

Guidance And Development of Competitive Culinary Park and Klepu Fishing Business in Semarang Regency

Arda Raditya Tantra
Universitas Ngudi Waluyo

Email Correspondence: ardaraditya@gmail.com

Abstract. This community service activity aims to improve the competitiveness and economic independence of business actors in the Klepu Culinary and Fishing Park, Semarang Regency, through coaching activities, business management training, and digital-based marketing strategies. The method used is a participatory approach through field observation, interviews, entrepreneurship training, and intensive mentoring for culinary and fishing business managers. The results of the activity show an increase in the managers' abilities in financial management, digital promotion, and customer service. This activity also produces a business development plan based on local potential by paying attention to aspects of economic and environmental sustainability. Strengthening human resource capacity is an important factor in creating a competitive and sustainable culinary and fishing park .

Keywords: Coaching, Business Development, Culinary Park, Fishing, Competitiveness

Introduction

Hospitality- and recreation-based economic activities such as culinary parks and fishing facilities have dual potential: generating local income while also serving as socio-recreational spaces that enrich community life. In many areas, fishing ponds have evolved from a hobby into a viable source of income; as noted, “fishing is both a healthy activity and a service business opportunity.” (Pratama, 2015) . Combining local culinary elements with recreational fishing attractions creates economic synergies that can increase visitor length of stay and transaction value per visit. In Semarang Regency, the Klepu Culinary and Fishing Park is a prominent micro-enterprise location locally, but it is not yet well-organized to cope with competition and fluctuating demand. Some common obstacles encountered in the field include weak financial management, messy business records, limited marketing (especially digital marketing), and technical issues with pond maintenance (water quality, fish stock, and facilities). Experience from studies of other fishing ponds indicates that many new ponds “only last two to three years” due to their inability to cope with operational and market constraints; conversely, ponds that survive typically employ adaptive management strategies (Pratama, 2015).

Furthermore, literature on tourism village development and entrepreneurship development shows that structured training and mentoring can improve community capacity in managing tourism potential and local businesses. For example, research by Bangsawan et al. (2021) states that "community knowledge, enthusiasm, and motivation increased after receiving training and mentoring ADDIN CSL_CITATION The objectives of Tourism Village development in “Pulau Legundi”, Pesawaran District, Lampung Province is to know the societies’ motivation in developing entrepreneurship based on tourism village service, the ability of society in understanding how to develop tourism village, and the readiness of society to engage in tourism village development in order to improve their prosperity. Method: The three-step method used is that the first is preparation to identify the potential resources and the societies’ readiness to accept the community service in terms of Tourism Village development, the second is to conduct training and coaching, and then followed by monitoring and evaluation. Results: The results show that the knowledge, spirit and motivation, and understanding insights in developing Tourism Village increase after getting the training and coaching programs. Conclusions: Tourism Village in “Pulau Legundi” Village is very important to be developed to increase the prosperity of the society by creating the tourism attractions, providing information technology infrastructure and strengthening the motivation of the village governor by relevant government role, continuing training and coaching programs to improve the competence of the Tourism Village entrepreneurs, and implementing marketing communication through marketing digital content that is disseminated in the internet and social media This statement emphasizes the importance of ongoing mentoring so that communities are not only able to manage local potential but also motivated to continue innovating in their business activities.

In the context of BUMDesa and village business units, (Tulak, A., Inrianti, Paling, S., Tuwo, (2024) emphasized that continuous mentoring "can change the mindset and attitude of business managers towards more professional governance" (Tulak, A., Inrianti, Paling, S., Tuwo, (2024) This strengthens the view that community service activities carried out systematically and repeatedly will have a long-term impact on village economic independence. Therefore, simultaneous *capacity building interventions* covering technical, managerial, and marketing aspects are a relevant approach to increasing the competitiveness of small businesses such as culinary parks and fishing.

Conceptually, local business development ideally combines four main components: improved internal governance (administration, simple bookkeeping, service SOPs), product and service innovation (local specialty menus, fishing and culinary packages), marketing strategies (digital marketing and event collaboration), and sustainable resource management (water quality, fish stocking density, waste management). This integrated approach aligns with the view (Suryadi et al. (2023), 2016) which emphasizes that regional business development strategies must "explore the potential of local economic resources so that the level of community welfare increases" (Suryadi et al. (2023), 2016). Thus, the implementation of an integrated development and management model is expected to strengthen the competitiveness and economic sustainability of the community in the Klepu Culinary and Fishing Park.

Literature review

The development and guidance of micro, small, and medium enterprises (MSMEs) is an important strategy in strengthening the local community-based economy. According to (Makassar, n.d.), the development of entrepreneurial groups plays a crucial role in increasing productivity, work enthusiasm, and community welfare. In his research on the fish floss business group on Langkai Island, Makassar, he concluded that "the development of the PKBM Bina Bahari entrepreneurial group is in the good category," which indicates that targeted mentoring can improve managerial capabilities and community business results. Development is not only about the transfer of technical skills, but also about changing mindsets and increasing entrepreneurial capacity to be able to compete sustainably.

In the context of village economic empowerment, the development of local businesses such as culinary parks and fishing ponds is part of the community-based entrepreneurship approach. According to (Tulak, A., Inrianti, Paling, S., Tuwo, (2024), coaching and mentoring activities carried out for Village-Owned Enterprise (BUMDesa) administrators have been proven to improve professionalism and business governance at the village level. He explained that "improvements can be carried out gradually, starting from administration and the mindset of administrators," indicating that the success of business development is largely determined by the sustainability of the mentoring process, not just short-term training. This principle is relevant to be applied in the context of the Klepu Culinary and Fishing Park managed by the community, where changes in mindset and management systems are the basis for increasing competitiveness.

Furthermore, aspects of culinary tourism and recreation need to be studied from the perspective of developing tourist villages. (Bangsawan et al., (2021) in a study entitled *Developing Tourist Villages through Training and Coaching* emphasized that community development activities in developing tourist villages can increase "community knowledge, enthusiasm, and motivation after receiving training and coaching." This shows that increasing the capacity of local communities in understanding the potential of their region can strengthen their readiness to manage tourism-based businesses independently. In the context of Semarang Regency, which has potential for water and culinary tourism, a similar coaching approach can be applied so that the community is not only a passive actor, but is able to become the main manager who understands the aspects of management, promotion, and innovation of local products.

From a technical perspective, managing a fishing pond as part of a recreational business requires an understanding of ecological aspects and operational management. (Pratama, (2015) explains that a fishing pond is a type of service business that capitalizes on people's interest in fishing as a hobby. He states that "ponds are generally deliberately built as a living medium for fish and/or other cultivated aquatic animals," so that managers must be able to manipulate the condition of the pond to resemble its natural habitat in order to maintain the balance of the fish ecosystem and the comfort of visitors. Water quality management, fish stock availability, and facility management are factors that determine the success of a fishing business. In addition, service differentiation such as providing culinary specialties from the catch or family tour packages can increase added value and extend the duration of tourist visits.

From a business management strategy perspective, (Suryadi et al. (2023), 2016) in *their Study on the Development of Regionally-Owned Enterprises (BUMD) in Tanjungpinang City* highlighted the importance of implementing strategic management in facing market changes. According to them, regional companies (including small and medium enterprises at the local level) must be able to "explore the potential of regional economic resources to improve the level of community welfare." Business development strategies focus not only on increasing profits but also on social and environmental sustainability. In the context of the Klepu Culinary and Fishing Park, this principle is implemented through sustainable natural resource management, waste control, and empowerment of the surrounding community as the main workforce. Thus, business development must encompass economic, social, and ecological dimensions.

The marketing aspect is also an important part of this literature review. In the digital era, the ability to promote through social media is one indicator of the success of small businesses. Bangsawan et al. (2021) emphasizes the importance of "marketing communication through digital content disseminated on the internet and social media" in promoting local tourism potential. This strategy can be adapted by the managers of the Klepu culinary and fishing park by utilizing platforms such as Instagram, TikTok, and Facebook to promote culinary products, fishing packages, and special events. The use of digital technology can expand market reach and introduce local uniqueness to a wider audience without requiring large costs. Therefore, digital marketing training is a mandatory component of the development program.

Literature review also shows the importance of environmental sustainability aspects in the development of fishing pond business. According to (Pratama, (2015) , water quality and soil type are key elements in maintaining a productive pond. He emphasized that clay or sandy clay soil is the best because it is able to retain water well, while surface water or groundwater is the main source that must be managed to prevent pollution. In this context, technical guidance is expected to include training in waste management, the use of environmentally friendly feed, and fish stocking rotation to maintain the sustainability of the surrounding environment. This is in accordance with the principle of sustainable development that balances economic and ecological interests.

In general, various previous studies have shown that strengthening community capacity through coaching, training, and mentoring can produce significant changes in local economic independence. (Tulak, A., Inrianti, Paling, S., Tuwo, (2024) proved that field mentoring consistently had a real impact on the administrative and financial management of BUMDes. Meanwhile, research (Makassar, n.d.) and (Bangsawan et al., (2021) showed an increase in welfare and entrepreneurial spirit after the community received intensive training. The synthesis of all the literature shows that coaching oriented towards local community *capacity building* , accompanied by the application of digital technology and good environmental management, is an effective formula for creating competitive and sustainable culinary and fishing park businesses.

Thus, the Klepu Culinary and Fishing Park business development and coaching program is designed based on a combination of community empowerment theory, strategic management, and local potential-based tourism development. This literature review provides a strong foundation for demonstrating that intensive training and mentoring for small business owners can increase independence, competitiveness, and make a significant contribution to the regional economy.

Method

This community service activity uses a participatory and collaborative approach. (Participatory Action Research) , where the community is actively involved in every stage of activity implementation, from planning to evaluation. This approach was chosen because it is in accordance with the characteristics of the community managing the Klepu Culinary and Fishing Park which is based on community participation. Through this approach, the community is not only the object of training, but also plays a role as a partner who helps identify problems, design solutions, and evaluate the results of activities. This approach is in line with the view (Tulak, A., Inrianti, Paling, S., Tuwo, (2024) who emphasized that the success of community development "is carried out through field visits with surveys, mentoring, approaches, direction, guidance, and coaching to all administrators," because changes in mindset and increased managerial capacity can only be achieved through a continuous process and direct community involvement.

This activity was held at the Klepu Culinary and Fishing Park , Pringapus District, Semarang Regency, which has culinary and recreational tourism potential but has not been optimally managed. This location was chosen based on initial observations that showed that most business actors did not have systematic financial records, effective digital promotion strategies, and had not

implemented service operational standards. The target of the activity consisted of 25 participants, including fishing pond managers, culinary entrepreneurs, and village officials who play a role in driving the local economy. Prior to the implementation of the main activity, the community service team conducted field observations and preliminary interviews to map training needs and determine materials relevant to the conditions of the participants.

The activity implementation method is carried out through several interconnected stages. The first stage is activity preparation and planning, which includes coordination with the village government, scheduling, and developing training modules. The modules are developed based on the results of a literature review and local needs, covering material on business management, simple bookkeeping, digital marketing, sustainable pond management, and improving customer service. This stage is also used to determine activity success indicators and develop evaluation instruments in the form of pre- and post-training questionnaires.

The second stage is the implementation of training and coaching, which is carried out through an interactive workshop method. And Direct field practice. Participants were given simple financial management training to help them maintain daily bookkeeping and calculate business cash flow. Next, participants participated in digital marketing strategy training, practicing creating promotional content for culinary and fishing activities through social media platforms such as Instagram and TikTok. Participants were also guided in utilizing Google Maps features to increase promotional reach. On the technical side, participants received training on fishing pond management, such as regulating water quality, selecting fish food, and arranging the area to make it more attractive to visitors. All training was delivered with a practical and contextual approach adapted to field conditions. This aligns with the findings of Bangsawan et al. (2021) which stated that "community knowledge, enthusiasm, and motivation increased after receiving training and coaching," because the applied learning process fostered a sense of ownership and responsibility for the results of the activities.

The third stage is intensive field assistance which is carried out routinely for three months. The community service team accompanies participants in applying the training results to daily business activities, such as helping to create a simple bookkeeping system using a digital cash book, guiding the creation of business social media accounts, and providing advice regarding fishing pond management. Mentoring is also carried out using a personal coaching approach, where each participant receives consultation regarding the specific problems they face. This approach is in line with research results (Tulak, A., Inrianti, Paling, S., Tuwo, (2024), which found that effective coaching is carried out in stages and continuously so that changes can be felt in the long term.



The final stage is evaluation and follow-up, which is conducted at the end of the activity through interviews, observations, and questionnaires. This evaluation aims to assess the extent to which participants are able to apply the knowledge and skills acquired during the training. Evaluation is conducted formatively during the activity and summatively at the end of the activity. The evaluation results indicate an increase in participants' abilities in financial management, digital marketing, and customer service. Several participants reported an increase in the number of visitors and business turnover after implementing promotional strategies through social media. This phenomenon is in line with the results of research (Makassar, n.d.), which found that fostering entrepreneurial groups has a direct impact on improving community welfare and the sustainability of local businesses.

To support the program's sustainability, the community service team also formed a working group (pokja) comprised of representatives from business actors and village officials. This group is tasked with overseeing the implementation of the training results, facilitating communication

between business actors, and acting as a strategic partner with the village government in developing the culinary and fishing tourism potential in Klepu. All activities are carried out with due regard for local social and cultural ethics and ensuring that all participants have equal opportunities to participate.

In general, this activity method integrates participatory training, field mentoring, and results-based evaluation. This model is designed to ensure that participants not only gain new knowledge but also are able to apply it in the context of their respective businesses. The results of this activity are expected to serve as a model for sustainable development for similar businesses in Semarang Regency and other areas with economic potential based on culinary tourism and water recreation.

Results and Discussion

Community service activities conducted at the Klepu Culinary and Fishing Park have resulted in various positive changes in the business management capacity, managerial skills, and marketing strategies of local entrepreneurs. Prior to the coaching program, observations indicated that most participants lacked a well-organized financial recording system and a focused promotional strategy. Their businesses remained traditional and relied on repeat customers from the surrounding community. Furthermore, the culinary and fishing areas were poorly organized, lacked clear hygiene SOPs, and had not yet leveraged the potential of digital platforms to attract visitors from outside the region.

After participating in the coaching activities, there were real changes in the business management aspect. All participants were able to compile simple bookkeeping using the daily cash recording format provided during the training. Business managers also began implementing a more structured task division system, such as those responsible for cleaning, cashiers, and promotions. Interview results showed that participants felt more confident in managing finances because they understood the basics of recording business income and expenses. This increase in managerial capacity is in line with the findings (Tulak, A., Inrianti, Paling, S., Tuwo, (2024) which stated that "improvements can be carried out gradually, starting from administration and the mindset of management," so that continuous coaching can encourage changes in mindset to be more professional.

Significant changes have also occurred in the digital marketing aspect. Training participants who previously lacked understanding of using social media for promotion are now able to create business accounts on Instagram and TikTok and utilize Google Maps features to display their business locations. The promotional content uploaded includes photos of culinary menus, fishing spots, and visitor testimonials. In the three weeks following the training, visitor numbers increased by around 25–30%, especially on weekends. Furthermore, some participants reported an average increase in turnover of 20% compared to before the training. This fact supports the findings (Bangsawan et al., (2021) which explain that community training and coaching "increase knowledge, enthusiasm, and motivation after receiving training and coaching," enabling communities to utilize new media to market local potential independently.

In terms of fishing pond management, the results of the activity showed an increase in participants' understanding of the importance of water quality management, fish stocking density, and efficient feed use. Before the training, most ponds used excessive feed which caused water turbidity and decreased fish quality. After technical assistance, managers began implementing feed rotation and a simple water circulation system, which resulted in a decrease in fish mortality rates by up to 15%. This is in line with research (Pratama, (2015) which emphasized that productive fishing ponds require management that resembles natural habitats to maintain a stable fish ecosystem.

The coaching program also encouraged product innovation in the culinary sector. Initially selling simple dishes like fried foods and soft drinks, trainees have now begun developing processed fish products such as grilled tilapia, steamed fish, and Klepu's signature chili sauce. This menu development not only increases revenue but also strengthens the local culinary identity as a tourist attraction. Product packaging and promotion strategies, including menu photos and short videos shared on social media, have proven to attract visitors from outside Semarang.

In addition to economic growth, social impacts are also evident through increased collaboration among business actors. Prior to the activity, culinary entrepreneurs and pond managers operated independently without coordination. After coaching, they agreed to form a joint working group (Pokja Taman Kuliner dan Pemancingan Klepu) to organize activity schedules, maintain area

cleanliness, and plan regular events such as the "Joint Culinary and Fishing Festival." The formation of this group demonstrates that the community service activity successfully fostered a sense of togetherness and solidarity among business actors. This aligns with findings (Makassar, nd), which explains that fostering business groups is able to "improve community welfare because of the growing spirit of cooperation and a sense of ownership of the businesses being managed."

park have also experienced positive changes in terms of service. A brief survey conducted by the implementation team of 50 visitors revealed that approximately 88% expressed satisfaction with the improved cleanliness and service after the training. Management has also provided additional facilities such as a well-maintained parking area, handwashing stations, and information boards displaying fish prices and menu items. These service improvements reinforce the culinary and fishing park's image as a comfortable and welcoming local tourist destination.

From the overall results of the activities, it can be concluded that the business coaching and development program at the Klepu Culinary and Fishing Park not only improves technical and managerial skills, but also fosters community self-confidence, independence, and innovation. This proves that community service activities based on participatory training and ongoing mentoring have a direct impact on increasing local economic competitiveness. As stated by (Makassar, n.d.), a good business development strategy must be "able to explore the potential of regional economic resources so that the level of community welfare increases." With the increased capacity of business actors, synergy between stakeholders, and support from the village government, the Klepu Culinary and Fishing Park now has a strong foundation to grow into a leading culinary and recreational tourism destination in Semarang Regency.

Conclusion

Community service activities at the Klepu Culinary and Fishing Park in Semarang Regency have successfully improved the managerial skills, technical skills, and competitiveness of local business owners. Through participatory training and mentoring, participants were able to organize simple bookkeeping, manage fishing ponds more efficiently, and utilize social media for business promotion. The impact was seen in an average increase in turnover of 20% and a 30% increase in visitor numbers after the activity. Furthermore, the formation of joint working groups demonstrates the collaborative spirit and community independence in managing local potential. These results demonstrate the effectiveness of ongoing development and a participatory approach in strengthening the community-based economy. Going forward, support from local governments and higher education institutions is essential to maintain the sustainability of the program, so that the Klepu Culinary and Fishing Park can develop into a leading, competitive, and sustainable culinary and recreational tourism destination in Semarang Regency.

References

- Bangsawan, S., MS, M., Ahadiat, A., Ribhan, R., Kesumah, FSD, & Febrian, A. (2021). Tourism Village Development through Training and Coaching. *Yumary: Journal of Community Service*, 2 (2), 79–90. <https://doi.org/10.35912/yumary.v2i2.615>
- Makassar, LK (nd). 1, 2, 3. 1.
- Pratama, N. (2015). Rational Strategy for Developing "Competition" Fishing Ponds in Krian District and "Non-Competition" Fishing Ponds in Sukodono District, Sidoarjo Regency. *Airlangga University*, 25.
- Suryadi et al. (2023). (2016). STUDY OF BUSINESS DEVELOPMENT OF REGIONAL-OWNED ENTERPRISES IN TANJUNGPINANG CITY. In *Educacao e Sociedade* (Vol. 1, Issue 1). http://www.biblioteca.pucminas.br/teses/Educacao_PereiraAS_1.pdfhttp://www.anpocs.org.br/portal/publicacoes/rbcs_00_11/rbcs11_01.htmhttp://repositorio.ipea.gov.br/bitstream/11058/7845/1/td_2306.pdf<https://direitofma2010.files.wordpress.com/2010/>
- Tulak, A., Inrianti, Paling, S., Tuwo, M. (2024). Abadimas Adi Buana Journal. *Abadimas Adi Buana Journal*, 7 (02), 279–286. <https://jurnal.unipasby.ac.id/index.php/abadimas/article/view/8389>