Dimas : Jurnal Pemikiran Agama untuk Pemberdayaan
Volume 25 No. 2, Oktober 2025
DOI: 10.21580/dms.v25i2.29020

Optimizing the Potential of Nila Fish as a Mulur Village's Flagship Product through Assistance in Developing Presto Nila for the Women's Group (PKK) of Mulur Village

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Abstract

This community service program was conducted in Mulur Village to utilize its freshwater potential by developing Presto Nila Mulur, a high-value processed fish product. The program targeted the women's group (PKK) affected by mass layoffs at PT Sritex, aiming to enhance their entrepreneurial capacity. The Participatory Learning and Action (PLA) method was employed to enhance participants' knowledge, technical skills, and business management capabilities through socialization, hands-on training, mentoring, and evaluation. Activities covered fish processing, vacuum packaging, and food safety practices. Quantitative evaluations showed significant progress, with knowledge increasing from 39% to 96%, skills rising from 60% to 94%, and motivation increasing from 40% to 95%. These results confirm the program's effectiveness in developing both technical competence and entrepreneurial motivation, leading to the successful commercialization of Presto Nila Mulur as a ready to eat local specialty. Future initiatives should focus on expanding market access through digital platforms, retail collaborations, and culinary tourism development.

Keywords: *Community Empowerment; Local Economy; Presto Nila; Village Priority Commodities; Women's Groups.*

Introduction

Mulur Village, located in Bendosari Subdistrict, Sukoharjo Regency, has recently faced notable socioeconomic challenges. The mass layoffs at PT Sritex have directly affected thousands of workers, including many residents of Mulur Village. This situation has significantly disrupted household financial stability, particularly among women who have lost steady sources of income. As a result, local communities, especially members of the Family Welfare Empowerment Group (PKK), urgently need alternative livelihood opportunities that can be developed using locally available resources.

Amid these challenges, the village's abundant freshwater resources offer a strategic foundation for economic revitalization. The Mulur Reservoir, spanning approximately 151 hectares, with a total fish production of 1,873.96 tons (https://sukoharjokab.bps.go.id), has long supported freshwater aquaculture, especially the cultivation of Nila (Faradiana et al., 2018). This system, managed through floating net cages (karamba jaring apung), ensures both high productivity and consistent quality (Puspita Sari, 2019). On average, harvested fish weigh 300–500 grams and measure 20–38 cm in length, sizes that are highly favored by the market.

However, despite its substantial potential, the majority of Nila fish harvested in Mulur are still sold raw in traditional markets, resulting in limited economic value for local producers. This condition underscores the need for product innovation and value-added processing to enhance local income and economic independence. Developing Presto Nila, a pressure-cooked fish product, represents a viable solution that integrates technology, entrepreneurship, and community empowerment.

Through this approach, Nila-based processing can be positioned as a village flagship product (Prukades) that not only supports local food security but also stimulates small-scale entrepreneurship, strengthens women's economic resilience, and promotes sustainable rural development in Mulur Village.

Table 1. Fishery Production Data (tons) in Sukoharjo Regency, 2023

No	Subdistrict	Pond (Kolam)	Karamba	Field (Minipadi)	Total
1	Weru	653,13	0,00	0,00	653,13
2	Bulu	662,59	0,00	0,00	662,59
3	Tawangsari	857,25	348,89	0,00	1.206,14
4	Sukoharjo	1.346,58	145,86	0,00	1.492,43
5	Nguter	1.427,22	0,00	0,00	1.427,22
6	**Bendosari**	**807,79**	**1.066,17**	**0,00**	**1.873,96**
7	Polokarto	1.371,71	0,00	0,00	1.371,71
8	Mojolaban	1.003,12	2,88	0,00	1.006,01
9	Grogol	1.224,71	652,20	0,00	1.876,92
10	Baki	1.013,80	0,00	0,00	1.013,80
11	Gatak	983,73	0,00	0,00	983,73
12	Kartasura	1.223,63	0,00	0,00	1.223,63
Total		**12.575,26**	**2.216,01**	**0,00**	**14.791,26**

Nila fish is highly nutritious, providing a significant source of protein (Anggraeni et al., 2023; Hidayati et al., 2022; Supardi et al., 2024), iron, and both essential and non-essential amino acids (Hidayati et al., 2022). These nutrients make it a crucial food source for meeting community dietary needs, particularly in preventing childhood stunting (Jubaedah, 2022). This aligns with studies emphasizing the importance of diversifying freshwater fish-based food sources as a vital approach to improving public nutrition and strengthening national food security (Supardi et al., 2024). Traditionally, presto (pressure-cooked) fish products have been associated with milkfish (Andi Asni, 2022). However, the application of presto technology to Nila fish represents a promising innovation worthy of further exploration (Khomah et al., 2023; Kusumawati et al., 2007). By introducing Presto Nila, Mulur Village holds the potential to increase local fish consumption and produce a high-quality culinary product that attracts visitors, particularly given its reputation as a water-based tourism center.

The current socioeconomic landscape of Mulur Village faces substantial challenges, primarily due to mass layoffs at PT Sritex. Resulted in the layoff of approximately 11,025 workers between January and February 2025, including some 8,500 employees at its Sukoharjo facility (https://www.cnbcindonesia.com/news/20250311134352-4-617593/data-terbaru-korban-phk-sritex-ternyata-mencapai-11025-orang). This event has

profoundly disrupted household financial stability, particularly for women who previously depended on stable income sources and are now vulnerable to unemployment and underemployment. Concurrently, despite the region's abundant aquatic resources, especially in Mulur Village, local fisheries remain underutilized as a viable alternative for livelihood.

Given this context, the development of Presto Nila offers a strategic intervention at the nexus of community empowerment and local resource optimization. By targeting the village's women's group (PKK), comprised of 32 members, the service program seeks not only to add economic value to local fish harvests but also to enhance entrepreneurial agency among women affected by the layoffs. Through technical training, business management support, and value-added processes, the initiative aligns with literature that evidences local food-based value chains play a key role in rural women's economic resilience and food security.

Therefore, developing Presto Nila not only aims to enhance the economic value of local fish products but also serves as an essential initiative for community empowerment (Alrozi et al., 2023; Nadia et al., 2024; Vita Yanuar, 2024), particularly for the Family Welfare Empowerment Group (TP PKK) of Mulur Village, which consists of 32 members. Field observations revealed that Presto Nila production has not yet been practiced in the village. Hence, introducing technology transfer and targeted business management training is crucial to equip this group with the necessary skills and independence to successfully run a new business venture.

This community service program addresses the following key issues: (1) the loss of stable income among women in Mulur Village due to mass layoffs at PT. Sritex; (2) the under-exploitation of local freshwater aquaculture resources; and (3) the limited value-added processing of nila fish, which results in diminished economic returns. Accordingly, the primary objectives of the programme are to: (i) strengthen the technical and managerial capacity of PKK women in Mulur Village for processing Oreochromis niloticus into Presto Nila as a local flagship product; (ii) enable these women to apply modern processing and packaging technologies and (iii) promote sustainable micro enterprises that contribute to household income and local food security.

Previous studies, including those by Nurfaizah (2022), Jubaedah (2022), Khomah et al (2023), Kusumawati et al (2007), and Yanis et al (2025), have shown that enhancing community capacity through support in local food

production and marketing can foster the development of competitive rural enterprises. The application of science and technology for community benefit, particularly through fish processing training, the introduction of presto technology, and community-oriented business management, has proven effective in increasing household income and generating new entrepreneurial opportunities (Kurniawan et al., 2022).

Based on this situational and potential analysis, the community service program was designed to strengthen the skills of women in the PKK group of Mulur Village by focusing on processing Nila fish into Presto Nila products while also enhancing their competence in business management, marketing, and financial administration.

Method

This community service activity was conducted in Mulur Village, Bendosari Subdistrict, Sukoharjo Regency, using the Participatory Learning and Action (PLA) method. This approach emphasizes participatory engagement through cycles of reflection, action, and evaluation, thereby enhancing community capacity and resilience. The implementation period lasted for three months, from July to September 2025, covering four stages: socialization, training, mentoring, and evaluation. Each stage involved active collaboration among facilitators, village officials, the Village-Owned Enterprise (BUMDes), and the Family Welfare Empowerment Group (PKK), comprising 32 women participants. The program was carried out in the village's multipurpose hall and BUMDes facility to ensure accessibility and participation.

Data collection employed both quantitative and qualitative techniques. A questionnaire survey was distributed to participants before and after the program to measure changes in knowledge, technical skills, motivation, understanding of production stages, and technology application. The instrument's validity was confirmed through expert judgment involving three academic reviewers from Universitas Veteran Bangun Nusantara. At the same time, reliability was tested using the Cronbach's Alpha method, yielding a coefficient above 0.80, indicating high internal consistency. Sampling was conducted using a purposive sampling approach, targeting PKK members who were directly affected by the mass layoffs at PT Sritex and showed an interest in entrepreneurship. The collected data were analyzed using descriptive statistics to calculate pre- and post-test mean scores, improvement

margins, and percentage increases, supplemented by qualitative observations during mentoring sessions.

Before the program, participants demonstrated limited understanding of hygienic fish processing and low entrepreneurial motivation—average pre-test scores were 39% for knowledge, 60% for skills, and 40% for motivation. Participants primarily relied on traditional fish preparation techniques such as frying or grilling, with minimal exposure to value-added processing. Following the PLA-based intervention, significant progress was observed, as evidenced by post-test results that showed increases to 96% in knowledge, 94% in skills, and 95% in motivation. The application of presto technology and vacuum packaging not only improved participants' technical proficiency but also stimulated their entrepreneurial confidence. The PLA method effectively facilitated two-way learning, ensuring that participants became active agents of change—from identifying local challenges to implementing sustainable business solutions through the production of Presto Nila Mulur.

Result

The activity began with a socialization session introducing the objectives and scope of the community service program. In this initial stage, a shared understanding was established among the community service team, the village government, the Village-Owned Enterprise (BUMDes), and partner groups regarding the need to enhance the quality of local village products. This effort effectively identified the accessibility of Nila fish as a key raw material sourced from the Mulur Reservoir, as well as the strong willingness of members of the Family Welfare Empowerment Group (PKK) to participate actively in the program. Their dedication and commitment formed a crucial foundation for the successful implementation of the subsequent stages of the project.

Figure 1. PKK women attentively listened to the presentation during the program's socialization session.

Figure 2. Group photo of the team and PKK women during the program's socialization session.

The training stage for the production of Presto Nila Mulur was conducted using the Participatory Learning and Action (PLA) approach, emphasizing direct and experiential learning to ensure that participants gained a comprehensive understanding of each step in the production process. The session began with an in-depth discussion on the criteria for selecting fresh Nila fish, each weighing between 300 and 500 grams, in accordance with market standards. Participants were then guided through the fish-cleaning process, which included descaling, removing the gills and internal organs, followed by thorough rinsing under running water to ensure the cleanliness of the raw material. The importance of this stage was strongly emphasized, as

hygiene plays a crucial role in ensuring consumer acceptance of the final product. Subsequently, participants were introduced to the preparation of seasoning mixtures for the presto cooking process, using locally sourced ingredients such as shallots, garlic, galangal, ginger, turmeric, bay leaves, and lemongrass. These spices were carefully ground into a uniform consistency and standardized according to the formulation developed by the implementation team during the preliminary evaluation.

After the ingredient preparation was completed, participants practiced the careful task of evenly applying the seasoning to all parts of the fish, including the abdominal cavity, to ensure full flavor absorption. The fish were then meticulously arranged inside the presto pot, which had been lined with banana leaves to enhance aroma and preserve the texture of the fish. Water was added in measured amounts, and the pot was then sealed tightly and heated over a medium flame until the desired pressure was reached. Participants were given a detailed explanation of the ideal cooking duration, approximately 1.5 to 2 hours, necessary to achieve the desired tenderness while softening the bones and retaining the fish's nutritional content. Throughout the cooking process, the facilitation team emphasized the importance of maintaining consistent temperature and pressure levels, while also highlighting essential safety measures in operating the presto equipment.

Figure 3. Documentation of the technology implementation and production training session.

Figure 4. Documentation of the production training session on seasoning application.

The final stage of the training focused on post-cooking product handling, during which the presto-cooked Nila fish was cooled and then packaged. Participants were introduced to contemporary packaging technology through the use of a vacuum sealer. This device removes air from plastic packaging to extend shelf life and enhance the product's visual appeal. The culmination of this initiative, the Presto Nila Mulur product, was presented to the participants, showcasing tender fish meat, softened bones, a rich blend of aromatic spices, and hygienic packaging, all of which were ready for market distribution. During this session, participants engaged in direct product observation and tasting to ensure that the quality and flavor met established standards. The participants expressed great satisfaction, having acquired new practical skills that could be applied independently or further developed through collaborative ventures.

Through this combination of hands-on training and dedicated mentoring, members of the PKK women's group in Mulur Village are expected to develop the capacity to produce highly competitive presto Nila fish, thereby elevating Mulur's status as a center for premium freshwater fish products. The socioeconomic impact of this program has been clearly observable. Prior to the initiative, PKK members relied solely on selling raw fish, which generated minimal profit margins. Following the training, they identified new entrepreneurial opportunities with greater added value. The Presto Nila Mulur product has significantly enhanced both the technical and managerial

competencies of the PKK women while contributing to increased household income among those affected by the mass layoffs at PT Sritex.

Overall, this initiative has played a crucial role in stimulating the local economy, diversifying the village's flagship products, and enhancing Mulur's appeal as a culinary tourism destination. Moving forward, the primary challenge lies in expanding marketing networks through collaboration with modern retail outlets, e-commerce platforms, and village-based tourism initiatives to ensure the business's sustainability and scalability.

Figure 5. Finished product of Presto Nila.

The quantitative data illustrated in the graph clearly demonstrate the impact of the socialization and training activities. The observed increase of over 50% across the three key dimensions — knowledge, skills, and motivation — reflects the substantial effect of this initiative on empowering women within the Family Welfare Movement (PKK). These findings align with the fundamental objectives of community service programs: facilitating the transfer of relevant knowledge while promoting active community participation to sustainably enhance local potential.

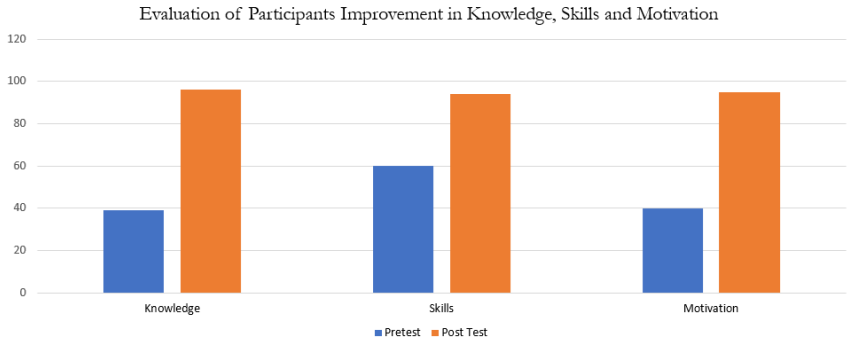

Figure 6. Evaluation results based on pre- and post-socialization questionnaire responses.

The production training, which focused on the stages of Presto Nila preparation and the application of fish processing technology, demonstrated a significant improvement in participants' competencies. Pre-training questionnaire results indicated that participants' understanding of the production stages was still relatively low, averaging around 45%. Most participants were only familiar with traditional fish processing techniques, such as frying and grilling, while overlooking essential aspects, including hygiene standards, seasoning composition, and modern packaging methods. However, after the training, a substantial increase was observed, with an average score rising to 97%. This finding suggests that participants gained a comprehensive understanding of the Presto Nila production process, encompassing raw material and seasoning preparation, the utilization of Presto cooking equipment, and the implementation of hygienic and aesthetically appealing packaging techniques.

Improvements were also observed in the application of technology. Before the training, only about 33% of participants expressed confidence in their ability to effectively operate modern equipment such as the presto pressure cooker and vacuum sealer. This limitation stemmed from a lack of practical experience and technical proficiency in handling production machinery. Following the training, the level of understanding rose sharply to 92%, suggesting that a large proportion of participants had effectively mastered the use of this technology. This increase highlights that the training successfully integrated both theoretical knowledge and practical application, fostering experiential learning in a real-world production context.

Post-training data indicated that more than 90% of participants felt the program met their needs, enhanced their self-confidence, and inspired them to initiate entrepreneurial activities based on local potential. Most participants expressed their willingness to collaborate in managing the marketing and production of Presto Nila through a joint business unit (KUBA). The average pre- and post-training scores showed an increase of more than 70%, demonstrating the effectiveness of the mentoring program in fostering entrepreneurial motivation and improving technical skills among the women of the Family Welfare Empowerment (PKK) group in Mulur Village. Overall, the community service program successfully achieved its objective—to produce a high-quality village commodity that provides economic added value and promotes sustainable local self-reliance. These findings strongly support the program's overarching goals of empowerment, innovation, and rural economic development.

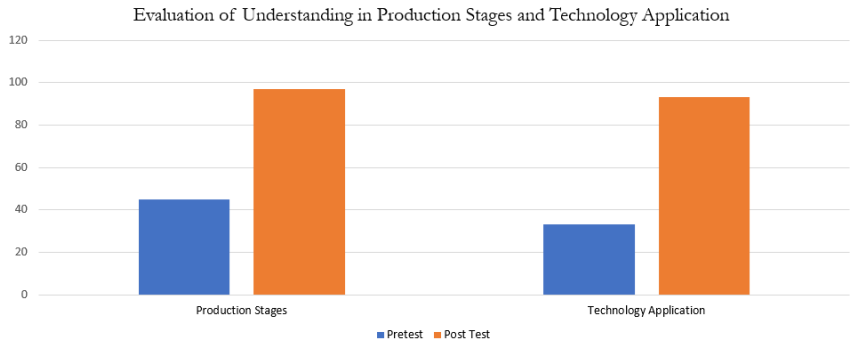

Figure 7. Evaluation results based on pre- and post-training production questionnaire responses.

In summary, the following section presents a comparison of the average evaluation scores obtained from the pre- and post-activity questionnaires. This comparison illustrates the measurable improvement in participants' knowledge, skills, and motivation resulting from the implementation of the community service program.

Table 2. Summary of Average Pre-Test and Post-Test Score Comparison

Evaluation	Number of Participants	Average Score		Increase Margin	Percentage of Score Improvements
		Pre-test	*Post-test*		
Knowledge	30	39.00	96.00	57.00	59.37%
Skills	30	60.00	94.00	34.00	36.17%
Motivation	30	40.00	95.00	55.00	57.89%
Production Stages	94	45.00	97.00	52.00	53.60%
Technology Application	94	33.00	92.00	59.00	64.13%

Discussion

The evaluation results obtained from the pre- and post-socialization revealed a substantial improvement in participants' knowledge, skills, and motivation. Before the program, the average knowledge score stood at only 39 percent, showing that most participants possessed a limited understanding of Nila fish as a nutritious food resource. Their awareness of innovative processing methods and the potential of value-added fish products was also minimal. Following the intervention using the Participatory Learning and Action (PLA) approach, the knowledge level increased to 96 percent, indicating strong knowledge transfer and a positive reception of the learning materials. These findings are consistent with the results reported by al. (2024), who found that participatory-based socialization significantly improved community understanding in rural empowerment activities. Similar outcomes were also recorded by Vita Yanuar (2024) and Nurfaizah (2022), who emphasized that structured training in aquaculture and food processing substantially raises participants' literacy and awareness regarding product diversification.

A comparable improvement was evident in the skills dimension. Pre-training assessments revealed an average of 60 percent, with traditional cooking methods such as frying or grilling being the most prevalent. The introduction of presto technology and vacuum packaging increased technical competency to 94 percent, reflecting strong adaptation to modern processing

tools. This aligns with findings from al. (2022), who demonstrated that integrating pressure cooking technology in fish processing improved both product quality and participants' self-efficacy. Likewise, al. (2023) reported that experiential learning through participatory workshops enhances practical mastery and ensures the sustainability of community-based skills training. Such improvements also align with the conclusions of Nadia et al., who noted that technical mentoring in community enterprises directly correlates with productivity growth and women's economic resilience.

The motivation level of participants experienced the most significant shift, increasing from 40% before the program to 95% afterward. Initially, many PKK members expressed doubt about the benefits of the initiative, particularly regarding market viability and profitability. However, hands-on involvement during the training, along with the tangible outcomes of Presto Nila Mulur production, fostered enthusiasm and confidence. This motivational transformation supports the theoretical framework presented by Soegoto et al (2024) and Vita Yanuar (2024), who argue that motivation is a central determinant of behavioral change in community empowerment.

Quantitatively, the evaluation data confirmed an average increase of more than 50 percent across all indicators, validating the impact of the PLA model on enhancing both the technical and psychosocial dimensions of empowerment. This evidence aligns with Nurfaizah's (2022) findings, which demonstrate that participatory mentoring effectively bridges theoretical learning and practical application, fostering lasting entrepreneurial capabilities. Furthermore, the iterative learning cycle of the PLA method, as outlined by Rika et al (2024), proved instrumental in cultivating reflective and adaptive learning among participants. The success of Presto Nila Mulur exemplifies the integration of local resource optimization, gender inclusion, and technology transfer —three pillars of sustainable community service practices.

Conclusion and Suggestion

The evaluation results demonstrate that the Presto Nila Mulur community service program achieved its primary objective of enhancing the technical and entrepreneurial capacity of the women's group (PKK) in Mulur Village. A significant improvement was recorded across all assessed indicators, such as knowledge, skills, motivation, production stages, and technology application, with an overall average increase exceeding 50%. The most notable improvement occurred in technological application (64.13%), confirming that

direct, experiential learning using modern processing tools such as the presto cooker and vacuum sealer effectively strengthened participants practical competence. Beyond measurable outcomes, the program succeeded in fostering a transformative entrepreneurial mindset, enabling participants to transition from traditional household producers to proactive community entrepreneurs capable of generating added value from local fish resources.

The findings contribute both theoretically and practically to the field of community empowerment. Theoretically, the study reinforces the effectiveness of the Participatory Learning and Action (PLA) approach as a context-sensitive framework for rural skill development and women's empowerment. Practically, it provides a replicable model of technology-based capacity building that integrates local resource utilization, gender inclusion, and economic diversification. The success of Presto Nila Mulur demonstrates how participatory methods, when aligned with local wisdom and livelihood needs, can stimulate innovation, enhance food security, and increase rural household income.

However, this study acknowledges several limitations. The program involved a relatively small number of participants (32 PKK members) and was conducted over a limited duration, which may limit the generalizability of the results to broader rural contexts. Additionally, the monitoring period after training was short, limiting the ability to assess long-term business sustainability and market penetration. Future community service initiatives should therefore extend the mentoring phase, include periodic follow-up evaluations, and incorporate market-based collaboration with private sectors and local cooperatives.

In line with these findings, it is recommended that subsequent programs focus on establishing cooperative-based business groups, strengthening production management, and expanding market networks through digital platforms and village-based culinary tourism. Furthermore, continuous guidance on product licensing, branding, and food safety compliance is essential to ensure that Presto Nila Mulur remains commercially viable and competitive. In the long term, this empowerment model is expected to serve as a sustainable and adaptable framework for rural development, contributing to both local economic resilience and community welfare.

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