

## The Public's Interest in the Production of Tongkol Membara Chili Sauce in Kedonganan Village, Bali

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### Abstract

Kedonganan Beach, located in Kuta District, is one of Bali's coastal areas with significant marine resource potential. Most of the local population works as fishermen due to the village's location, bordered by the sea on both the west and east sides. This makes the majority of its residents engaged in the fisheries and marine sectors, including as fishers. One of the fish species with high potential, and a primary catch for fishermen in the Kedonganan area, is tuna. The method used in this study involved collecting data through questionnaires distributed via Google Forms for greater efficiency. The goal of this research is to develop the "Tongkol Membara" (Spicy Tuna) product into a micro, small, and medium enterprise (MSME). This requires public interest, especially from the fisherwomen, in the production of this product. The results from seven respondents indicated a 85.7% interest in developing the tuna chili sauce business. Most also expressed interest in participating in a series of activities and continuing the "Tongkol Membara" business. However, 28.5% of respondents were not interested in forming new groups for fisherwomen (BuLayan) because they already belong to existing fisher groups in their respective communities.

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### Introduction

Bali is one of the provinces in Indonesia surrounded by seas. Among its coastal areas is Kedonganan Beach, located in Kuta District, which is one of the regions in Bali with significant marine resource potential. The majority of the local population makes their living as fishermen (Rini et al., 2017). Since both the west and east sides of Kedonganan Village are

bordered by the sea, most of the residents work in the fisheries and marine sectors, particularly as fishers. One of the fish species with high potential and a primary catch for the fishermen in the Kedonganan area is tuna.

Tuna fish (*Euthynnus affinis*) is a pelagic species that lives near or on the surface of the sea and is considered one of the economically important fish species. In

many communities, tuna is used as a raw material for various processed fishery products such as salted fish, grilled fish, smoked fish, and fish meal (Tangke et al., 2014). Tuna is a popular fish among consumers, both in its fresh and processed forms. According to Wagiyo et al. (2017), tuna is a vital economic fishery commodity. However, tuna has the drawback of being highly perishable, often spoiling soon after being caught.

A common problem for fishermen during the tuna harvest season is the low selling price and the large amount of tuna wasted due to spoilage. Manggaprouw et al. (2014) also noted that fish is a rapidly perishable commodity. The abundance of tuna leaves the community uncertain about how to process it into products with high business potential. Fish, as a commodity, has the potential to enhance the livelihood of the community, especially for fishermen, fish farmers, processors, and marketers (Fitriani et al., 2023).

One strategy to utilize the surplus tuna is to create innovative processed products that increase its market value. An example of such innovation is processing tuna with chili sauce and packaging it, which can extend the fish's shelf life. A notable product of this innovation is

TongBara (Tongkol Membara), a processed tuna product that combines boiled tuna with spicy chili sauce. TongBara has the potential to be developed as a micro, small, and medium enterprise (MSME), which could help improve tuna's shelf life and boost the local fishermen's economy.

The goal of this research is to develop TongBara into an MSME. This requires the active interest and involvement of the community, especially fisherwomen, in its production. Their participation is crucial for the product's success. Without their engagement, the product may not thrive, and the unsold tuna in the market will not be able to be preserved for long periods.

## **Materials and methods**

### **Descriptive Quantitative**

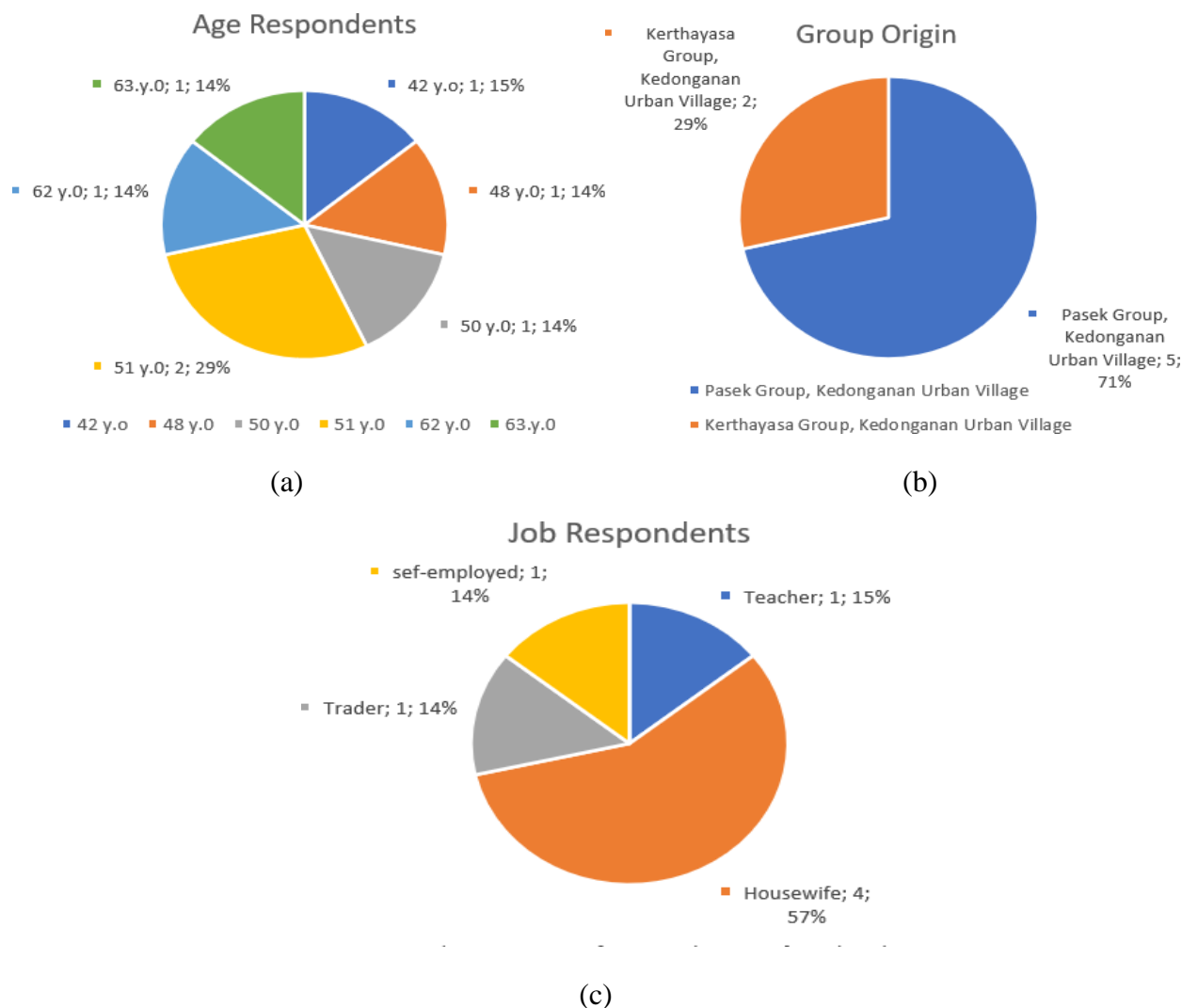
This research is a descriptive quantitative study aimed at determining the level of interest among the community in Desa Adat Kedonganan in the production of TongBara chili sauce. Quantitative research is based on facts or realities and involves the use of numerical data (Ali et al., 2022). The method used in this study was tailored to the activities conducted, targeting the community in Desa Adat Kedonganan as both the subject and respondents of the structured questions we prepared. Data collection began on August 10 and ended on

August 17, 2024, using a questionnaire distributed via Google Forms for greater efficiency. Some of the questions were related to the community's interest in the proposed business/production of Tuna Tongkol Chili Sauce by our team. The target respondents for the interest questionnaire were the fisherwomen of the Wana Segara Kertih group in Kedonganan. The data

analysis technique used in this research is descriptive statistics, presented in the form of percentages.

## Results and Discussion

Interest is an internal component within an individual that greatly influences their actions. An individual will feel compelled or even need to engage in or explore something if they develop an



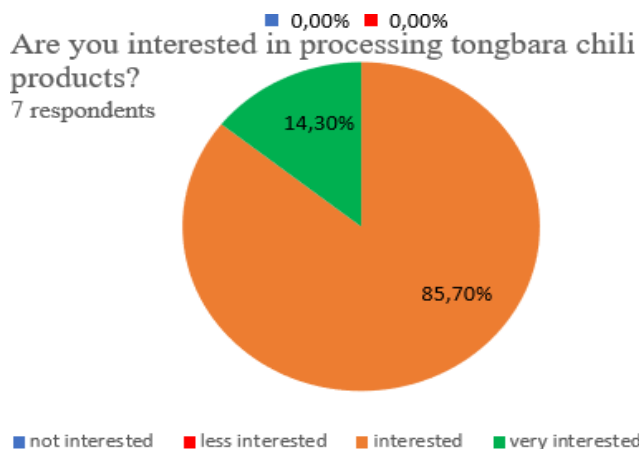
**Figure 1.** Bar Graph of Respondent Identity (a) Age, (b) Banjar Origin, (c) Occupation

interest in it. Matondang et al. (2018) define interest as the effort and ability to learn and seek something. Terminologically, interest refers to the desire, liking, and willingness to pursue something of interest. As stated by Higla (2018), "Interest is a continuous process of paying attention to and focusing on something of interest with feelings of enjoyment and satisfaction."

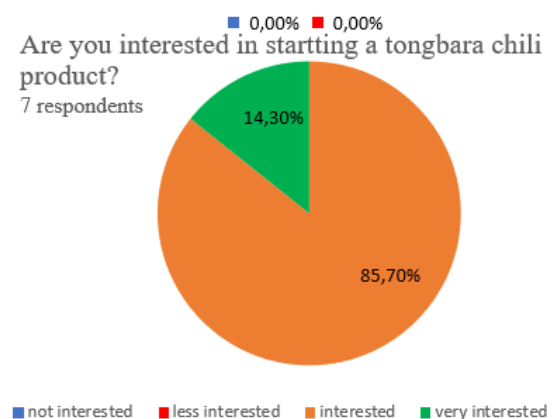
Based on the respondent data collected, seven people filled out the questionnaire, with ages ranging from 42 to 63 years. From the age graph Figure 1 (a), two respondents were 51 years old, representing 28.6%, while the respondents aged 42, 48, 50, 62, and 63 years old each accounted for 14.3%. In the occupation bar graph Figure 1 (c), four respondents were housewives, representing 57.2%. The other

three respondents worked as a teacher, a vendor, and an entrepreneur, each contributing 14.3%. As stated by Soeriadiredja (2019), "The main occupation in the Kedonganan is as a fisherman. Apart from that, many works as entrepreneurs, industry and private sector". As seen in the Banjar origin graph Figure 1 (b), most of the respondents lived in Banjar Pasek, Desa Kedonganan, with 85.8%, while 14.2% (one person) was from Banjar Kerthayasa, Desa Kedonganan.

Based on the results of the community interest questionnaire that have been obtained, it can be seen in Figure 2 (a) that 85.7% are interested in processing TongBara chili sauce, and 14.3% are very interested. The reasons for the respondents' interest in processing TongBara chili sauce



(b)



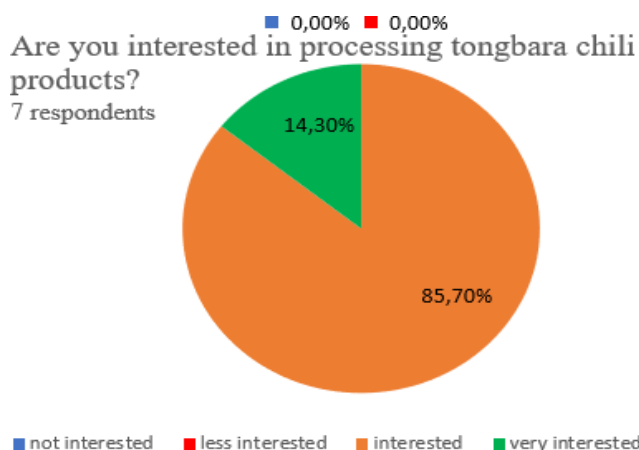
(b)

Figure 2. Pie Chart of Respondent Results

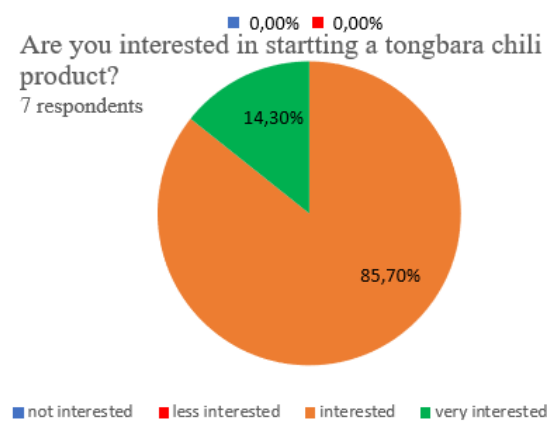
include curiosity and the delicious taste of TongBara chili sauce. Figure 2 (b) shows that 85.7% of these respondents are interested in starting a TongBara chili sauce business, and 14.3% are very interested. The reasons for the respondents' interest in starting a TongBara chili sauce business include increasing income, enjoying selling, adding variety to their own shop's offerings, and building community in the village. The development of tourism in Kedonganan village creates quite promising opportunities in the culinary sector (Karlina & sidemen, 2020).

Figure 3 (a) shows that 85.7% of the respondents are interested in participating in the entire series of TongBara chili sauce activities, and 14.3% are very interested. The reasons for the respondents' interest in

participating in all the TongBara chili sauce activities include curiosity, the potential for additional income, and their enjoyment and interest in this program. Figure 3 (b) shows that 85.7% of the respondents are interested in continuing the TongBara chili sauce business, and 14.3% are very interested. The reasons for the respondents' interest in continuing the TongBara chili sauce business include wanting to establish a small business, increasing income, recognizing the good potential and delicious taste of TongBara chili sauce, and the fact that TongBara products are not yet available in the village and because opportunities in the culinary sector in Kedonganan village is very promising.

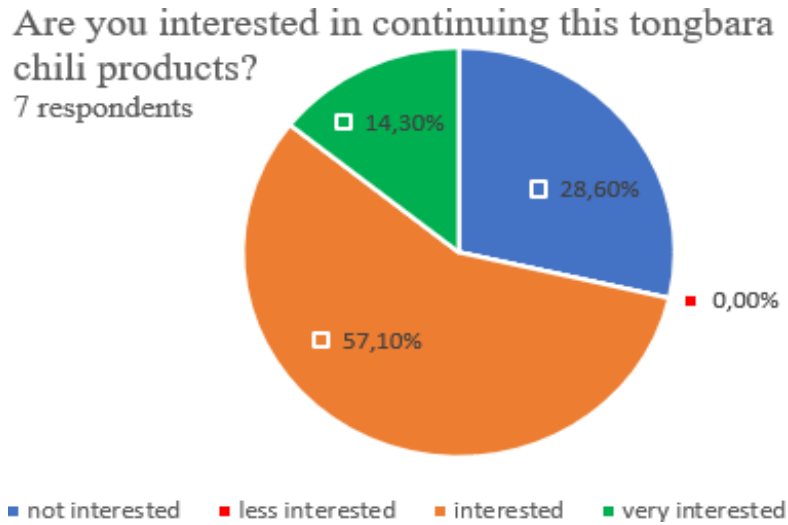


(a)



(b)

Figure 3. Pie Chart of Respondent Results



(a)

Figure 4. Pie Chart of Respondent Results

Figure 4 (a) shows that 57.1% of respondents are interested in forming a group of fishing mothers (BuLayan), while 14.3% are very interested, with reasons including the desire to develop relationships and activities, gaining knowledge, and the fact that their husbands are fishermen, which makes them happy about the processing of skipjack tuna into chili sauce. However, 28.5% of respondents are not interested in forming a BuLayan group, citing that they already belong to a fishermen's group. Community-based tourism management is an alternative tourism concept. Community-based tourism management is the realization of a harmonious relationship between local communities, natural resources or the environment and tourist driven by local communities (Solihin, 2013).

### Conclusion

From this research, it can be concluded that the activities carried out have the main objective of developing the TongBara chili sauce product as an innovation in processing skipjack tuna into micro, small, and medium enterprises (UMKM) by involving the fishing mothers of Kedonganan Traditional Village. The interest of these fishing mothers is crucial, considering their role as business partners in the TongBara chili sauce product. The data from seven respondents indicate an interest in developing this skipjack tuna business, with the majority being 85.7%. The interest shown by the fishing mothers is due to their curiosity about the product innovation, the delicious taste of the chili sauce, and the potential for additional income. Most also

expressed interest in participating in the series of activities and continuing the TongBara chili sauce business; however, 28.5% of the respondents are not interested in forming a new group of fishing mothers (BuLayan) because they already belong to existing fishermen's groups in their respective banjars.

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