of products. Second, *personal selling*, which is providing two-way communication skills with consumers through the comment column so that business owners can respond directly to customer responses. Third, public relations, which emphasizes efforts to build brand reputation through consistency of content on social media. Fourth, *sales promotion*, with the implementation of *give away* in the form of free food prizes to attract new consumers while maintaining customer loyalty. Fifth, *direct promotion*, which is carried out through training in making persuasive captions on each upload so that it can increase attractiveness and influence purchase decisions.

In addition, the people of Kedungpeluk also pay attention to the operational and sustainability aspects of Kresek Salted Fish MSMEs. Such as the aspect of raw material supply, the capital owned to support the sustainability of the program. In line with what was revealed Fauziyah et al. (2025) which stated that the main challenge faced by Tepi Coffee in maintaining operational sustainability lies in the economic aspect. As MSMEs that are still in the development stage, capital constraints are a significant obstacle in implementing sustainable practices that generally require additional costs. The process of forming small groups or institutions and organizations is an important aspect. The reason is that solid institutional aspects are the main capital to support the sustainability of MSMEs. In line with what was conveyed, institutional and organizational aspects play an important role in the development of MSMEs in Cileunyi Wetan Village, Cileunyi District, Bandung Regency. The existence of strong institutions, both formal and informal, is the foundation for creating more structured and sustainable business governance. Local institutions can function as facilitators in strengthening the capacity of MSME actors through mentoring, managerial training, and access to market and regulatory information. (Zusnita et al., 2023)

As an effort to support the sustainability of the program, of course, a risk management strategy is also the key in supporting the sustainability of the program. Risk management can be understood as a structured and rational approach that functions to recognize, monitor, formulate handling steps, and report various risks that arise in each specific activity or process. In the business realm, risk includes various aspects, ranging from market risk, operations, credit, to capital, as well as other factors that have the potential to affect the company's performance and sustainability. (Paeng et al., 2024)

## Conclusion

The revitalization of BUMDes through the establishment of the Jogo Reso Restaurant is a strategic step that not only aims to optimize the potential of farmers and village MSMEs, but also strengthens the ecosystem of community empowerment as a whole. The presence of this

restaurant serves as a collaborative forum that brings together the community, business actors, village governments, and students in a unified vision of local economic development. The direct involvement of the community in business management encourages the creation of new jobs, increases income, and fosters a sense of ownership of the sustainability of BUMDes. For this initiative to run sustainably, a targeted and intensive digital promotion strategy is needed to expand market reach, both at the regional and national levels.

In addition, synergy between BUMDes is important to be carried out as an effort to build a more solid and competitive village economic network. The village government is expected to be able to provide special funds allocation as additional business capital, so that BUMDes can be more solid as a pillar of the village economy. Meanwhile, students as agents of change can contribute through the preparation of operational guidelines and post-KKN sustainability strategies, so that Jogo Reso Restaurant not only survives, but develops into an independent, adaptive, and competitive village economic icon in the digital era.

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