



EMPOWERMENT OF MSMEs PRODUCING MACKEREL FISH CRACKERS THROUGH PRODUCTION QUALITY IMPROVEMENT AND MARKETING STRATEGIES: A CASE STUDY ON MRS. AGUSNAWATI'S BUSINESS

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Abstract. This community service program aims to improve the quality of production and marketing strategies of the Tenggiri Fish Crackers Business owned by Mrs. Agusnawati in Pulau Terong Village, Batam. The methodology includes direct observation, interviews, logo design using Canva application, and the creation of social media accounts for promotional purposes. Additionally, sticker printing was facilitated by the team members traveling to Batam. The results indicate that the program was successfully implemented, leading to enhanced visual identity through the creation of a logo and online promotion. The fish crackers product now has a more professional branding, enabling it to reach a broader market. Furthermore, collaboration between the implementing team and the community demonstrates successful empowerment of the grassroots economy. It is expected that social media promotional strategies can increase product competitiveness and market reach, providing long-term benefits for the sustainability of the business.

Keyword: MSME Empowerment; Mackerel, Fish Crackers; Marketing Strategy; Product Branding; Social Media

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a form of economic activity managed by individuals or business entities in accordance with certain criteria. MSMEs include micro businesses owned and operated by individuals or sole proprietorships, small businesses that operate independently and are not affiliated as subsidiaries or branches of medium or large enterprises, as well as medium-sized businesses that stand alone, owned by individuals or business entities, and are not connected with either small or large enterprises. The criteria for each business category are regulated by law, including limits on net assets or annual turnover (Syarief, 2020).

Crackers are one of Indonesia's traditional foods, classified as a snack with a crunchy texture. They are generally made from tapioca flour mixed with various additional ingredients such as fish, shrimp, vegetables, or spices. This product falls into the category of deep-fried snacks, processed by frying to produce a crispy and crunchy texture. Crackers have distinctive characteristics: they expand when fried, appear bright in color, and have a savory flavor. For Indonesian people, crackers are not only consumed



as snacks but also function as a complement to main dishes such as fried rice, gado-gado, soto, and various home-cooked meals. This makes crackers one of the most popular and favored foods across various segments of society.

Mrs. Agusnawati’s cracker business is the only home industry producing crackers in Terong Village, specifically in the Teluk Sunti area. As the sole producer of crackers, Here’s the English translation of the second part of the text: Mrs. Agusnawati’s business has a fairly wide sales coverage and has already been marketed to neighboring islands, such as Terong Island, Teluk Bakau, and Geranting. In addition to direct marketing, Mrs. Agusnawati also distributes her products to all shops and food stalls located in Teluk Sunti itself.

This business produces fish crackers, with raw materials consisting of mackerel fish, lambiya sago flour, flavor enhancers, and others. Mrs. Agusnawati has been running her business since 2010. The crackers produced by Mrs. Agusnawati are original-flavored fish crackers, available in two size variations: large and small. These products are marketed in two packaging options—half a kilogram and one kilogram—for each type. Price Classification of Mrs. Agusnawati’s Fish Crackers, Terong Village, Teluk Sunti, Belakang Padang District, Batam City

Based on field observations and interviews, in running her business, Mrs. Agusnawati does not have a product logo design. Previously, Mrs. Agusnawati had a product logo, but because the phone number listed on the logo is no longer active, she stopped using the product logo.

METHODOLOGY

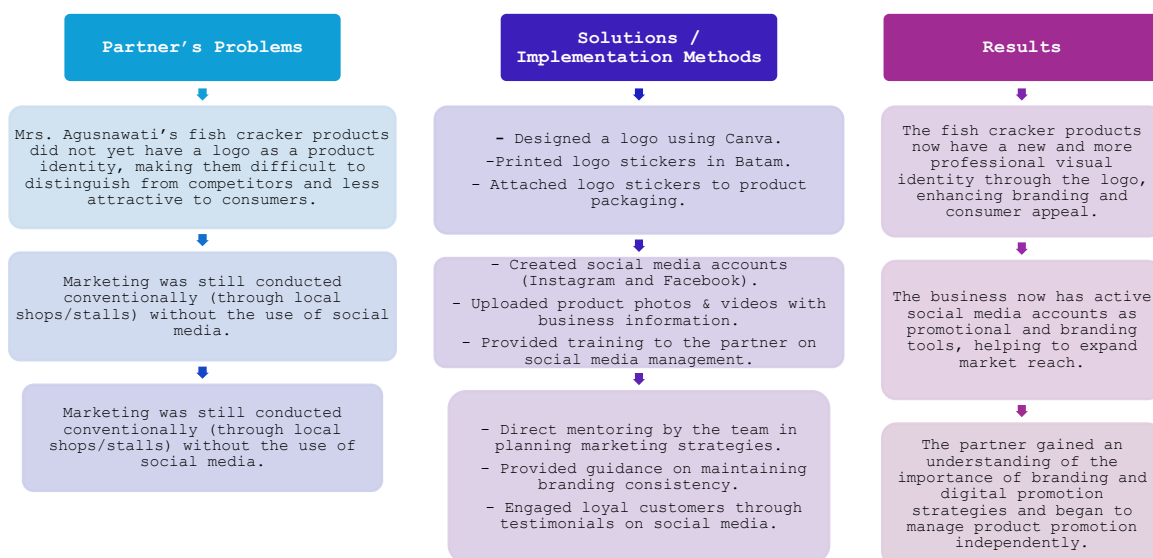


Figure 1 Method of Implementing MSME Development



RESULT AND DISSCUSION

1. Activity Atmosphere

The implementation of the empowerment program for the mackerel fish cracker MSME owned by Mrs. Agusnawati generally ran well and smoothly. The entire series of activities was carried out as planned, despite several obstacles such as limited supporting materials and the use of relatively simple technology. These conditions caused slight delays, particularly during the production preparation stage. However, these challenges were successfully overcome through good coordination and the strong enthusiasm of both the implementation team and the local community. This enthusiasm played an important role in ensuring that the activities were completed on time.

2. Partner Involvement

The success of this program was inseparable from the involvement of multiple stakeholders. The main partner, Mrs. Agusnawati as the business owner, actively participated in every stage of the activities. In addition, her employees and members of the surrounding community also contributed their support, which made the program run more effectively. The community service implementation team provided assistance in the form of mentoring, strategy formulation, and facilitation of promotional tools. The synergy between partners, the community, and the implementation team demonstrates that the success of MSME empowerment programs is highly influenced by collaborative efforts.

3. Achieved Results

This empowerment program resulted in several significant outcomes, including:

Product Identity Improvement. The team successfully designed a product logo to serve as the brand identity for the mackerel fish crackers. The logo was produced in sticker form and attached to the product packaging. Although only 50 pieces were initially produced, Mrs. Agusnawati has committed to independently financing future sticker production.

Digital Media Utilization. A social media account was created as a means of product promotion and branding. The presence of social media is expected to broaden market reach and strengthen the competitiveness of the product. The account will be managed by Mrs. Agusnawati, with initial guidance provided by the implementation team.

Production Quality Improvement. Through mentoring, the business acquired new knowledge

regarding production quality standards, including raw material selection, processing techniques, and packaging methods. These improvements are expected to enhance product appeal and consumer trust.



Figure 2 The Process of Making Fish Crackers

Overall, the program can be considered successful in achieving its objectives. The establishment of a product identity, the development of a digital marketing strategy, and the improvement of production quality represent concrete steps in strengthening the competitiveness of this MSME. The strong collaboration between the implementation team, the partner, and the community was the key factor in the success of this empowerment initiative.

CONCLUSION AND RECOMMENDATION

The implementation of the community service program at Teluk Sunti RW 003, Pulau Terong Village, Belakang Padang District, which lasted for approximately 14 days starting from August 10, 2025, was a series of activities that fostered interactions between the residents of RW 003 and the implementing team. From the activities that have been carried out, the following conclusions can be drawn:



1. All programs were successfully implemented, although several obstacles were encountered; however, these challenges were overcome. The group programs were conducted in the morning, afternoon, and evening. The successful implementation of these programs is expected to bring benefits to Mrs. Agusnawati and the community of Teluk Sunti.
2. The successful execution of this program could not have been achieved without the cooperation between the community and the implementing team, as well as the collaboration with the community service team conducting activities in Pulau Terong Village, RW 006, Belakang Padang District.
3. The success of these community service programs has ultimately provided mutual benefits for both the implementing team and the community, particularly Mrs. Agusnawati and the residents of the surrounding area. The positive impact on the implementing team includes improved skills, reputation, and professional opportunities for the future.

ACKNOWLEDGMENT

All praise be to Allah Almighty for His blessings and mercy, which enabled us to successfully carry out the community service program in Teluk Sunti RW 003, Pulau Terong Village, Belakang Padang District. We would like to express our deepest gratitude to all parties who have provided support, cooperation, and participation in the success of this program, especially to:

1. Mrs. Agusnawati and the people of Teluk Sunti RW 003 for their warm welcome and continuous support throughout the program.
2. The local government of Pulau Terong Village, Belakang Padang District, for granting permission, providing facilities, and giving guidance during the implementation of the activities.
3. All members of the implementation team for their dedication, cooperation, and commitment in working together with the community to ensure the program's success.

May all the support and contributions given be rewarded with goodness by Allah Almighty. We sincerely hope that this program brings meaningful benefits to the community and serves as a valuable experience for the team to further enhance skills, reputation, and professionalism in the future.



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