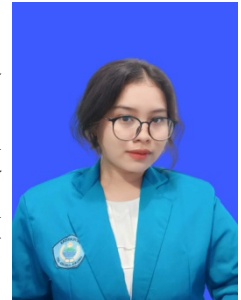




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DIGITAL MARKETING OF FISH FARMING PRODUCTS IN BUCKETS AS AN ENVIRONMENTALLY FRIENDLY BUSINESS MEDIUM IN THE CIKANCAS VILLAGE AREA

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Abstract

Background. The community service program carried out by the participants of KKN-T (Thematic Real Work Lecture) of Gunung Jati Swadaya University is a contribution of students to apply the knowledge that has been obtained during the first lecture. This activity is a manifestation of the implementation of the Tridharma of Higher Education, namely organizing education, conducting research, and community service.

Aims. The research aims to develop the potential of villages for economic growth through environmentally friendly programs, namely, aquaponics or fish and plant cultivation in buckets. Aquaponics is a system of waste utilization as aquaculture media with hydroponics to cultivate aquatic livestock such as fish that uses the rest of the livestock's metabolism as a support for plant fertility. The high number of people in rural areas is one of the factors that can support food security programs through fish farming products in buckets, as the effectiveness of minimal land in every house.

Methods. This study used research development to examine the cultivation programs process in a descriptive, evaluative, and experimental manner to optimize harvest and sales through digital systems.

Result. The research will result in the success of village service activities by providing a simulation of a new business, fish cultivation in buckets, to support the economic sector of villagers.

Conclusion. Cikancas Village was chosen because it has potential in the fields of agriculture and livestock, but still faces the challenge of low public awareness of entrepreneurship and digital marketing of local products. Through the One Village One Product (OVOP) concept, KKN-T students initiated the Fish Cultivation in Bucket (Budikdamber) program as an innovative solution to improve the village economy.

Implication. This activity has a positive impact, both in terms of household food security and in increasing residents' income. The community is able to practice Budikdamber independently and get double benefits from the fish and vegetable harvest.

Keywords: Aquaponics, Cultivation, Community Service

INTRODUCTION

The community service program carried out by the participants of KKN-T (Thematic Real Work Lecture) of Gunung Jati Swadaya University is a contribution of students to apply the knowledge that has been obtained during the first lecture. This activity is a manifestation of the implementation of the Tridharma of Higher Education, namely organizing education, conducting research, and community service. Through the KKN-T program, students who are divided into several villages are required to have superior products with innovative ideas to help the main problems that are being faced in the village, which is the focus of service by KKN-T participants.

Cikancas Village is one of the villages located in Beber District, Cirebon Regency, West Java Province, and in February 2025, was chosen to host the Thematic Real Work Lecture (KKN-T) of Gunung Jati Swadaya University. Cikancas Village has an area of 290.86 hectares, and based on its topography, the Cikancas Village area is located at a distance of ± 2 km from the government center of Beber District and at a distance of ± 2 km from the center of the Cirebon Regency government, ± 20 km away. Cikancas Village has quite good potential in the field of

Agriculture and Livestock, and high Human Resources (HR) development.

In addition to the advantages of quite a lot of villages, there are also several shortcomings that need to be studied further to provide some solutions to these problems. Through the service program in Cikancas Village, it is hoped that it will be able to help the economy of the surrounding community with the idea of *One Product One Village* (OVOP), or can be interpreted as one product for one village. One of the activities that is beneficial for the people of Cikancas Village is to carry out aquaponics in the form of Fish Cultivation in Buckets (Budikdamber).

Budikdamber or Fish Cultivation in Buckets generally adapts aquaponic cultivation techniques, which grow vegetable plants with planting media other than soil. This technique is a combination of fish and vegetable cultivation in one place. Four systems are applied in the bucket fish farming method: raft, upstream, downstream, and tidal (Haidiputri, 2021).

One of the shortcomings in Cikancas Village is the lack of community concern for entrepreneurship in local locations. Some of the factors are quite diverse, ranging from the lack of full attention from both business actors and village officials to hold a wider local product marketing program to the quality of human resources from business actors who are not ready to face the digitalization of trade and marketing.

Therefore, the KKN-Thematic activities carried out by students of Gunung Jati Swadaya University in 2025 have the goal of helping the community solve problems that exist in the village and sub-district areas, such as limitations and underperformance of Human Resources, so that the role of students is to help the community develop and increase community capacity. Operationally, KKN itself provides opportunities and opportunities for students and lecturers to play a role and actively participate in exploring the potential of human and natural resources to overcome community problems.

With the KKN-T program, it is also hoped that it can be a means for students to absorb knowledge, skills, and skills from the existing social reality, which in turn can equip them in such a way that they have integrative skills in carrying out tasks conceptually and operationally in rural development and community empowerment. Students are also expected to further improve, first in self-actualization and concern, as well as collaboration and dynamics of community organizations. Then, a sense of belonging and responsibility contributes to increasing competitiveness, which is more competitive for rural communities and being able to build a learning community (Dariyo, 2023).

The goal expected by the participants of the 2025 UGJ KKN-T in Cikancas Village is to support the development of entrepreneurship in rural areas and local communities to follow the

era of Globalization. For example, the internet provides opportunities for MSMEs to be more global. Micro, small, and medium enterprises have an important role in advancing the economy in Indonesia (Jikrillah et al., 2021).

With the existence of digital media, business actors in the village environment can market products and expand sales reach to urban and international areas. This presents a good opportunity for entrepreneurship. MSME actors can take advantage of more effective and efficient promotional methods to support an increase in the sales volume of their products and can create an innovative and creative mindset (Kusumawardhani, 2021).

The problem that will be discussed in this study is how the *One Product One Village* (OVOP) program carried out by UGJ KKN-Thematic students in 2025 in Cikancas Village can provide benefits for the local community's economy and its sustainability system, which will be the result of the purpose of writing this research.

METHOD

The method used in this community service journal research is *Research and Development* as a form of process or steps to develop a new product or improve an existing product, namely Catfish Cultivation in a Bucket (BUDIKDAMBER) (Waruwu, 2024). Development research is a type of research that can link or bridge the gap between basic research and applied research in the village community, where the students of the UGJ 2025 KKN-Thematic Programme.

The target of the service activity with the theme "Mutual Cooperation in Building Villages" is the Cikancas Village Community, especially MSME owners. This activity was carried out at the Cikancas Village service post. This activity has been carried out periodically, followed by weekly programs that are also carried out by the participants of the 2025 UGJ KKN-T. Not only looking at the condition of the partner's location, the service implementation team also conducts interviews to identify and dig deeper into what problems the partner faces. In addition, the service implementation team also observed several products produced and sold by partners. This is expected so that activities can run smoothly and partners benefit from and knowledge about marketing using digital marketing.

DISCUSSION

The rapid development of technology in the era of Globalization requires people to be able to experience new changes and significant advances to take advantage of all the potential

that exists. One of the potentials exists in the aquaculture sector, catfish, and agriculture. This can be done as an innovation plan in both sectors. The Agriculture and livestock sector is often seen as a maintenance sector until harvest time, which has quite long stages.

Cikancas Village is one of the villages that has the potential to apply the entrepreneurial concept, namely fish farming in buckets, and is used as one of the economic developments of the village community. Most of the population lives from cattle, goats, catfish, and chickens. The main agricultural products in this area are sweet potatoes, cassava, and vegetables, and the livestock products are cows, goats, and chickens. So it is very unfortunate if Cikancas Village also does not cultivate fish livestock by utilizing not too large capital to get more income, especially for housewives in Cikancas Village.

Based on these problems, appropriate technology (TTG) can be applied, which is a step in developing agricultural and fisheries businesses. There are various forms, types, and properties of Appropriate Technology that can be channeled to the community to facilitate the implementation of daily tasks and activities (Syarifudin, 2014).

This technology can also reduce the amount of investment capital, but it can provide optimal results. The combination of TTG fish farming and hydroponic plants can be a solution or alternative for the community because it is more efficient in feed, place, and operational costs (Roidah, 2014). The incorporation of TTG fish cultivation and hydroponic plants can be applied using the Aquaponics system (cultivation of fish and plants in buckets), which functions to utilize the yard of the house, namely by catfish cultivation, because in general, the people of Cikancas Village have a livelihood as breeders and farmers.



Figure 1. Media Budikdamber

The stages of the process of implementing fish cultivation in buckets by the participants of the UGJ KKN-Thematic in Cikancas Village include several stages, including;

1) Preparation Stage

The preparation stage consists of observation and socialization activities to each hamlet in Cikancas Village. In the socialization activity, the Thematic KKN Team held discussions with the village community and local village officials which aimed to: provide information about the purpose and objectives of the implementation of Thematic KKN, collect data on problems faced by the community, especially for people who cultivate fish, discuss the location and schedule for the implementation of the Thematic KKN program to the local community, especially the location of the implementation of Fish Cultivation in Buckets.

2) Counseling In the counseling activity, the Thematic KKN team prepared materials and props that would be delivered to the counseling participants. The location of the counseling took place at the Cikancas Village Hall. The material that will be presented is as follows: providing information about the advantages of fish farming in buckets (Fish Cultivation in Buckets) when compared to other cultivation systems, providing information about the advantages if we make our own farmed fish feed, providing counseling and training on how to make and control systems for Fish Farming in Buckets and how to make natural fish feed, provide information on the potential profits of fish in bucket farming (Fish Farming in Bucket) in a sustainable manner.

3) Field Practice After the counseling, the Thematic KKN team carried out the practice of making Fish Cultivation in Buckets and natural fish feed located at the Cikancas Village Hall. In addition, the Thematic KKN team has also created a Fish Cultivation Park in the Cikancas Village Office. In the field practice of fish farming training in buckets (Fish Cultivation in Buckets) there are several stages that will be carried out, namely: preparing cultivation materials and tools, preparing fish seeds, making fish farming containers, hydroponic containers and natural fish feed.



Figure 2. Budikdamber Workshop

After the practice of making Fish in Bucket Cultivation, the Thematic KKN Team provides information about the maintenance and management of the Fish Farming in Bucket business. Maintenance can be done by changing water once a week, and for feed doses given adlibitum or as satiety. Catfish harvesting can be done after 2 months of cultivation, while kale harvesting can be done 4 times in that period. This can certainly increase production, income and even easily practice every community group in Cikancas Village. The Thematic KKN team also provided information about the sale of the Digital Market for catfish and kale to help market catfish products that are ready to be harvested later.



Figure 3. OVOP KKN-Thematic UGJ Documentation

The output or results of the training on making Fish Cultivation in Buckets is that this activity can have a good economic impact and at least can provide family food security,

especially during the current pandemic. Through this activity, every community group in Cikancas Village can be more productive because the harvest from Fish in Bucket Cultivation is not only fish, but can also harvest vegetables. In addition, this activity provides innovation in the form of a Fish Cultivation Park in Buckets located in front of the Cikancas Village Hall.

CONCLUSION

The 2025 Gunung Jati Swadaya University Thematic Real Work Lecture Program (KKN-T) in Cikancas Village, Beber District, Cirebon Regency, is part of the implementation of the Tridharma of Higher Education, especially in the field of community service. Cikancas Village was chosen because it has potential in the fields of agriculture and livestock, but still faces the challenge of low public awareness of entrepreneurship and digital marketing of local products. Through the One Village One Product (OVOP) concept, KKN-T students initiated the Fish Cultivation in Bucket (Budikdamber) program as an innovative solution to improve the village economy.

The method used is a Research and Development (R&D) approach, focusing on developing appropriate technologies (TTG). The activity was carried out in stages, starting from observation, socialization, counseling, and direct practice in the community. This training includes making catfish cultivation media in buckets combined with kale plants hydroponically and education on making natural fish feed and digital marketing. The main target is MSME actors and housewives in Cikancas Village so that they can be more productive and economically independent.

The results of this activity show a positive impact, both in terms of household food security and increasing residents' income. The community can practice Budikdamber independently and get double benefits from the fish and vegetable harvest. In addition, the construction of Budikdamber Park in the Village Office environment is a symbol of the success of this program as a clear example of the development of the village's potential based on simple technology and collaboration between students and the community. This program is expected to be the first step towards village independence and increasing competitiveness in the era of globalization.

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