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Integrated Marketing Optimization for Ornamental Fish Using Information Technology in Canggu Village, Kediri

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Abstract: *This study aims to optimize integrated marketing for ornamental fish aquaculture through a Unique Selling Proposition (USP) based on Information Technology (IT), focusing on identifying product uniqueness such as rare fish species, advanced maintenance techniques, and sustainability practices, and promoting them via digital platforms. Using a qualitative approach, the research involved observation, interviews, group discussions, and document analysis, guided by the Asset-Based Community Development (ABCD) method to empower the Ornamental Fish Pokdakan community in Canggu Village, Kediri Regency. The findings revealed increased awareness within the community to optimize and enhance the productivity of their existing resources and businesses, demonstrating the positive impact of IT-based USP on marketing and operations. This study contributes to the field by showcasing the integration of IT in ornamental fish marketing and highlights the potential of community-driven, asset-based approaches for rural development in aquaculture sectors.*

Introduction

Canggu Village, located in Kediri Regency, East Java, presents a rich opportunity for the development of ornamental aquaculture. The foundational assets defining Canggu's ornamental aquaculture potential include its abundant natural resources, notably high-quality freshwater sources and a favorable climate that supports the cultivation of varied ornamental fish species. This village also possesses a time-honored tradition and expertise in fish farming, a skill that has been passed down through generations. Furthermore, several local community groups, known as Pokdakan (*Kelompok Pembudidaya Ikan*), actively engage in ornamental fish cultivation, which enhances communal economic activities and socio-economic stability. The market

demand for ornamental fish has been promising, both domestically and internationally [1].

Canggu is recognized as a significant fisheries hub, not only for consumable fish but also for ornamental varieties. The local economy benefits from the export of fish to regions outside Java, including Kalimantan and Papua. According to local testimonies, such as that from Village Head Saptonoko, the history of fish farming in Canggu dates back several decades, initially focusing on consumption fish before expanding to ornamental species around 1992 [2]. The village's endowed strategic location, characterized by six perennial water sources, ensures a consistent supply of water for aquaculture, which is critical for sustainability and productivity. It is worth noting that approximately 95% of residents engage in fish farming, showcasing both the cultural significance of this practice and its role as a primary livelihood among the villagers [3].

A notable exemplary venture within Canggu Village is the ornamental fish business initiated by M. Azam Bakhir Zaidi. Since 2018, his company, Molly Jaya Indonesia, began with the cultivation of molly fish, subsequently diversifying into various ornamental species such as betta, angelfish, and koi, owing to increasing market demand. Through adept business practices, this venture has successfully penetrated international markets, exporting to countries including China, Brunei, Malaysia, and Japan, and generating a reported monthly income of around 120 million rupiah [4]. The Kediri Regency Government has also demonstrated its commitment to developing ornamental fish aquaculture, especially betta fish, which has positioned the region as a center for this lucrative market with annual production reaching 110 million fish and an economic output estimated at IDR 49 billion based on data from local economic assessments [5].

The advantages of Canggu's ornamental aquaculture are multifaceted and include sustainable and environmentally friendly fish cultivation practices. This focus not only preserves biodiversity but also ensures the production of high-quality ornamental fish that are sought after globally. The competitive pricing of these fish adds further incentive for buyers, while the Pokdakan communities maintain robust connections with both domestic and international markets, thereby enhancing their presence in the ornamental

[1] Ratna Ekasari et al., "Analysis of Economic Empowerment of Coastal Communities Towards Prosperous Communities" (2019).

[2] Yuli Andriani et al., "Diseminasi Metode Bathing Untuk Pencegahan Parasit Penyakit Pada Budidaya Ikan Gurame Di Pokdakan Kawungsari, Pangandaran," *Farmers Journal of Community Services* 3, no. 2 (2022): 13.

[3] Leila A Sofia et al., "Pelatihan Pembukuan Usaha Bagi Kelompok Pembudidaya Ikan Papuyu Di Kampung Papuyu Kabupaten Banjar," *Jurnal Pengabdian Ilung (Inovasi Lahan Basah Unggul)* 2, no. 2 (2022): 362.

[4] Leila A Sofia, Muhammad A Zain, and Elmiwia R Baturante, "Manajemen Usaha Budidaya Ikan Papuyu: Pengolahan Pakan Mandiri Untuk Menekan Biaya Produksi," *Jurnal Pengabdian Ilung (Inovasi Lahan Basah Unggul)* 3, no. 2 (2023): 410.

[5] Ira Triswiyana et al., "Peningkatan Kelembagaan Kelompok Pembudidaya Ikan 'Sinar Menumbing' Di Desa Air Belo, Kecamatan Muntok, Kabupaten Bangka Barat," *Jurnal Penyuluhan Perikanan Dan Kelautan* 16, no. 1 (2022): 15–31.

aquaculture sector [6]. There exists, however, untapped potential within this community, calling for strategic optimization of these resources.

This community service project aims to harness the untapped ornamental aquaculture potential in Canggu Village by implementing an integrated, IT-based marketing strategy. The project will provide education and mentorship to local fish farmers, facilitating the development of ornamental fish cultivation through innovative marketing strategies centered on Unique Selling Propositions (USP) that emphasize community empowerment. Such interventions are anticipated to significantly enhance productivity and income for ornamental fish farmers, contributing positively to the overall welfare of Canggu's community [7].

The objectives of this community service initiative are structured as follows: a) Identify the characteristics and unique selling propositions of ornamental aquaculture within the Pokdakan community in Canggu; b) Formulate an effective integrated marketing strategy to bolster sales based on these USPs; and c) Evaluate the impact of implementing this marketing strategy on sales and competitiveness of ornamental aquaculture in the region. Prior studies indicate that effective adoption of IT-based integrated marketing strategies markedly boosts the marketing performance of Micro, Small, and Medium Enterprises (MSMEs), providing empirical evidence that demonstrates significant sales increases among MSMEs adopting digital marketing strategies [8].

Method

The methodology employed in this community service initiative is grounded in the Asset-Based Community Development (ABCD) framework, specifically designed to empower the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) community in Canggu Village, Kediri Regency. This approach facilitates a collaborative environment, where community members are actively engaged in planning and decision-making processes relevant to their resources and aspirations. The community service program follows a structured process, as depicted in the accompanying diagram.

[6] A H H Basri, "Optimalisasi Pelayanan Pokdakan Berbasis Microsite," *Journal of Governance and Policy Innovation* 3, no. 1 (2023): 27–43.

[7] Saepul Aziz and Anisa Puspitasari, "PELATIHAN MANAJEMEN USAHA BUDIDAYA IKAN GURAME (Osphronemus Gouramy) DI POKDAKAN MINA GURAME LESTARI DESA UTAMA KECAMATAN CIJEUNGJING KABUPATEN CIAMIS," *Abdimas Galuh* 3, no. 2 (2021): 433.

[8] Henky Manoppo, Grace O Tambani, and Yuriani S Karisoh, "Penerapan Pakan Ikan Berimunostimulan Bawang Putih Bagi Kelompok Pembudidaya Ikan Di Desa Molompar Dua Utara," *Insan Cita* 3, no. 1 (2021).

Figure 1: Diagram representing the ABCD Method and its stages.

Discovery Stage

The Discovery Stage focuses on identifying and mapping the existing ornamental aquaculture assets within Canggu Village. The community service team conducts a comprehensive assessment of resources using participatory methods such as direct observation, interviews with stakeholders, and group discussions. This approach ensures that the identified assets are aligned with the community's needs and realities [9].

Dream Stage

The Dream Stage helps the community articulate its collective aspirations for the future. This stage encourages members of the Canggu Village community to envision the potential of their ornamental aquaculture resources, focusing on how they can lead to economic improvement and better quality of life. Facilitated discussions and imaginative exercises help create a shared vision for the community's future [10].

Design Stage

The Design Stage involves community members in crafting an ornamental aquaculture development program based on the aspirations identified in the Dream Stage. This collaborative design process ensures that the program aligns with the community's values and goals, enhancing the likelihood of successful implementation [11].

[9] Krisanna Machtmes et al., "Teaching Qualitative Research Methods Through Service-Learning," *The Qualitative Report* (2014).

[10] Gulshan Tajuria et al., "How CAN We Grow Research in Community-BaseD NHS and SociaL CarE Services (HANDLE)?," *F1000research* 13 (2024): 422.

[11] Carol Tenopir et al., "Research Data Services in European Academic Research Libraries," *Liber Quarterly the Journal of the Association of European Research Libraries* 27, no. 1 (2017): 23–44.

Define Stage

In the Define Stage, the community identifies the resources and strategies necessary to implement the program. This phase involves pinpointing human, material, and technical resources required for the success of the proposed initiatives. Through focused discussions and planning, community members gain a deeper understanding of what is essential for moving forward [12].

Destiny Stage

The Destiny Stage is the execution phase, where the community service team closely collaborates with the villagers to implement the development program. The team provides continuous mentorship, ensures goals and benchmarks are met, and institutes monitoring and evaluation mechanisms to track progress and adapt to changing community dynamics [13].

Qualitative Data Collection

The methodology is based on qualitative data collection methods, including observation, interviews, group discussions, and document analysis. These methods provide insights into the current state of aquaculture in Canggu Village and the perspectives of various stakeholders, such as fish farmers and local government officials. Group discussions promote dialogue among villagers, encouraging the exchange of ideas and solutions to community challenges [14].

[12] Nicola Gale et al., "Using the Framework Method for the Analysis of Qualitative Data in Multi-Disciplinary Health Research," *BMC Medical Research Methodology* 13, no. 1 (2013).

[13] Oky N P Johansyah et al., "Public Service Innovations Through the Establishment of the Makassar City Ombudsman (OKM) Institution," *Jurnal Ilmiah Ilmu Administrasi Publik* 13, no. 1 (2023): 269; Muh Barid Nizarudin Wajdi et al., "Asset-Based Community Development," *Engagement: Jurnal Pengabdian Kepada Masyarakat* 8, no. 1 (2024): 308–325.

[14] Kirsti Malterud, Volkert Siersma, and Ann D Guassora, "Sample Size in Qualitative Interview Studies," *Qualitative Health Research* 26, no. 13 (2016): 1753–1760.

Planning and Strategy Process

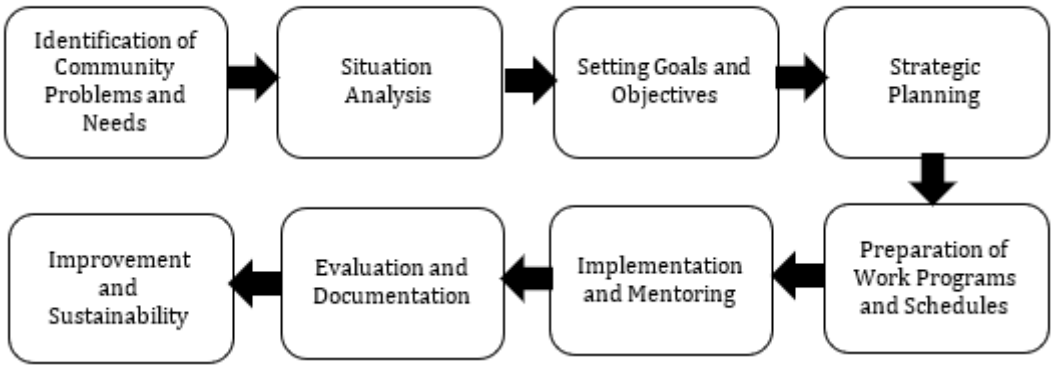

Figure 2: Diagram depicting the Planning and Strategy Process of the Community Service.

The planning and strategy processes for the community service unfold through a set of structured stages, as shown in Figure 2. These stages include:

1. Identification of Community Problems and Needs
2. Situation Analysis
3. Setting Goals and Objectives
4. Strategic Planning
5. Implementation and Mentoring
6. Improvement and Sustainability

Each stage follows a logical progression, ensuring that the interventions align with the community's needs and aspirations, while the implementation phase includes mentoring and continuous feedback to ensure success [15].

Sustainability and Long-term Impact

The program's sustainability is emphasized, with a focus on empowering community members to continue development independently after the community service initiative ends. This methodology is designed to foster long-term social and economic sustainability, ensuring that the benefits of the program are lasting [16].

[15] Syahruddin Syahruddin and Andri Irawan, "Complaints Management Practices on Service Performance of the Public Sector in Merauke: The Case of Merauke Local Water Company," *International Journal of Science and Society* 4, no. 3 (2022): 306–317; Hari H Setiawan et al., "The Village Integrated Social Services Through the Social Welfare Center in Indonesia" (2021).

[16] Virginia Lewis, Jenny Macmillan, and Ben Harris-Roxas, "Defining Community Health Services in Australia: A Qualitative Exploration," *Australian Journal of Primary Health* 28, no. 6 (2022): 482–489.

Result

The mentoring activity entitled "Optimizing Integrated Ornamental Aquaculture Marketing through IT-based Unique Selling Propositions in the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) Community in Canggu Village, Kediri Regency" began with an interview with the local village government that was then continued with an interview with the administrators and members of the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) community group in Canggu Village, Kediri Regency. After the interview was completed, the data collection process was continued by carrying out a Focus Group Discussion (FGD) activity with the village government and all members of the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) community group in Canggu Village, Kediri Regency, this activity was a pre-mentoring activity and was carried out from early November to early December 2024.

In the interview and FGD, information was obtained that there is indeed a problem with the potential for ornamental fish aquaculture/cultivation in Canggu Village that cannot be optimized optimally, which results in low ornamental fish productivity and low income for ornamental fish farmers. This problem is not without cause, one of which is due to a lack of understanding in the development of ornamental fish aquaculture in Canggu Village, especially in utilizing an IT-based marketing system.

This mentoring activity was carried out by involving the village government and all members of the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) Community in Canggu Village, Kediri Regency. The activity was carried out starting from training on facilitating the development of Ornamental Fish Cultivation, strategies for developing Ornamental Fish Cultivation, and ongoing mentoring in optimizing Ornamental Fish Cultivation through IT-based USP in the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) Community in Canggu Village, Kediri Regency. The following is a schedule of activities that have been carried out during the mentoring.

Tabel 1. Implementation of mentoring activities in Canggu Village, Kediri Regency

No	Date	Activities	Activities Description	Output
1	November, 1st 2024	Coordination between researchers	Coordination between the head researcher (Salim Ashar, S.Ag. M.Si) with research members (Muhammad Yasminto, M.Pd), (Ali Muchasan) and Muhammad Fadli Al-Hadid (Student)	• There is a revision of the proposal and RAB • There is improvement in the implementation plan for mentoring and improvement of the proposal
2	Movember, 5th 2024	Formation of a research support team	Forming a research assistance team consisting of Muhammad Fadli Al-Hadid, Ali Muchasan, and Awal Mukmin	• The existence of a research team that can collaborate in implementing

				research/community service.
3	November, 7th 2024	Coordination with the village head and administrators of the Ornamental Fish Community Group in Canggu Village	• In carrying out the research, notification is needed to the village apparatus, so that administrative needs can be carried out smoothly. • The research team conducted a friendly visit and coordination with the village head and the head of the Ornamental Fish Community Group in Canggu Village.	• There is good coordination between the research team and the village apparatus and the Ornamental Fish Community Group in Canggu Village who will be given assistance and coaching.
4	November, 9th 2024	Coordination with the management and members of the Ornamental Fish Community in Canggu Village	• This activity was carried out to initiate the inculturation process, namely by approaching the community so that the research team could find out the customs and culture that are taking place in the community • The research team conducted a friendly visit and coordination with the head of the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) Community in Canggu Village • Mapping stakeholders who can be involved in fostering the legality of Micro, Small, and Medium enterprise (MSMEs) and strategies for developing Ornamental Fish Aquaculture	• There is proper communication between the research team and the Ornamental Fish Community Group in Canggu Village, so that understanding and implementation times for action activities can be aligned.
5	November, 15th 2024	The process of inculturation	• Researchers conducted a visit to the Ornamental Fish Community in Canggu Village • In this phase, researchers explained to members about the importance of mentoring activities • In this process, members and communities who could be involved in	• There is an understanding of the steps of activities in mentoring • There is active involvement of members of the Ornamental Fish Pokdakan (*Kelompok Pembudidaya Ikan*) Community in Canggu

			mentoring activities were identified.	Village during coaching
6	November, 25th 2024	FGD and problem analysis	• FGD is used to explore information on problems experienced by members of the Ornamental Fish Community Group in Canggu Village • In this phase, members and managers of the Ornamental Fish Community Group in Canggu Village convey the problems they face.	• Identification of problems faced by members of the Ornamental Fish Community Group in Canggu Village so that joint solutions can be sought to resolve the problems.
7	November, 26th 2024	Action Program	• Formation of action plan • Preparation of action plan	• There is awareness from members and administrators about managing ornamental fish cultivation to be better • There is involvement of all members in the action plan that will be carried out • There is an increase in the ability of members of the Ornamental Fish Community Group in Canggu Village in developing assets/businesses that are already owned
8	November, 28th 2024	Action Program	• Improving the skills of members of the Ornamental Fish Community Group in Canggu Village • Mapping the potential of members of the Ornamental Fish Community Group in Canggu Village that can be developed	• There is awareness among members of the Ornamental Fish Community Group in Canggu Village to manage assets/businesses that they already have to be better and more productive • There is involvement of all members in implementing coaching actions • There is an increase in facilitation of the legality of ornamental fish cultivation products and

				ornamental fish aquaculture development strategies
9	November, 30th 2024	Program consolidation, reflection and evaluation	Program reflection	• There is a reflection of the training results

Mentoring the ornamental fish farming community in Canggu Village, Badas District, Kediri Regency, has had a significant positive impact on the productivity and income of the local community. The following is detailed data on the increase:

1. Establishment of the Canggu Ornamental Fish Farming Group (POKDAKAN (*Kelompok Pembudidaya Ikan*)) (IHC/Ikan Hias Canggu):

On February 28th, 2021, the youth of Canggu Village established IHC with a focus on education, business, and tourism related to ornamental fish farming. This group consists of 12 people from various hamlets in Canggu Village.

2. Joint Pond Management:

In 2021, IHC rented 1 hectare of village land for a comet ornamental fish farming pond. The profits from managing this pond are used for educational and training activities for members and the community.

3. Capacity Building Through Training:

IHC routinely holds training, including digital marketing techniques, to increase the market reach and income of ornamental fish farmers. They also adopted Biofloc technology to improve water quality and cultivation efficiency.

4. Visit and Evaluation of the Fisheries Service:

On August 29th, 2024, the Fisheries and Marine Service of Kediri Regency conducted monitoring and evaluation of the catfish enlargement assistance program in Canggu Village. This visit aims to ensure the sustainability of the program and provide solutions to the challenges faced by farmers.

5. Award as the Best Millennial Group:

On December 4th, 2024, IHC was named the Best Millennial Group in the commemoration of National Fish Day in Kediri Regency. This award reflects IHC's dedication to innovation and development of the fisheries sector.

6. Increasing Koi Fish Production:

In 2023, koi fish production in Kediri Regency will reach 86,280,000 with an economic value of IDR 610 billion, up from 77,253,100 (IDR 470 billion) in 2022. Badas District, including Canggu Village, plays a significant role in this increase.

Overall, the assistance and initiatives carried out in Canggu Village have increased the productivity and income of ornamental fish farmers, making this village a competitive and innovative fisheries center.

Discussion

This discussion focuses on the results of the mentoring initiative conducted in Canggu Village, Kediri Regency, aimed at optimizing ornamental aquaculture marketing through IT-based Unique Selling Propositions (USP). The initiative's process, challenges, and outcomes are examined through the lens of community empowerment and scientific advancements, alongside relevant theoretical frameworks and findings from prior research. The results demonstrate the transformative potential of integrated mentoring and digital marketing in rural aquaculture communities like Canggu.

Addressing the Challenges: Problem Identification and Community Engagement

The initial phase of the mentoring program focused on identifying key issues in ornamental fish aquaculture in Canggu. The research team conducted interviews with the village head and the management of the Ornamental Fish Pokdakan community to identify critical barriers hindering productivity and profitability. These interactions revealed the primary challenges faced by farmers, including suboptimal aquaculture practices, low productivity, and inadequate marketing strategies. The lack of knowledge in using IT-based marketing systems further compounded these issues, limiting farmers' ability to reach larger markets and scale their businesses effectively.

In line with the Asset-Based Community Development (ABCD) framework, which emphasizes leveraging local strengths and community resources [17], the research team worked closely with community members to identify their assets, such as their traditional expertise in fish farming and natural resources like abundant freshwater. The mentoring activities aligned well with this framework, as they encouraged community members to identify, develop, and utilize their existing strengths, setting the stage for sustainable development. As Saptonoko, the village head, mentioned, Canggu's historical strength in fisheries, particularly ornamental fish like koi and betta, provides a robust foundation for further development [18].

[17] Donald Ary and L Jacobs, "C., Sorensen, C., & Razavieh, A.(2010)," *Introduction to research in education* 8 (n.d.).

[18] Sofia, Zain, and Baturante, "Manajemen Usaha Budidaya Ikan Papuyu: Pengolahan Pakan Mandiri Untuk Menekan Biaya Produksi."

Figure 3: Research Team with Ornamental Fish Community Management in Canggu Village, Kediri Regency

Mentoring and Capacity Building: Key Stages of Intervention

The next phase of the mentoring focused on building the community's capacity in areas critical for optimizing aquaculture practices. The activities included:

1. Training on efficient fish cultivation techniques, fish health monitoring, and improvement in product quality.
2. Financial management workshops to assist farmers in budgeting, cost management, and optimizing operational expenses.
3. Introducing digital marketing strategies to help the community create a Unique Selling Proposition (USP) that would differentiate their ornamental fish in the market.

The focus on IT-based marketing strategies in the mentoring process proved critical. The integration of technology, such as the use of social media platforms, digital catalogs, and online advertising, empowered farmers to expand their market reach beyond local boundaries, both domestically and internationally. This is consistent with Manoppo et al. [19], who emphasized the positive impact of IT-based marketing strategies

[19] Manoppo, Tambani, and Karisoh, "Penerapan Pakan Ikan Berimunostimulan Bawang Putih

on MSMEs, particularly in rural areas.

Furthermore, financial management training provided farmers with the skills necessary to manage their revenues and reinvest in the growth of their businesses. The introduction of sustainable farming practices and the promotion of environmentally-friendly technologies aligned with global trends in sustainable aquaculture, where the focus on eco-friendly practices ensures long-term profitability and environmental responsibility [20].

Figure 4: The Research Team together with the Management of the Ornamental Fish Community Group, Canggu Village, Kediri Regency, Provides Assistance to the Ornamental Fish Cultivation Community

Scientific Dynamics: IT Integration and USP Development

A significant scientific contribution to the project was the development and integration of IT-based USPs for ornamental fish farming. The process began with market research, which focused on identifying consumer preferences and trends in ornamental fish markets. Utilizing big data analytics helped farmers target potential customers, personalize marketing efforts, and improve product visibility. Additionally, the use of augmented reality (AR) allowed farmers to create interactive catalogs, enhancing their ability to showcase ornamental fish in ways that appealed to tech-savvy buyers. These strategies are aligned with Tajuria et al. [21], who showed that consumer behavior analysis and the integration of digital marketing can significantly improve the competitiveness of

Bagi Kelompok Pembudidaya Ikan Di Desa Molompar Dua Utara."

[20] Basri, "Optimalisasi Pelayanan Pokdakan Berbasis Microsite."

[21] Tajuria et al., "How CAN We Grow Research in Community-BaseD NHS and SociaL CarE Services (HANDLE)?"

aquaculture businesses.

Moreover, the introduction of biofloc technology and innovations in feed management contributed to improving the quality of the fish, making them more marketable. The farmers were trained on how to use these technological innovations to enhance the health and appearance of the fish, ultimately improving their market appeal. This directly ties into the concept of biotechnology and production management, where the integration of new technologies increases product quality and efficiency [22].

Overcoming Challenges: Digital Literacy and Market Access

Despite the positive results, challenges remain in the form of digital literacy among some farmers, high costs of technology adoption, and competition from larger ornamental fish farms. As highlighted in the results, these barriers were addressed through training programs that improved digital skills and offered cost-effective solutions. Farmers learned how to use social media platforms like Instagram and Facebook to create visibility for their products, while others adopted e-commerce platforms to facilitate direct sales to international markets.

This section is consistent with the findings of Syahruddin & Irawan [23], who noted that technology adoption in rural MSMEs faces barriers such as cost, accessibility, and training, but overcoming these obstacles can lead to significant market expansion and revenue growth. The mentoring process in Canggu demonstrated that with the right training and support, even small-scale farmers can thrive in the global marketplace.

Theoretical Insights from the Mentoring Process

The mentoring process yielded several theoretical insights, particularly in terms of developing a Unique Selling Proposition (USP) for the ornamental fish farming industry. Through the mentoring program, farmers were taught to leverage their unique characteristics, such as their use of sustainable farming practices and the genetic superiority of their fish, to craft a compelling USP. This differentiation in the market is key to competing successfully in the crowded ornamental fish market.

Theoretical concepts such as USP theory in marketing, which emphasizes the need for a product to have a distinct advantage over competitors, were directly applied in the project. As Lewis et al. [24] argued, having a clear and well-defined USP not only enhances

[22] Loly D Pipii, Lisda V Gobel, and Rukiah Nggilu, "Analysis of the Quality of Health Services in the Emergency Unit of the Toto Kabila Regional General Hospital," *International Journal of Research Publication and Reviews* 4, no. 12 (2023): 2234–2242.

[23] Syahruddin and Irawan, "Complaints Management Practices on Service Performance of the Public Sector in Merauke: The Case of Merauke Local Water Company."

[24] Lewis, Macmillan, and Harris-Roxas, "Defining Community Health Services in Australia: A Qualitative Exploration."

product differentiation but also attracts customers, ensuring long-term business success.

The community service initiative in Canggu Village successfully demonstrated the potential for IT-based solutions and community-driven development to improve productivity, market access, and income for ornamental fish farmers. By leveraging the ABCD framework, the community was able to identify its existing assets, build on them, and create a sustainable and competitive business model. The integration of digital marketing strategies and the development of a Unique Selling Proposition (USP) were pivotal in enhancing the competitiveness of the community's ornamental fish products in both local and international markets.

The project also highlighted the importance of capacity building, government collaboration, and sustainability in fostering long-term economic growth. With continued support and the integration of new technologies, Canggu Village's ornamental fish farming community is well-positioned to sustain its growth, expand market reach, and contribute to the regional economy. The insights gained from this initiative offer valuable lessons for similar rural aquaculture communities, demonstrating how digital empowerment, community collaboration, and scientific innovation can drive sustainable development.

Conclusion

The mentoring activities conducted in Canggu Village, Kediri Regency, led to significant insights into the optimization of ornamental aquaculture marketing. Based on the results of the program, several important conclusions can be drawn about the strengths and challenges of the community's aquaculture industry, as well as the role of information technology (IT) and unique selling propositions (USPs) in enhancing market competitiveness.

The Canggu Village government recognizes the advantages of the village's ornamental aquaculture, including its environmentally friendly and sustainable fish farming practices. These practices ensure the preservation of nature while producing high-quality ornamental fish that are highly sought after both locally and internationally. The competitive pricing of ornamental fish from Canggu further adds value for buyers, and the Pokdakan (fish farming community) in the village has developed strong connections with both domestic and international markets. These existing strengths in the village's fish farming industry provide a strong foundation for future growth, but there remains untapped potential that could increase productivity and profitability if properly addressed.

Interviews and Focus Group Discussions (FGDs) with local stakeholders revealed key challenges preventing the full optimization of ornamental aquaculture in the village. These include low productivity and income among farmers, largely due to a lack of

effective integrated marketing strategies and limited knowledge of IT-based marketing systems. To address these issues, the Asset-Based Community Development (ABCD) method proved effective in empowering the community. By focusing on existing assets, the community was able to identify opportunities and resources that could be leveraged to improve their aquaculture businesses. Through this empowerment process, farmers were able to recognize their potential and develop strategies to improve their livelihoods.

In response to these challenges, optimizing ornamental fish marketing through IT-based USPs emerged as a key strategy. The implementation of a comprehensive digital marketing strategy was a critical recommendation. This included developing a professional website to showcase the variety of ornamental fish available, utilizing social media platforms to engage potential customers, and integrating e-commerce systems to allow direct sales to a broader audience. The creation of USPs centered on sustainable farming practices, local cultural integration, and quality assurance helped differentiate the village's ornamental fish in the marketplace, attracting eco-conscious consumers and setting the products apart from competitors.

Additionally, implementing IT-based management systems for inventory control, customer relationship management (CRM), and sales tracking proved to be crucial in streamlining operations and improving business efficiency. The introduction of these technologies enabled farmers to manage their businesses more effectively and reach new markets, both domestically and internationally.

The mentoring program also highlighted the importance of continuous learning and adaptation. Farmers were encouraged to participate in training programs related to digital marketing, IT systems, and sustainable aquaculture practices. These initiatives will help farmers stay updated with the latest industry trends and technologies, allowing them to maintain a competitive edge in an increasingly digital and global marketplace.

To further enhance the sustainability of the ornamental aquaculture industry in Canggu Village, recommendations for future development include the continued emphasis on digital marketing strategies, the promotion of unique selling points, and the adoption of IT-based systems for management and sales. These actions will not only increase the visibility and competitiveness of the products but will also help farmers enhance their income and productivity. By leveraging both their existing strengths and new technologies, Canggu Village's ornamental fish farming community can achieve long-term sustainability and economic independence.

In conclusion, the mentoring initiative has provided Canggu's ornamental aquaculture community with the tools and knowledge necessary to optimize their marketing strategies, improve productivity, and expand their market reach. With continued support and adaptation to digital tools and sustainable practices, the community is well-positioned to thrive in the global ornamental aquaculture market. This program has proven that community-driven development combined with technology

integration is an effective approach to creating lasting, sustainable growth in rural aquaculture sectors.

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