

COMPREHENSIVE ANALYSIS OF THE MILKFISH PRODUCER'S WELFARE AND THE DEVELOPMENT OF HALAL BLUE ECONOMY BUSINESSES

Mashudi¹⁾, Dahruji²⁾, Hakimatul Ubudiyah³⁾

^{1,2,)}Universitas Trunojoyo Madura, ³⁾Saga University, Japan

e-mail: [^{1\)}mashudi.fkis@trunojoyo.ac.id](mailto:mashudi.fkis@trunojoyo.ac.id), [^{2\)}dahruji@trunojoyo.ac.id](mailto:dahruji@trunojoyo.ac.id),
[^{3\)}hakimatulubudiyah@gmail.com](mailto:hakimatulubudiyah@gmail.com)

ABSTRACT

The Junok pindang milkfish product has a distinctive taste, different from other pindang milkfish. However, until now, its production has not been widely developed and is only known from generation to generation. This study was conducted to determine the level of welfare of its producers and the development of businesses based on the halal blue economy. This study used a qualitative methodology. The main data collection used interviews and direct observation. The analysis process used the theory of Miles and Huberman with data collection, reduction, display, verification, and concluding testing of the validity of the data. The results of the study indicate that the welfare of producers is generally achieved through indicators of fulfilling food, clothing, and housing needs, although at the level of fulfilling health and higher education needs, it is still not optimal due to limited infrastructure and public awareness. The development of producer businesses can be seen from the increase in income, quality of life, and the creation of new jobs, but this development has not been fully maximized to support the objectives of developing industrial centers based on the halal blue economy, including the need for assistance in the halal certification of pindang milkfish products.

Keywords: *Producer welfare, Junok Pindang Milkfish, Development of halal blue economy.*

ABSTRAK

Produk pindang bandeng Junok memiliki cita rasa khas, berbeda dengan pindang bandeng lainnya. Namun hingga saat ini, produksinya belum berkembang luas, dan hanya dikenal secara turun-temurun. Penelitian ini dilakukan untuk mengetahui tingkat kesejahteraan produsennya serta pengembangan usaha berbasis halal blue economy tersebut. Proses analisis menggunakan teori Miles dan Huberman dengan koleksi data, reduksi, display, serta verifikasi dan penarikan kesimpulan setelah uji keabsahan data. Hasil penelitian menunjukkan bahwa kesejahteraan produsen tercapai secara umum melalui indikator pemenuhan kebutuhan pangan, sandang, dan papan, meskipun pada tingkat pemenuhan kebutuhan kesehatan dan pendidikan tinggi masih belum optimal akibat keterbatasan infrastruktur dan kesadaran masyarakat. Adapun pengembangan usaha produsen terlihat dari peningkatan pendapatan, kualitas hidup, serta penciptaan lapangan kerja baru, tetapi pengembangan tersebut belum sepenuhnya maksimal untuk mendukung tujuan pembangunan sentra industri berbasis halal blue economy, termasuk kebutuhan terhadap pendampingan sertifikasi halal produk pindang bandeng.

Kata Kunci; Kesejahteraan produsen, Pindang bandeng Junok, Pengembangan *halal blue economy*.

A. INTRODUCTION

1. Research Background

The achievement of economic progress of Madura Island, which has become a project goal and a common ideal, is not an easy step. Therefore, synergistic steps are needed from all elements of the Madurese society that care about economic development, including academics, the private sector, community leaders, and, especially, the government. All of them must collaborate according to their competence and authority of responsibility to think and build the regions in Madura toward a better economy.

According to Shafa & Niniek (2022), the development of a region can be carried out by emphasizing the stabilization of overall growth on the competitive advantages of an economy based on available natural resources, as well as the ability of science and technology. Therefore, serious attention to the potential of a region is significant because the problems that small and medium enterprises face are usually related to the difficulty in obtaining quality raw materials at affordable prices, the inability to meet financial obligations (capital constraints), lack of skill and lack of availability of human resources, and unprofessional management of production marketing (products produced are less innovative and promotions are less attractive). This is due to the limited knowledge of small and medium enterprises (Nel, 2017). Natural resource-based economic development will ensure an abundant supply of raw materials in safe quantities, which is relatively cheaper than bringing them in from other distant areas. The availability of natural resources can be used as a source of competitiveness for economic development.

Therefore, it is necessary to conduct in-depth research on economic development that is truly based on natural resources to optimize village or

regional development. The village we chose as the subject of research is Junok Village, Sreseh subdistrict, Sampang district, Madura Island. Junok Village is dominated by aquaculture areas. For the people of the Sreseh subdistrict and its surroundings, the ponds in Junok village are better known as milkfish ponds. Although there are also those who farm other types of fish, such as shrimp, tilapia, and others, milkfish is superior. Therefore, it is not surprising that Junok village is synonymous with Junok milkfish in the Sreseh subdistrict and surrounding areas. It is also characterized by the economic life of people who process a lot of milkfish as a source of income.

This milkfish processing activity is called the pemindangan process. According to the Big Indonesian Dictionary, pindang is a salted and seasoned fish that is smoked or boiled until it is dry to last a long time". After cooking, the fish is usually placed directly in storage and transportation containers to be marketed (Big Indonesian Dictionary). The marketing of milkfish that has gone through the pemindangan process in Junok village still relies on traditional sales, namely direct sales to markets in the Sreseh subdistrict and surrounding subdistricts. Junok Village's yellow pindang milkfish is one of the village's mainstay products.

Based on the latest data from the BPS economic census in April 2024, information was obtained that almost every household in Junok village, Sreseh sub-district, Sampang district, is involved in milkfish processing (Marzuki, 2024). This has fulfilled several dimensions of development, including economic, social, and environmental sustainability (Rangkuti, 2019), considering that the yellow pindang milkfish product is the production of the aquaculture and river sectors (blue economy). But even so, it is necessary to conduct a more in-depth analysis to know the actual

achievement of economic welfare for the welfare of the Junok village community.

The general welfare of the community can usually be described based on the poverty level of the population, i.e., the lower the poverty level, the higher the population's welfare (Hesty & Agung, 2020). If a village has a low poverty rate, it can be interpreted that the average welfare of each family in the village is high because the welfare of each family is an element that forms the welfare of the village as a whole. Tin et al. (2020) said that welfare is a benchmark in determining whether an individual or community group is prosperous. Welfare can be indicated when health conditions are good, the economy has improved, the level of education is high, and the quality of life is decent. Factors that influence welfare are the number of family dependents, family income, age, savings, family debt burden, and location of residence.

Therefore, to find the achievement of economic welfare for household groups of yellow milkfish producers in Junok village, Sreseh subdistrict, the researcher will analyze this more deeply with the research title "Comprehensive Analysis of the Milkfish Producer's Welfare and the Development of Halal Blue Economy Businesses". From the results, after scientifically knowing about the welfare of the household groups of Junok milkfish pindang producers, it is hoped that it will become a whip for all parties to become more serious in exploring the problem of producing Junok milkfish specialty products to develop halal blue economy-based product businesses following the competitiveness of natural resources and the geographical location of Junok village, Sreseh sub-district, Sampang district to achieve greater community welfare. This is what makes this study different from other studies because this study will emphasize all aspects of

economic well-being, including the fulfillment of food, clothing, housing, health, education, and peace of mind through savings. The fulfillment of welfare needs based on these six indicators will have an impact on community welfare, marked by increased community income, reduced poverty, improved quality of life, and job creation.

2. Problem formulation

Based on the explanation of the research background, several points that will become the problem formulation in this study are;

- a. How is the Pemindangan process of Junok milkfish done in the Sreseh subdistrict, Sampang district?
- b. What is the level of welfare of Junok milkfish pindang producers in the Sreseh subdistrict, Sampang district?
- c. How is the business development of products based on the halal blue economy in Junok village, Sreseh sub-district, Sampang district?

3. Research Objectives and Benefits

This research is significant because it aims to obtain essential information points related to the economic activities and future development of Junok village. The essential points that are the objectives of this research are:

- a. To know clearly about the pemindangan process of Junok milkfish in Sreseh subdistrict, Sampang district.
- b. To find out clearly about the welfare of Junok milkfish pindang producers in Sreseh subdistrict, Sampang district.
- c. To understand the development of halal blue economy-based product businesses in Junok village, Sreseh subdistrict, Sampang district.

The benefits of this research can be categorized into academic and practical benefits. Academic benefits are benefits related to academic

references, namely, as a concrete form of carrying out research duties as a lecturer (for the author) and additional study references for academics in further research in the same field. Meanwhile, the practical benefits are the benefits of the output of his research as a consideration for policymakers and related parties who have serious concerns for the economic development of Junok village, Sreseh subdistrict, Sampang district based on available halal blue economy natural resources, through the production of yellow pindang milkfish of Junok village.

However, until now, there has been minimal attention from relevant parties who study these economic activities, so it is not yet known clearly and in detail the welfare achievements of these businesses, even though they are leading products that are well known in the surrounding subdistricts. The results of this study will be a solution to plan the development of a halal blue economy in Junok village in a more targeted manner based on the superior resources owned by the village, namely the abundant milkfish production.

B. LITERATURE REVIEW

1. Definition of welfare

Generally, welfare or prosperity refers to a good human condition where people are prosperous, healthy, and at peace (Suryono, 2014). A person's life or group of people is often associated with the term prosperous when their needs are fulfilled for clothing, food, and shelter. Likewise, health and peace are usually related to fulfilling health needs and enjoying life.

This is in line with what was conveyed by Sukmasari (2020), community welfare is a condition where all basic or basic needs are

fulfilled, which is manifested in a decent place, the fulfillment of clothing and food needs, affordable and quality education, and health costs, or a condition where everyone can maximize their utility at a certain budget limit level, and a condition where physical and spiritual needs are fulfilled (Sukmasari, 2020).

Fahrudin states that welfare can also be interpreted as a condition in which each individual in his life is free from poverty, ignorance, fear, or worry so that his life feels safe and peaceful, both physically and mentally (Fahrudin, 2012). In this definition, Fahrudin also emphasizes the importance of being free from poverty and ignorance so that anticipatory measures are needed to neutralize both as part of welfare, namely, employing promising jobs and the need for education.

Thus, based on the theory presented by the two figures, it can be technically understood that welfare can be known by analyzing the fulfillment of the needs of six things, namely, among others:

a. Fulfillment of food needs

Food is an essential element in the concept of social welfare. It is a primary, physical, and fundamental need because it is closely related to and determines the survival of all humans. Therefore, if this food need is not met immediately, it will create social welfare problems (Suradi, 2015). The food standards that are considered adequate to fulfill life's needs are the four healthy five perfect standards.

b. Fulfillment of clothing needs

Clothing is anything that is used to cover the body and protect it from the weather, such as clothing. Included in the understanding of clothing are accessories that complement clothing, such as sandals or shoes to protect the feet, skullcaps, headscarves, hats to protect the head, etc.

c. Fulfillment of housing needs

As a person living with a family, the need for housing cannot be underestimated. Housing is part of family welfare. If a person has a decent place to live with his family, then this is one indication of the fulfillment of family welfare.

d. Fulfillment of health needs

Health is a basic human need to carry out its functions and roles to obtain welfare, and it is a right for every citizen (Jannah, 2021). To maintain their health problems, everyone with economic welfare must participate in BPJS (Indonesia's Health Insurance) independently, which is health insurance paid for by the participant's finances (not borne by the state).

e. Fulfillment of education needs

Children's education will be well fulfilled if the family's socioeconomic conditions are prosperous. Education is vital in life, especially for children who are the nation's next generation. Education in children is a provision for children to face the future. Therefore, parents must pay attention to their children's education (Widi et al., 2012). The ability to pay for 16 years of compulsory basic education (elementary school to bachelor's degree) is one of the indicators of family economic welfare.

f. Fulfillment of emergency needs (saving assets)

To obtain economic peace, one must store a reserve fund/asset to meet unexpected needs. In financial management, these funds are also called emergency funds. An emergency fund is used as a reserve fund for emergencies or urgent needs, such as being hit by a disaster, an illness that health insurance does not cover, etc.

Not everything can go as smoothly as planned in a married life. Many things suddenly happen outside the plan. For this reason, a good way to manage

household finances is to prepare an emergency fund. In addition to basic needs, set aside a portion of your monthly income for an emergency fund. The amount can be 10-30 percent of your monthly income (Yulianty et al., 2023).

2. Pindang Milkfish Producers

The word producer comes from the essential word production. Production can be defined as converting an input or factor of production into outputs or goods and services that can meet human needs. Production involves using labor, raw materials, machinery, and technology to create added value (Supranto, 2020). A producer is a corporate or individual institution that increases the value of the use of a good or service to produce consumer goods to fulfill needs (Meita & Sitti, 2019). The outputs resulting from production activities are called products. The product of production activities does not have to change form into another product but includes the same output form. However, there is economic added value from the raw material, such as the raw milkfish produced into pindang milkfish. Pindang milkfish are milkfish that have been processed.

Pemindangan is a way of processing fresh fish with salting and boiling treatments. The salt used acts as a preservative and provides flavor to the fish, while boiling kills most of the bacteria in the fish, especially spoilage bacteria. This process is intended to make the product last longer so that it can be marketed to areas far enough away because the durability of fish products with this technique reaches 3-4 days, and more than that time, the fish will experience the decay process (Gianto, 2019). People from households to medium-scale businesses widely carry out this process, which involves labor outside the household using simple technology. However, this process also still has added value that the community will enjoy.

Thus, the definition of a pindang milkfish producer (based on the theory presented above) is any person who is in the business of producing pindang milkfish into market-ready pindang milkfish products, whether the business is carried out on a household scale or a larger scale using labor from outside the household.

3. Definition of Business Development

Based on the Big Indonesian Dictionary, "Development" is the process of action and the process of developing something to be advanced, improved, and so on (Big Indonesian Dictionary). In the context of using the word "development" in the phrase "business," it can be interpreted as a process carried out to develop a business to be more developed than before.

In economics, business development is understood differently depending on the perspective approach. There are at least four approaches. First, the managerial economics approach considers business development from the perspective of strategic decision making, resource optimization, and profitability. Second, the microeconomic approach analyzes company behavior, markets, and competition with competitors. The third macroeconomic approach assesses business development from the perspective of broad economic growth to evaluate government policies. The last perspective is the development economics approach, which focuses on business development that impacts society's welfare (Asj'ari, 2015).

Business development that impacts community welfare includes;

a. Increase in people's income

Income is the result that a person or family receives from trying or working. Income is one of the indicators of community welfare. The higher the income, the higher the level of welfare (Sayekti et al., 2020). Therefore,

business development will be proven by an increase in community income from developed economic activities.

b. Poverty reduction

Various parties have tried to reduce the number of poor people, both the government and non-governmental organizations. Unfortunately, the programs that have been implemented tend not to consider the socio-cultural conditions, including the habits of the community in the program location, in carrying out economic activities (Mita et al., 2015). Economic development should be based on the social, cultural, and competitive advantage resources of the region where the program is implemented.

c. Improving the quality of life

Agborsangaya et al. stated that quality of life, as cited by Ajeng Tias Endarti (2015), more simply means an individual's assessment of health-related well-being. Based on this definition, people need to have rights to improve their health quality.

d. Job creation

The potential for strategically planned and well-implemented business development will absorb labor and reduce unemployment.

4. Halal-Based Blue Economy

The blue economy is a new development idea oriented towards the marine sector as the primary focus. In its development, high innovation is needed to obtain maximum results (Nota, 2020). Innovation and modern technology can increase efficiency and sustainability in optimizing the maritime and fisheries sector.

The fisheries sector is a part of the economy that includes all activities related to the capture, aquaculture, processing, and distribution of fish. This sector plays an essential role in providing a source of animal protein for the

community, creating jobs, and contributing to the national economy (Catur et al., 2023).

Some of Indonesia's aquaculture species include catfish, tilapia, milkfish, and shrimp, which not only provide a source of protein, but can also be a source of high economic value. In addition to being marketed in fresh form, these fish can be processed into ready-to-eat products such as pindang fish, smoked fish, fillets, and other processed products. All products produced must meet halal standards and obtain halal certification to increase the value of halal fishery products.

Getting a halal label on fish products ensures that the raw materials where fish are halal, and the production process includes seasonings and other mixtures of ingredients used. Therefore, to ensure the halalness of processed fish products, business owners or others who are supported by them usually register their products with the Halal Product Guarantee Agency of the Ministry of Religion of the Republic of Indonesia through representatives of the nearest Halal Examining Agency in their respective regions.

In the current era of globalization and technological advances, consumer awareness of the importance of consuming halal products continues to increase. Consumers are increasingly intelligent in choosing products under the teachings of faith. When considering the context of these problems, Halal certification is vital in protecting consumer rights, meeting market demand, and encouraging business development and growth (Rakhma et al., 2024).

C. RESEARCH METHODOLOGY

1. Type of Research

This research uses a descriptive approach with qualitative research methods. Qualitative research is a process of understanding human or social phenomena by creating a comprehensive and complex description presented through written or spoken words from informants and the behavior of people who can be observed. Meanwhile, according to Sugiyono, the descriptive method is research that describes or describes the condition of the object under study as it is, according to the conditions and situation in which the research was conducted (Walidin et al., 2015).

Some reasons for using qualitative methods in this study include that the data obtained are fundamental and factual, not researcher fabrication, the discussion must be detailed and in-depth with in-depth digging, and the study must involve several complex and comprehensive participants or informants. This follows from the theory that qualitative researchers are humans who believe in dynamics that will never end because qualitative methods accommodate them (Sugiarti et al., 2020).

2. Research Location and Researcher Presence

This research is located in Junok village, Sreseh sub-district, Sampang district. Researchers at the research location will carry out information collection and consultation. The researcher has visited the research site directly during interviews and observations.

3. Data Source and Data Extraction

In this study, the data sources used are primary and secondary data (supporting data). According to Sugiyono, data collection techniques are essential in research because the primary purpose is to obtain data (N. Azizah, 2020). The primary data in this study was collected directly from

informant sources through interviews and direct observation. Meanwhile, supporting data will be explored based on pre-existing information from other researchers (Dqlap, 2021).

4. Data Analysis Technique

The data analysis technique is the process of collecting data systematically to facilitate researchers in obtaining conclusions. According to Bogdan in Sugiyono, data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and so on to make it easier for others to understand their findings (Ibid, 334).

This research refers to the data analysis model of Miles and Huberman's theory.

According to Miles & Huberman (1992), data analysis consists of three stages of activity: data reduction, data presentation, and conclusion drawing/verification

a. Data reduction

It is the stage of focusing on selecting, simplifying, abstracting, and transforming raw data resulting from the data collection process.

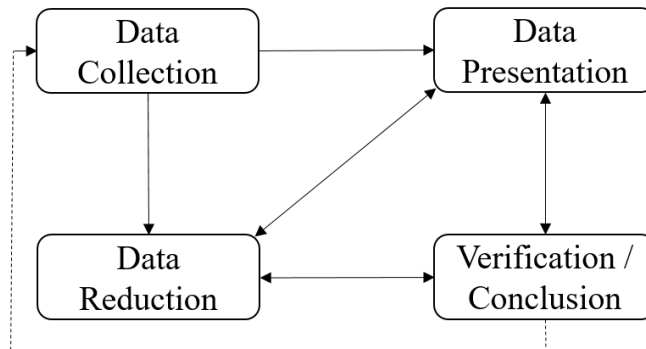
b. Presentation of data

It is organized information that allows conclusions to be taken.

c. Verification and conclusion

Its basic assumptions and initial conclusions are still temporary and will change during the data collection process.

The Miles and Huberman interactive model analysis technique in qualitative research can be seen in the following chart:



4. Data Validity Checking

Checking the validity of data is helpful to prevent data from being stolen by the problem being studied. It is also beneficial as an integral element of the qualitative research process.

Data validity is used to prove whether the research is genuinely scientific and to test the data obtained. Data validity tests in qualitative research include credibility, transferability, dependability, and confirmability tests.

The researchers will verify the validity and credibility of the data during the research process, and it will be presented clearly so that the results of this study are not doubted as scientific work. Checking the validity and credibility of the data will be done through the following steps:

a. Extension of observation

This action can increase the credibility or trustworthiness of the data. With the extension of observation, the researcher returns to make observations in the field or at the research location by conducting interviews with sources or respondents again to obtain the latest data. In this way, the relationship between the researcher and the source will become more familiar, making the information obtained more and more complete.

The extension of observation to test the credibility of these data is focused on testing the data obtained to ascertain whether the data obtained from this extension of observation are correct or not. If the data can be confirmed to be correct and accounted for, it means that the data are credible, so the extension of observation can be ended.

b. Improve accuracy in research

This action is one way to control or check the work whether the data that has been collected and presented is correct or not. It can be done by reading books, looking for additional references and previous research results, or documents related to the research theme.

c. Triangulation

Triangulation in credibility testing can be interpreted as checking data from various sources at various times. Therefore, this triangulation consists of the the triangulation of source, the triangulation of data collection techniques, and the triangulation of time (Sugiyono, 2015).

1) Triangulation of the source

To test the credibility of data can be done by checking the data generated through several sources. The data that has been produced are analyzed by the researcher to create conclusions and then asked for member agreement.

2) Triangulation of the data collection technique

This stage is done by checking data from the same source using different techniques. For example, interviews, observation, and documentation can be used. If it produces different data, the researcher must conduct further discussions with the relevant sources to ensure which data is considered correct.

3) Triangulation of the time

Data obtained by interview techniques in the morning will produce more valid data so that it is more credible. Furthermore, interviews or observations should be conducted at different times and in various situations. Repeat this until the definitive or most valid data are created if the test results produce different data.

D. RESULTS AND DISCUSSION

1. Overview of the Junok Pindang Milkfish Production Business

Junok Village, Sreseh Subdistrict, Sampang Regency consists of five hamlets: Junok hamlet, Sabu'uk hamlet, Laok Sabe hamlet, Sangoncop hamlet, and Talompok hamlet. Of these, four hamlets are mostly pond farmers, with only Talompok hamlet not conducting a pond business. In 2001, Junok Village started a milkfish business. This business is part of a community group called "Bakul Ikan."

The association consists of four sections (units) that contribute to each other in developing the milkfish cultivation and marketing business. The four units comprise the milkfish cultivation section, including the Junok village pond farmers as the first group. The second group is the pond owners because not all farmers manage their ponds. The third part is the wholesaler/merchant of milkfish from local pond farmers. Meanwhile, the last group is the production division group which processes fresh milkfish into pindang milkfish products and other processed products (Aminullah Rauf, 2024).

Pindang Milkfish Junok is one of the milkfish preparations produced by the community group that can last for 3 days. Pindang Milkfish is one of the most popular foods found and sold in traditional markets. The pindang

milkfish production process is done simply and with simple equipment: First, the milkfish is thoroughly washed, then boiled with water, and salt and spices are added to taste. Then, when it cools, sumbo (food coloring) is given.

The results of the interview with Mrs. Fauziyah, *“Initially, we only produced raw milkfish, but many buyers demanded this pindang milkfish product, so we developed it from raw milkfish to pindang milkfish, which in terms of durability is also longer than raw milkfish”*.

Based on the narrative of H. Ach Fathoni, a Junok village figure who is also a pond owner, one of the advantages of the Junok milkfish business is the diversity of products offered. In addition to selling milkfish in raw condition, they also provide various processed milkfish products such as pindang milkfish and grilled milkfish. These processed milkfish products are available on the local market and can also be ordered according to demand. This can make it easier for consumers to buy milkfish products in Junok village.

2. Economic welfare of Pindang Milkfish Junok Producers

a. Fulfillment of food needs

The first indicator to measure the level of economic welfare is to identify the level of fulfillment of food needs. Based on the results of interviews with Mrs. Bahrah, as the producers of pindang milkfish Junok, she said *“If it is to buy food needs, it is enough, there is even more, I think. My family is only four people, so it is more when it comes to food”*.

Meanwhile Mrs. Fauziyah's answer was more about explaining the food standards. Mrs. Fauziyah said: *“Family meals are not luxurious, Sir. For example, drinking milk as you asked, they don't drink it, Sir. They don't like milk. Village people rarely drink milk, Sir, except for small children.*

For our daily food needs, we usually eat fish three times a day. And for the cost of the children's snacks, 20 thousand is not enough every day because they eat the snack a lot”.

Based on the answers of the two informants, it can be understood that they can fulfill their food needs well, even though the standards do not yet meet the four healthy five perfect foods. As the informant said, it is more due to the habitual tendencies of the people in the village.

b. Fulfillment of clothing needs

The fulfillment of clothing needs is no less important in measuring family welfare. Clothing is commonly known as clothing and attributes used to cover and protect the body. If a family can fulfill its clothing needs well, it can be used to indicate its welfare.

To explain this, we observed the clothes and equipment worn by the pindang milkfish producers every time we met them, either during interviews or direct observation. The result was that their clothes were still very decent and good. Indeed, based on information from H. Ach Fathoni, the families of Junok milkfish merchants tend to care for their appearance, especially their younger relatives.

c. Fulfillment of shelter needs

Mrs. Nasirah's statement confirms the need for shelter: *“We have a place to live, Sir. This is my original house. It used to be a house inherited from my parents and now like this after I renovated it. I saved the money from milkfish production and slowly started to improve it like this”.*

Meanwhile, after we asked the village secretary (Mrs. Misna) about the houses, Mrs. Misna agreed and tended to support the statement made by Mrs. Nasirah. However, Mrs. Misna added that the

income of the pindang merchants in the village is also supplemented by the results of some of their children who work successfully in big cities such as Surabaya, Semarang, and Jakarta.

d. Fulfillment of health needs

Health is one of the basic needs that affect the productivity of Junok pindang milkfish producers. If their health declines and they do not receive attention, it will decrease the production of their pindang milkfish. Most pindang milkfish Junok milkfish producers were found to be registered in the health insurance program independently but have somewhat distant access to health service centers. The main access points they use are community health centers and Village Medical Centers, although these health facilities often lack resources, such as medical personnel and adequate medicines. They also have limited information about health programs outside their village.

Mrs. Nariyeh explains this situation: *"We know that we live in the village, Sir. Choosing a good hospital like the one in the city is impossible. Although there is a doctor in the village, we must go to the Community Health Center if the illness is quite severe. And if we want to go to the Community Health Center, we need to go to Blega or Kedungdung Community Health Center, which is 8 kilometers away. Yes, it is far, Sir. What can we do? We also pay for health insurance ourselves because we are considered well-off households"*.

e. Fulfillment of education needs

Education is one factor that influences the productivity and competitiveness of Junok pindang milkfish products. Knowledge and skills gained through formal and informal education can improve the quality of these products and open up wider market opportunities. However, most

Junok pindang milkfish producers who have been actively running the business are still in the lower-middle category.

Based on the explanation of the Head of Village, producers with higher levels of education tend to have more stable and higher incomes, as they are better able to access broader markets and have skills in business management. In contrast, those with lower levels of education generally experience difficulties in increasing their incomes, either due to limited ability to manage a business or limited access to a broader market.

The difference in their ability to increase their income affects their ability to provide their children with financials. For those whose incomes tend to be stable and even growing, they can better provide facilities for their children's educational needs.

The following is Mrs. Fauziyah's statement about the ability to provide facilities for her children's educational needs: *"My first child has graduated from the Islamic boarding school and attended the Islamic high school there. But now he is not in college because he still has two younger siblings who are in junior high school and will attend high school. If he attends university directly after graduating from high school, we would be concerned about the cost. So, he helped me instead"*.

In contrast, Mrs. Nasirah said: *"I can send my child to school according to what he wants. He said he wanted to go to college, so it is okay. I run this milkfish business for whom, if not for my children's education. I hope that my pindang milkfish business continues to grow"*.

f. Fulfillment of emergency needs (saving asset)

The income obtained from the production of Junok pindang milkfish is significant in certain months, such as Maulid month, Ramadan month, and Eid. However, during the routine months, they usually do not receive

as much demand as during the busy months. Although their income is more than enough to cover their food and clothing needs, they must also pay for their children's education.

Based on their confessions, only two people stated that they save emergency funds in the form of money specifically for emergency expenses such as unexpected health needs. Most of them are more accustomed to buying gold and using it as jewelry. If, at any time, they need emergency expenses, they will sell the gold because they think it is easy to sell if they need money.

3. Blue Economy Halal-Based Product Business Development in Junok Village

a. Increase in Community Income

One of the leading indicators of the development of the pindang milkfish producer business is the increase in income obtained from the milkfish processing business. Based on interviews with producers, this business has positively impacted their income. The income of pindang milkfish producers in Junok Village comes from the sale of raw milkfish, pindang milkfish, and grilled milkfish. The price of milkfish in the market varies based on size, with prices around 23,000 rupiah per kilogram for small fish and 35,000 rupiah per kilogram for larger fish. Additionally, pindang milkfish products have a longer shelf life and are more desirable to consumers, providing additional income. On average, producers' revenues increased by about 30-40% after producing pindang milkfish.

Mr. Sahri explains milkfish production income: *“The Junok milkfish are not fed factory feed, Sir. The people here and I only give a plankton stimulant, and the milkfish eat the plankton and mud. That is why Junok milkfish take a long time, eight months to harvest, and the price is high.*

Fortunately, people are familiar with Junok milkfish, and selling them is not difficult. I think I profit greatly from the income from producing this Junok milkfish”.

The revenue from Junok milkfish can increase dramatically at times but decrease slightly at other times. During certain months, such as Ramadan and before the holidays, the demand for pindang milkfish products increases significantly. This provides an opportunity for producers to increase their production and income. For example, Ms. Nasirah stated: *“During Ramadan, the demand for pindang milkfish can increase 2-3 times larger compared to the regular month. We, as producers, are pleased and get a lot of profit because the price can also be higher”.*

The processing of milkfish into various products, such as pindang and grilled milkfish, also helps diversify income sources. Producers can reach consumers with different preferences by offering processed milkfish products, expanding their market, and increasing their income. The income of pindang milkfish producers has increased significantly due to product diversification and increased seasonal demand, helping to reduce dependence on one type of product and increase family economic sustainability.

As for the community's desire to improve its strong image in the market regarding halal Junok milkfish products, we hope that there are parties who can mediate this desire. This was conveyed by the village government to us when we interviewed about the *halal blue economy*. *“If milkfish and other pond products are certified halal, they can be more easily accepted in markets that are sensitive to the status of halal products. This increase in market appeal can potentially increase their sales volume and revenue”* (Fatmawati, 2024).

b. Poverty reduction

Poverty reduction efforts in Junok Village are primarily related to the contribution of the pindang milkfish business in providing a more stable income for the community. Some indicators that show the positive influence of this business on poverty reduction are as follows.

1) Economic empowerment

For many producers, especially housewives, this business has become a significant source of income that helps fulfill basic family needs. Most of the members of the "Bakul Ikan" community are people from modest economic backgrounds who can now improve their standard of living through the income from the pindang milkfish business. This is confirmed in the answers from the interviews presented in the previous explanation about fulfilling their living needs.

2) Improvement in household welfare

Producers who had previously had difficulty meeting basic household needs can now purchase goods that were previously difficult to reach. Some producers have even been able to pay for their children's education and improve household conditions thanks to the additional income from this business. This has also been confirmed in the interview results that have been presented in the previous explanation.

3) Equal distribution of income

The pindang milkfish business also provides opportunities for various levels of society in the village: pond farmers who offer raw fish and processors who produce pindang. This creates a more even income distribution at the village level and helps reduce economic disparities.

Based on the indicators above, it is known that the pindang milkfish business has played a role in the reduction of poverty in Junok Village by

providing more stable income opportunities, increasing household welfare, and helping to more equitable income distribution between the community.

c. Quality of Life Improvement

Improving the quality of life in Junok Village can be achieved through the implementation of the halal blue economy in the following ways:

1) Better social welfare

The increase in income from the halal-based milkfish processing business allows producers to fulfill better life needs like health, education, and other basic needs. Better quality products also provide better health assurance for consumers. They also really want Junok milkfish products certified halal through a program launched by the village government. However, coordination of its implementation has not been completed due to delays in the Sampang Regional Election issue.

2) Improvement of village infrastructure

Success in developing a blue economy business will encourage improvements to the infrastructure of Junok Village, such as road access, better markets, and public facilities that support business sustainability. The additional income earned from the business allows the community to invest in local infrastructure improvements, which will improve their quality of life.

3) Healthy living environment

The principle of the blue economy business emphasizes sustainability and the protection of the environment. Therefore, businesses based on the halal blue economy that pay attention to sustainability aspects will provide benefits not only for the community but also for the environment. With environmentally friendly fish farming practices that reduce pollution, the

quality of life will improve as they live in a cleaner and healthier environment.

Therefore, through increased income, improved infrastructure and sustainable management of natural resources, Junok milkfish products are planned to become halal blue economy products that can improve the quality of life of the Junok village community, Sreseh sub-district.

d. Job Creation

The pindang milkfish business also contributes to job creation, both directly and indirectly. Direct employment means that the producer provides employment opportunities for the local community, especially housewives, who are involved in the milkfish processing process, from washing to cooking. The production process provides additional work for several family members, thus helping to increase family income. In terms of indirect employment, for example, the pindang milkfish business creates jobs in the distribution and marketing sectors. Merchants and transportation drivers who deliver pindang milkfish products to the market also benefited from the existence of this business.

In addition, the blue economy-based halal business development plan can also create jobs in other supporting sectors related to product processing and distribution. This shows that the pindang milkfish business has a broad impact on the village economy, which benefits the economy of Junok village, Sreseh sub-district, Sampang district.

This research revealed a business based on plan to develop a halal blue economy product in Junok Village that will have great potential to achieve sustainable development goals, such as increasing community income, reducing poverty, improving quality of life, and creating jobs. Through the Halal Certification Assistance Plan, Skills Training, and

environmentally friendly blue economy principles, this business can have a broad positive impact on the welfare of the Junok Village community and encourage a more sustainable local economy.

E. CONCLUSIONS AND SUGGESTIONS

1. Conclusions

The following conclusions are known based on the discussion of the results above.

- a. Milkfish processing activities in Junok village, Sreseh sub-district, Sampang district are carried out by the "Bakul Ikan" community. This community consists of four units that contribute to each other: a group of pond farmers, a group of pond owners, wholesalers/merchants of milkfish from local pond farmers, and a group of milkfish and other processed milkfish production. The pindang milkfish production process is still done simply using simple equipment.
- b. Junok pindang milkfish producers achieve welfare through the fulfillment of food, clothing, and shelter indicators. However, in particular, the fulfillment of health and higher education needs is still not optimal due to factors of the health and education infrastructure in rural areas and their awareness of the importance of higher education.
- c. Junok pindang milkfish producers are known to develop their businesses by increasing their income, improving their quality of life due to reduced poverty burdens, and creating additional profitable jobs. However, the development is not yet optimal if its orientation is as expected by the Junok village government, which is to build a village industrial center based on the halal blue economy, including the importance of halal certification assistance for their products.

2. Suggestions

Based on the conclusions that have been presented above, several suggestions need to be followed up for development as expected by the Junok village government, among others:

- a. The Junok village government immediately continued the work program plan launched to develop the halal blue economy industry after the Sampang district government was inaugurated, and the atmosphere was conducive after the election.
- b. Collaborate with parties with the ability and concern to develop Junok milkfish production from the structural government and external parties such as universities, access to Islamic microfinance institutions, and other assistance and support agencies.
- c. Training for the members of the "Bakul Ikan" community in Junok village, Sresih subdistrict, should be developed to develop competence in producing their products from the cultivation of milkfish in ponds to the production of pindang milkfish and its marketing chain.

BIBLIOGRAPHY

- Abdullah Rauf, Junok Village Government Staff, Sreseh District. (2024). Interview on August 20, 2024.
- Ajeng. T. E., (2015). Quality of Health Life: Concept, Model and Use, *Scientific Journal of Health*. 7(2).
- Asj'ari. F., (2015). The Influence of Economic Growth on the Welfare of Non-Civil Servant Families in Surabaya, *Economic Magazine*. 10(1). Big Indonesian Dictionary (KBBI).
- Catur. D. S., et al., (2023). The Influence of the Fisheries Sector on Indonesia's GDP, *PJEB: Perwira Journal of Economy & Business*. 3(1).
- Dqlap. (2021). Recognize the Four Differences Between Secondary Data and Primary Data When Conducting Research. <https://dqlap.id>.
- Fahrudin. A., (2012). Introduction to Social Welfare. *Jakarta: PT. Repika Aditama*.
- Gianto. (2019). Analysis of Fresh Fish Marketing as Raw Material for Pindang in Palembang City. *Thesis of Agribusiness Study Program, Department of Agricultural Socioeconomics, Faculty of Agriculture, Sriwijaya University*.
- H. Ach Fathoni, Junok community leader and former Junok Village Head, Sreseh District until 2023. (2024). Interview on August 30, 2024.
- Hesty. H., & Agung. C., (2020). Creative Industry Development Strategy for Innovation. *Journal of Agricultural Industrial Technology* 30(3), 293. <https://doi.org/10.24961/j.tek.ind.pert.2020.30.3.290>.
- Ismail. N., (2012). Qualitative Research Method. *Sidoarjo: Dwiputra Pustaka Jaya*.
- Jannah. R., et al., (2021). Implementation of the Bekasi Health Card Program in Fulfilling Community Health Rights, *e-SOSPOL: Electronic Journal of Social and Political Sciences*. 8(1). 43-48.
- Lexy. J. M., (2015). Qualitative Research Method Edit Revision. *Bandung: Remaja Rosdakarya*.
- Meita. M., Sitti. A., (2019). Producer Behavior in the Go Food Partnership Model in the Perspective of Islamic Economics (Case Study of the Wirobrajan Area, Yogyakarta). *JESI: Indonesian Islamic Economic Journal*. IX(1).1-8.
- Milles & Huberman. (1992). Qualitative Data Analysis. *Jakarta: University of Indonesia Press*.
- Mita. N. et al., (2015). Creation of Alternative Livelihoods: Poverty Reduction Strategies and Protection of Marine Resources (Case Study of Batam City and Pangkajene and Islands Regency), *Indonesian Population Journal*. 10.

- N. Azizah., (2020). Research Strategy and Methods According to Sugiyono. <https://repository.stei.ac.id> 2020.
- Nel. A., (2017). Analysis of Home Industry Business in Increasing Family Income.
- Nota Mouta Banu Ghalidza. (2020). Blue Economy Concept on Economic Development in Indonesia, *Journal of Economics and Business*. 22(1). *Proceedings of the Seminar on Downstream Research for Community Welfare, Research Institute of the State University of Medan*. 447.
- Mashudi, M., Dahruji, D., & Ubudiyah, H. . (2024). Consumer Perceptions of Maslahah on Halal-Labeled Madura Herbal Medicine. *Al-Insiyroh: Jurnal Studi Keislaman*, 10(2), 286–305. <https://doi.org/10.35309/alinsiyroh.v10i2.301>
- Mashudi , M. ., Dahruji , D. ., & Yakubu , . A. . (2023). Determinant Analysis of Muslim Communities Consuming Products Halal Labeled in Bangkalan Regency . *Al-Insiyroh: Jurnal Studi Keislaman*, 9(2), 379–411. <https://doi.org/10.35309/alinsiyroh.v9i2.238>
- Rakhma. D. B., et al., (2024). The Importance of Halal Certification in the Perspective of Islamic Business Ethics on Halal Food Products, *Journal of Economics and Business*. 13(2).
- Rangkuti. F., (2019). Business Case Analysis Techniques SWOT Analysis: How to Calculate Weight, Rating and OCAI. XIII. *Gramedia Pustaka Utama*. 246.
- Sayekti. S. D. et al., (2020). The Role of Village Fund Management to Increase Community Income in Jombang, East Java, *Equities: Journal of Economics and Finance*. 4(1). 1-20.
- Shafa, F., & Niniek. I., (2022). Factors of Poverty in Sampang Regency. *Journal of Economic Development Dynamics*. 5(1), 28-35. <http://jdep.upnjatim.ac.id/index.php/jdep>.
- Sugarti. A., et al. (2020). Qualitative Literature Research Design. *UMM Press*.
- Sugivono. (2015). Mixed Methods Research Method. *Bandung: Alfabeta*.
- Sukmasari. D., (2020). The Concept of Community Welfare in the Perspective of the Qur'an. *At-Tibyan Journal*. 3(1).1-16.
- Supranto D., (2020). Production and Operations Management. Erlangga Publisher.
- Suradi: (2015). Food Needs for Poor Households. *Journal of Socio Informa* 1(1). Center for Social Welfare Research and Development, Ministry of Social Affairs of the Republic of Indonesia.

- Suryono. A., (2014). Public Policy for People's Welfare. *TRANSPARENCY: Scientific Journal of Administrative Science*. VI(2).
- Tin. H., et al., (2020). Factors Affecting the Implementation of Family Functions and Welfare. *Journal of Family and Consumer Sciences*. 13(3). 213-227.
- Walidin. et al., (2015). Qualitative Research Methodology & Grounded Theory. *FTK Ar-Raniry Press*.
- Widi. A., Asri. W., et al. (2012). The Role of Housewives in Improving Family Welfare (A Study of Fulfilling Children's Educational Needs in 5 Guava Traders in Bejen Village, Bejen District, Temanggung Regency. *Journal of Non Formal Education and Community Empowerment*. 1(2). <http://journal.unnes.ac.id/sju/index.php/jnfc>.
- Yulianti. S., et al. (2023). Management of Family Financial Management in Seberang Palinggam Village, Padang Selatan District, Padang City, *JOMPA ABDI: Community Service Journal*. 2(4).