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Training on strengthening the social role of fish processing and marketer groups through a collaborative approach based on the local social structure in Ranooha Village, Moramo District, South Konawe Regency

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ABSTRACT

This community service activity is designed to increase the socio-economic capacity of women fishermen through a participatory and local needs-based approach. The training method involves identification of needs, technical workshops on value-added fish processing, micro-business management training, digital and local-based marketing strategies, as well as group simulations, role plays, and reflective discussions to strengthen cooperation and communication. A collaborative approach is applied by involving village officials, fisheries extension workers, community leaders, and academics to build social networks, solidarity, and group independence. The results of the training show an improvement in technical skills, managerial knowledge, and collective awareness of the importance of cooperation and planned independent business management. The establishment of democratic, transparent, and local social structure-based group institutions increases the efficiency, productivity, and income of fishermen's households. Recommendations include program integration in village development planning, capital support and production facilities, business administration and management coaching, and the use of digital technology for marketing. This activity shows that strengthening social roles through cross-actor collaboration can be a model for empowering women fishers who are sustainable, adaptive, and competitive in coastal communities.

INTRODUCTION

Empowering the social role of fish processing groups and marketers is important to increase the efficiency, productivity, and independence of the seafood processing community. The FST Community Service Team of Universitas Airlangga assists a group of fishermen's wives in Sine Hamlet through modern training, PIRT licensing, and the use of e-commerce (Aminah et al., 2021). Through strengthening social networks and the use of technology, the group showed that participation and training effectively increase the resilience and competitiveness of coastal communities. Institutional training for fish processing groups and marketers is effective in strengthening internal relationships, external connectivity, and improving fisheries business skills. This participatory method

builds social solidarity, strengthens the institution of fishermen's wives, and optimizes fish products into value-added products (Setyaningrum & Hartanto, 2020). Participatory training strengthens village fisheries groups through capacity building, packaging, marketing, and waste management for business sustainability (Indrawarsih & Ratri, 2023). Strengthening group institutions increases adaptability to environmental and economic dynamics, building common resilience and sustainable social capital.

Capacity building of fish processing groups through institutional training and innovative technologies has been proven to boost productivity and well-being. Other research highlights the importance of social-based institutional training to strengthen the coordination of freshwater fisheries

groups in sustainable RWH management (Afsari et al., 2022). Freshwater fisheries value chain innovations reduce poverty through increased income, nutrition, coordination, and capacity building of sustainable groups (Bunting et al., 2023). A participatory approach between fish farmers and extension workers strengthens group coordination, enhances technical insights, and builds collective awareness to adopt efficient and environmentally friendly technologies. A participatory approach through theatre that blends art, science, and activism effectively builds collective awareness and emotional responses to change (Ghirardello & Isetti, 2023). Through the Women Open School's participatory approach, 1,055 Balakot women were empowered in agriculture, health, livestock, and sustainable entrepreneurship skills (Yasmin et al., 2013). This innovation strengthens the group's institutions so as to increase productivity, market access, resource management, income, and socio-economic resilience of members.

Collaborative approaches based on local social structures have proven effective in strengthening fish processing and marketer groups through recognition of norms, social networks, and the role of local figures. Local social-based empowerment in Lotang Salo Village strengthens the role of women fishermen in sustainable fish processing efforts (Sulvinajayanti et al., 2022). This approach strengthens group trust and legitimacy, minimizes conflict, and encourages the adoption of innovation and access to government and market support. This collaborative approach leverages local social networks to disseminate knowledge, tailor training, and encourage responsive community participation. Social capital based on trust, values, and kinship encourages the collective participation of Dompas farmer women groups in community recovery (Jalil et al., 2021). Traditional marriage strengthens kinship, encourages the preservation of traditions, the education of the younger generation, and strengthens the identity and solidarity of indigenous peoples (Edivildus et al., 2022). The involvement of local social structures strengthens a sense of belonging, prevents cultural resistance, and fosters collective leadership and social cohesion of fisheries communities (Ghodake et al., 2023).

The establishment of the Sustainable Fishermen Women's Group in 2020 and the

Prosperous Blue Sea Women's Group in 2023 in Ranooaha Village, Moramo District, South Konawe Regency, which has 10 members each, shows significant progress in women's empowerment in the fisheries sector through the processing and marketing of fishermen's caught fish. The initiative, which is supported by the assistance of fisheries extension workers, reflects the increasing awareness, participation, and contribution of women to strengthening the economy of fisher families and village development based on local potential through sustainable and independent business diversification. Training plays an important role in increasing the human resource capacity of small business actors in the fisheries sector through strengthening technical knowledge, managerial skills, and digital literacy, so that they can utilize digital technology to expand marketing, increase competitiveness, and support regional economic growth (Wasan & Anita Sariningsih, 2021).

A very important solution is to conduct training to play an important role in strengthening the social role of group members through increasing individual and collective capacity. From the perspective of social learning theory developed by Albert Bandura, training provides a space for individuals to observe, imitate, and practice constructive social behavior in a group setting. The interactions that occur during the training process reinforce the norms, values, and social identity of the group, as participants are actively involved in sharing experiences, discussing challenges, and devising solutions together. According to Albert Bandura, students' aggressive behavior is formed through observation and imitation of significant figures in their social environment (Yahaya & Bahari, 2010). The strengthening of social roles through training can be explained through the theory of structural functionalism, which states that each individual in the group has a social function that contributes to the stability and sustainability of the system. Talcott Parsons' functional theory highlights the role of the individual in social institutions to maintain the stability and orderliness of the social system (Johnson, 2008). Training not only improves technical skills but also strengthens the social structure of groups through increased cohesion, roles, and communication, encourages behavioral change from passive to active and builds

collective responsibility and stronger social legitimacy in society. Training plays a strategic role in strengthening the social resilience of KWT Ngromo through economic improvement, social role, and environmental awareness of women (Luthfitah et al., 2023). In line with Putnam's theory of social capital, the pe'eppuk tradition in Lohayong Village reflects beliefs, norms, and social networks that strengthen cohesion and encourage sustainable village progress (Lestari et al., 2024).

Through collaboration, the use of local knowledge, cultural values, and traditional practices builds contextual and sustainable solutions, strengthening social capital, trust, networking, and community self-reliance in Development. A collaborative approach based on local social structures is an alternative to natural resource management, strengthening resilience, adaptation, and sustainability through social networks (Said & Kusumasari, 2022). Rapid social and environmental change requires responsive institutional reform through a collaborative approach based on local social structures for sustainability (Honeybun-Arnolda et al., 2024). The theory of constructivism, from Piaget and Vygotsky, emphasizes that knowledge is formed through social interaction and collaboration in learning (Kunz, 2004). The digital problem-based learning model encourages participants' independence, exploration, and collaboration through socio-cultural interaction and personal growth (Wang, 2016). Collaborative approaches that refer to local social structures are considered more effective in community building because they rely on entrenched social potentials and values. According to Chambers (1994), participatory development based on local realities encourages community empowerment, active engagement, decentralization, and sustainable development. (Chambers, 1994). The social structure of Muna village, in the form of kinship, customary norms, and patronage, can weaken if patron-client relations are replaced by political-economic interests (Zainal et al., 2021). Collaboration of members based on local social structures increases economic resilience, strengthens supply chains, sustainability, and competitiveness of coastal communities (Zavala-Alcívar et al., 2020).

Local social structures are a network of social relations formed in people's daily lives, including

norms, values, social roles, and belief systems that govern interactions between individuals and between groups. From the perspective of structural functionalism, local social structures, through norms, networks, and leadership, support order, trust, and resource coordination, so that business institutions become socially adaptive and legitimate. (Sciulli, 2015). Talcott Parsons' theory of structural functionalism emphasizes the role of each member in the social system to maintain the balance and stability of society (Macionis, 2010). This encyclopedia is the main reference for understanding contemporary social theory, including Parsons and Durkheim's functionalism in social integration (Ritzer, 2012). Local social structures form social capital in the form of networks, trusts, and reciprocal norms, which strengthen institutions, collaboration, social supervision, and business sustainability in the context of the sharing economy and overtourism (ZmyŚlony et al., 2020). This study critically reviews the acceptance of Pierre Bourdieu's theory, in particular social capital, in bibliometrics, analyzing power, citations, and academic inequality (Schirone, 2023). James S. Coleman, through Foundations of Social Theory, strengthened the rational choice approach and developed the theory of social capital in sociology (Marsden, 2005). Local social structures play an important role in shaping the institutionalization of fish processing and marketing groups. James S. Coleman, through Foundations of Social Theory, strengthened the rational choice approach and developed the theory of social capital in sociology (Jackson & Bradford, 2009). The sustainability of group businesses depends on economic integration and social support through an inclusive system that encourages participation, commitment, and well-being (Roldán & Cabrales, 2021).

METHODS

This method of implementing community service is designed in a systematic and participatory manner to strengthen the social role of fish processing and marketers in Ranooaha Village through local needs-based training and a collaborative approach. The stages of the activity begin with a needs assessment to identify the initial conditions, capacity, and specific needs of the group in technical, managerial, and social aspects. Based

on the results of the identification, the training was carried out using an andragogical approach, which is adult learning that emphasizes experience, active participation, and direct practice according to the context of the participants' lives. The training methods include technical workshops on value-added fish processing, micro-business management training, and digital and locally based processed products marketing strategies, combined with working group simulations and role plays to strengthen cooperation and communication between participants. During the training, facilitators encourage the exchange of experiences and collective learning through focus group discussions (FGDs), local case studies, and reflective discussions, so that participants can understand real problems and formulate solutions based on local social structures.

A collaborative approach is implemented by involving various actors such as fisheries extension workers, village officials, community leaders, and academics to build social networks and cross-sectoral support. This collaboration is facilitated through participatory forums that foster a sense of belonging to the program and strengthen social solidarity as the capital of the group's economic resilience. In addition, the training integrates local social values such as mutual cooperation, kinship, and community trust as social resources in strengthening group institutions. Participants were facilitated to map social networks, identify key actors, and develop democratic and transparent group governance, including role sharing, reporting systems, and leadership rotation mechanisms. In the final stage, a participatory evaluation was carried out to reflect on the results of the training, assess achievements and obstacles, and prepare a collective follow-up plan in the form of a village institutional map and a business sustainability strategy based on local socio-economic potential. With this approach, service activities not only result in an improvement in technical and managerial skills but also strengthen social cohesion, build adaptive group institutions, and foster community-based economic independence in a sustainable manner in Ranooaha Village.

RESULTS AND DISCUSSION

General Conditions of Location

Ranooaha Village is located in Moramo District, South Konawe Regency, Southeast Sulawesi Province. This region has abundant fishery resource potential because most of the people make a living as fishermen and seafood processors. Geographical location close to the coast and access to local markets are factors supporting the development of fishery-based economic activities. In addition to natural potential, the people of Ranooaha Village are known to have a high spirit of mutual cooperation and kinship, which is an important social capital in the formation of joint business groups. However, before coaching and mentoring, most fish processors and marketers were still working individually with limited capital, equipment, and knowledge of modern processing techniques and effective marketing strategies. This condition then prompted the emergence of initiatives to form fish processing and marketing groups as a forum for learning, collaboration, and strengthening the economy of the village community in a sustainable manner.

The Lestari Fish Processing and Marketers Group was established on February 5, 2022, in Hamlet III, Ranooaha Village. This group consists of 10 people consisting of fish processors and marketers in the Moramo District area. The formation of this group stemmed from public awareness of the importance of cooperation in overcoming various obstacles, especially in terms of maintaining production facilities and marketing of catches. Before joining the group, most of the members ran their businesses independently without price standards and coordination between business actors. Through the assistance of fisheries extension workers, the Lestari group was then directed to develop a business based on collaboration and joint learning. The vision of this group is to become a forum for improving the welfare of members through group-managed businesses, with the mission of strengthening cooperation between members to increase food security and income in a sustainable manner.

The Prosperous Blue Sea Fish Processing and Marketers Group was formed on February 7, 2023 and also consists of 10 fishery business actors from Hamlet III, Ranooaha Village. This group was born from similar conditions to the Lestari group, where

the fish processors and marketers previously worked individually so that they faced difficulties in maintaining product quality and market price stability. Through data collection and facilitation from the village government and fisheries extension workers, the business actors agreed to form a group in order to optimize local potential and strengthen the competitiveness of processed fish products. The main goal of this group is to improve members' ability to manage businesses to be more efficient and productive. With the vision of becoming a forum for improving the welfare of members, Laut Biru Sejahtera is committed to prioritizing cooperation and togetherness in every activity, especially in the process of capturing, processing, and marketing village fishery products.

Implementation of Service Activities

The implementation of community service activities in Ranooaha Village was carried out through training to improve fish processing and marketing skills which was held on Saturday, October 11, 2025, from 08.00 to 14.30. This activity is the result of collaboration between the service team and field fisheries extension workers, which involves two groups of fish processors and marketers, namely the Sustainable Group and the Prosperous Blue Sea Group, with a total of 20 participants. The training is focused on improving technical and managerial knowledge in the processing of fishery products, including pickling, packaging, and small business management techniques. The training method is applicable through practice-based workshops, case studies of other regions, and direct simulations that allow participants to gain concrete experience in producing and marketing processed fish products efficiently and competitively.

The collaborative approach applied in this activity focuses on strengthening local social structures as a foundation in building solidarity and group economic resilience. Through the facilitation of collaborative forums, participants are encouraged to exchange experiences, strengthen communication, and improve social leadership skills at the group level. This activity also involved local figures such as field fisheries extension workers and village women leaders who played the role of social mobilizers. Reflective discussions and participatory workshops are held to foster mutual trust and create a solid working network between

groups. As a result, a mechanism of mutual cooperation and social solidarity has been formed that is getting stronger, which is an important capital in maintaining the sustainability of the business of fisheries groups at the village level.

In addition to improving technical skills, this service activity also focuses on strengthening group institutions through the identification of the potential and role of local social structures. Through institutional analysis training, participants map key actors and social networks that affect group business governance. Guided discussions and Focus Group Discussions (FGD) were carried out to explore social dynamics, the role of community leaders, and collaborative strategies in maintaining business sustainability. The results of this activity gave birth to a village institutional map and an action plan based on local social structures that became a guide for the development of the group in a sustainable manner. Thus, community service activities in Ranooaha Village not only increase the technical and economic capacity of the group but also strengthen the social foundations that support the resilience and economic independence of coastal communities.

1. Lectures and Dialogues

a. Lecture on the Importance of Social Role through a Collaborative Approach Based on Local Village Social Structure

The importance of the social role of fish processing and marketers in Ranooaha Village lies not only in their ability to increase the economic value of fishery products but also in the social strength they build through togetherness, mutual cooperation, and solidarity between members. Through a collaborative approach based on local social structures, groups such as Lestari and Laut Biru Sejahtera can utilize social relations, norms, and the role of local figures as a foundation in strengthening the independence and efficiency of joint efforts. In this context, training is not just a transfer of technical knowledge, but also a means of strengthening social networks and community leadership to create trust and synergy between group members. Deep-rooted local social structures, such as the role of women leaders, fisheries extension workers, and village governments, are important pillars in maintaining the sustainability of group-based economic activities. This collaboration allows the community to work not only for

individual benefit, but for the collective welfare of the village.

The collaborative approach has proven effective in building solidarity, expanding business opportunities, and increasing the competitiveness of fish processing groups and marketers. With the active involvement of all stakeholders, ranging from group members, village governments, fisheries extension workers, to educational institutions, training and capacity building can run more adaptively, sustainably, and in accordance with the socio-cultural character of the people of Ranooaha Village.

b. Dialogue to Build Trust Between Members of Fish Processing Groups and Marketers

Dialogue builds trust between members of the fish processing group and marketers in Ranooaha Village is an important process in strengthening social solidarity and the effectiveness of group work. Through a collaborative approach based on local social structures, training activities facilitated by the service team with field fisheries extension workers became a forum for members of the Lestari and Laut Biru Sejahtera groups to share experiences, challenges, and strategies in running fish processing and marketing businesses. In each discussion session and participatory workshop, group members are trained to communicate openly, listen to each other, and prioritize deliberation as a means of resolving disagreements. This process not only strengthens trust between business actors but also fosters a sense of belonging to the group as a common forum.

This approach is strengthened by the active role of local leaders, village governments, and fisheries extension workers who act as a bridge between groups and external parties, thus creating a social network that supports business sustainability. Through simulation activities and reflective discussions, group members learn to understand the importance of openness, transparency in the management of results, and equitable sharing of roles in the group. With the increase in mutual trust, the group was able to build a mutual commitment to maintain product quality, set reasonable prices, and develop a collective marketing strategy. As a result, social relations between members become more harmonious, productivity increases, and a strong foundation is created for the institutional sustainability of groups based on mutual

cooperation and local social values living in coastal communities.

2. *Training on Strengthening Social Roles through a Collaborative Approach Based on Local Village Social Structure*

The implementation of Social Role Strengthening Training through a Collaborative Approach Based on Local Social Structure in Ranooaha Village was carried out as a form of community service that focused on increasing the capacity of fish processing and marketing groups. This activity is designed based on three main problem formulations, namely how training can strengthen the social role of groups, why collaborative approaches are effective in building solidarity and economic resilience, and the extent to which local social structures support institutional strengthening and sustainability of group businesses. The training was held on Saturday, October 11, 2025, attended by two groups of women fishermen, namely Lestari and Laut Biru Sejahtera, with a total of 20 participants.

The training methods used include a participatory and hands-on practice-based approach, such as technical workshops, simulations of fishery product processing, and focus group discussions. A collaborative approach is applied through the facilitation of intergroup forums, strengthening social networks, and the involvement of field fisheries extension workers as the main companions. The Village Government and the Fisheries Service also play a role in supporting the sustainability of training results through village policies and work plans based on local potential. The implementation of this activity emphasizes the importance of local social structures such as mutual cooperation, deliberation, and leadership of women leaders as a basis for strengthening solidarity and group institutions. The expected results of this activity include increasing production efficiency, forming collaborative networks, and strengthening the social role of groups in supporting the economic resilience of fishing families in a sustainable manner.

Conceptual and Practical Training

The social role approach through a collaborative approach based on local social structures in Ranooaha Village emphasizes the importance of synergy between conceptual training and the strength of village social networks in

strengthening the capacity of fish processing groups and marketers. Through participatory training activities, members of the Lestari and Prosperous Blue Sea groups not only gain improved technical skills in the processing and marketing of fishery products, but also broaden their understanding of the value of collaboration, solidarity, and community-based economic sustainability. This approach departs from a strong local social structure, where the norm of mutual cooperation, kinship relationships, and the presence of local actors such as field fisheries extension workers and village governments are pillars in building mutual trust and shared ownership of the results of activities. Collaboration between groups, village governments, educational institutions, and the Fisheries Service forms a socio-economic work network that is more adaptive and responsive to local challenges.

In the context of conceptual training, participants are not only trained in technical skills, but are also invited to understand the importance of local social structures as social capital that are able to strengthen group institutions. Discussion forums, social mapping simulations, and group reflections are used as methods to strengthen collective awareness as well as build social solidarity that supports group efficiency and productivity. Thus, this collaborative approach not only strengthens individual capacity but also optimizes the social potential of the village to create joint business sustainability based on the value of togetherness and local empowerment.

Training on Strengthening Social Roles and Collaboration Between Group Members

The Training on Strengthening Social Roles and Collaboration between Group Members was carried out as an effort to increase the capacity of fish processing and marketing groups in Ranooha Village, especially the Sustainable Group and the Prosperous Blue Sea. These activities focus on improving technical and social skills through practical training that includes effective processing of fishery products, micro-enterprise management, and product marketing strategies. The training was carried out with a hands-on training approach, case studies of other regions, and social mapping simulations based on local social structures. Specifically, the training focuses on the Making of steamed fried siomay, Tools, and Compost. Pot,

Frying Pan, Basin, Stir-fry Lis. Material: 2 kg of Flying fish, 2 Flour, Seasoning, Eggs, Ice cubes, cooking oil. How to make; Separate the meat and bones, wash thoroughly with ice water, Add spices and flour, ground eggs until homogeneous, Mold the dough and fry in oil until it floats and lift, Continue with the steaming process of fried siomay, Ready to eat with sauce or chili sauce. Through this activity, group members not only learn efficient processing and packaging techniques to improve product quality, but also strengthen solidarity, communication, and mutual cooperation within the group.

A collaborative approach facilitated by fisheries extension workers and village governments helps to develop social networks between members, build mutual trust, and strengthen the group's position as village economic actors. In addition, this training serves as a forum for collective reflection and learning to identify local potential and the role of community leaders in supporting the sustainability of group businesses. Through the integration of technical skills and social strengthening, this training is expected to produce a more independent, productive, and institutional structure that has a strong and sustainable institutional structure in supporting the economic resilience of fisher households as well as socio-economic development based on local collaboration in the village.

Discussion and Alternative Problem Solving

1. *Strengthening Social Roles Through Technical and Managerial Training*

The main problem faced by the fish processing and marketing groups (Lestari and Laut Biru Sejahtera) is the weak technical and managerial capacity in managing the processing and marketing of fishery products. Before the training, most of the group members ran their businesses individually, without uniform processing standards, product quality, or prices. As a result, production efficiency is low and the competitiveness of products is still limited. Through the training carried out by the service team with the Field Fisheries Extension Team, the group gained increased knowledge and skills in: fish processing techniques (drying, packaging, and preservation of catches). Group-based micro business management. Marketing strategy and fair pricing between members. The results of the training showed an increase in the

group's ability to manage the division of labor, maintain product quality, and prepare simple business plans. This change strengthens the social role of the group as a forum for learning and economic cooperation between women fishermen. Alternative Solutions: Develop advanced training based on group needs, such as digital marketing and packaging design. Encourage groups to form joint business units to have independent economic institutions. Facilitate intensive assistance to oversee the production and marketing process.

2. Effectiveness of Collaborative Approaches Based on Local Social Structures

Ranooha Village has a strong local social structure based on kinship, customs, and fishermen's work relations. This condition is an important social capital to build collaboration between fish processing groups and marketers. Through a collaborative approach based on local social structures, training activities are not only technical but also social-participatory. The implementation of participatory workshops and discussion forums between groups allows for the establishment of open communication between members, as well as the emergence of new solidarity between groups of women fishermen. The involvement of local leaders, fisheries extension workers, and the village government plays a major role in creating mutual trust and mutual cooperation. This approach is effective because it is able to unite various actors in the village social network, making training a collaborative arena, not just a technical activity. The group solidarity that has been built also strengthens the economic resilience of fisher families through work distribution and social support. Alternative Solution: Establish the group Ranooha Communication Forum to strengthen the network between groups. Involving traditional leaders and local women leaders as social mediators in maintaining relationships between group members. Build a production cooperation scheme (e.g., a system of rotation of equipment and joint processing sites).

3. Institutional Strengthening Based on Local Social Structure

The group institution in Ranooha Village is still relatively new and needs to be strengthened in terms of governance, role sharing, and business sustainability. Based on the results of field

identification, some members have not fully understood the institutional function of the group as a forum for the common economy, and are still carrying out individual business activities. Through institutional FGD activities, the group succeeded in mapping key actors in the local social structure, such as hamlet heads, fisheries extension workers, and village officials, who can become strategic partners in maintaining business sustainability. The village government is also committed to integrating the results of the training into village development programs, especially in the fields of productive economy and women's empowerment. With this formal and social institutional support, the group is expected to be able to develop into a sustainable and independent village economic entity. Alternative Solutions: Develop a collaborative action plan between the group, village governments, and district fisheries offices. Encourage the village government to include support for production and promotional facilities in the Village Expenditure Budget. Develop a participatory-based institutional monitoring system to ensure the sustainability of the group.

4. Integration of Training Results with Village Development Agenda

The Ranooha Village Government plays an important role in bridging empowerment activities with village development policies. The integration of the training results into the village planning document (Village Medium-Term Development Plan), will strengthen institutional legitimacy and open access to resource support from local governments and partner institutions. Alternative Solution: Hold an annual coordination meeting between the village government, the group, and the Fisheries Service. Compile a map of village fishery business potential as the basis for local economic planning. Building partnerships with higher education institutions for research assistance and innovation of processed fish products.

5. Socio-Economic Impact and Sustainability

The training and collaborative approach carried out has a dual impact, namely, increasing women's economic capacity and strengthening social solidarity in rural communities. Improved production and marketing efficiency drives an increase in fishermen's household income, while collaboration between groups creates a more cohesive social environment. In the long term, this

activity has the potential to become a model of empowerment based on local social structures that can be replicated in other coastal villages.

Evaluation of Community Service Activities

Evaluation of the results was carried out to assess the extent to which the training and service activities succeeded in achieving the specific goals of each problem formulation. Based on the results of the implementation of training and observation on the target groups (Lestari and Prosperous Blue Sea), the following achievements were obtained:

1. **Increased Knowledge and Skills.** The training participants showed an increase in understanding of fishery product processing techniques, micro business management, and simple local-based marketing strategies. Through hands-on training and simulation methods, participants are able to apply new skills in the processing process (e.g., post-harvest fish handling, processed product manufacturing, and packaging). This supports the formulation of the first problem, which is to strengthen the social role of groups in increasing efficiency and productivity.
2. **The Formation of Social Networks and Inter-Group Collaboration.** The training activity involving two groups of fisherwomen, fisheries extension workers, and village officials succeeded in strengthening social interaction and the spirit of mutual cooperation. The existence of discussion forums, participatory workshops, and the involvement of local leaders fosters a sense of trust and solidarity between members. This achievement is in line with the formulation of the second problem, which emphasizes the effectiveness of a collaborative approach based on local social structures.
3. **Institutional Capacity Building.** Through FGD activities and social mapping, the group understood their position and role in the social structure of the village. There is a collective awareness to organize group governance, divide roles, and design work plans based on local potential. This answers the formulation of the third problem related to the support of local social structures for the institutional sustainability of the group.

Process Evaluation

The evaluation of activities focuses on the process of implementing training and the effectiveness of the methods used in achieving the goals of service.

1. **Planning and Implementation.** The training was held on October 11, 2025 for six hours, involving 20 participants from two target groups. The activity was carried out according to the schedule with good coordination between the service team, fisheries extension workers, and the village government. The material provided includes fishery product processing, micro business management, and marketing of catches.
2. **Training Methods.** Practice-based workshop methods, case studies of other regions, and group discussions have proven effective in increasing participants' active participation. Participants are easier to understand the material because they use a contextual approach in accordance with local social and economic conditions. In addition, participatory strategies through FGDs and social workshops strengthen collaboration between groups and bring together various important actors such as extension workers and village officials.
3. **Participant Participation and Enthusiasm.** Participant participation is relatively high. All members are active in the practice of processing, discussing, and conveying the obstacles they face in their respective businesses. This enthusiasm indicates a real need for capacity building and institutional support for the group.
4. **Obstacles Faced.** Some of the obstacles that arise include limited training time, variations in the initial ability level of participants, and a lack of adequate processing facilities. However, these obstacles can be overcome with the support of fisheries extension workers and follow-up in the form of post-training assistance.

Impact Evaluation

Impact evaluation is carried out to assess medium-term changes and the potential sustainability of the results of activities on the community and village institutions.

1. **Impact on the Economic Independence of Women Fishermen.** This training contributes to

increasing the economic independence of women fishermen through the ability to manage group-based businesses. Fishermen's household income has the potential to increase along with the improvement in the quality and volume of processed products and a more efficient division of roles in marketing.

2. **Strengthening Solidarity and Social Cohesion.** Cross-group collaborative activities and support for local social structures strengthen the social cohesion of the people of Ranooha Village. Solidarity between group members increased, reflected in the spirit of sharing raw materials, helping each other in production, and mutual price agreements. The values of mutual cooperation and social trust (trust) grow stronger as social capital for business sustainability.
3. **Strengthening Institutions and Local Governance.** Through institutional mapping and collaborative action plans, the village government now has a basis to include activities to empower fish processing groups and marketers in the village development plan. This indicates the integration of community service activities, local social structures, and village policies that strengthen the institutional sustainability of the group.
4. **Impact on Village Economic Resilience.** Increasing the capacity of fish processing groups and marketers contributes to increasing the economic resilience of the village. The group's efforts not only strengthen the income of fishing families, but also open up new job opportunities and expand the local market network.

CONCLUSIONS

Fish processing and marketing training activities in Ranooha Village, Moramo District, South Konawe Regency show that group-based approaches and local social structures are very effective in increasing the socio-economic capacity of women fishermen. Through the training attended by two groups, namely Lestari and Laut Biru Sejahtera, participants gained increased knowledge, technical skills, and collective awareness of the importance of cooperation and social solidarity. The formation of the group, which began with a joint deliberation process between the community,

village government, and fisheries extension workers, is evidence of the active role of local social structures in building participation and a sense of belonging. In addition, the results of the training also encourage the emergence of new awareness among group members to manage their businesses independently and in a planned manner, with the aim of increasing the efficiency, productivity, and income of fishermen's households. The involvement of various parties, such as village governments, fisheries extension workers, and universities, shows that cross-actor collaboration can strengthen institutional sustainability and expand the socio-economic impact of community service activities.

Based on the results of the activity, it is recommended that similar empowerment programs be continued by emphasizing sustainability and innovation in training. The village government and the Fisheries Service are advised to integrate the activities of fish processing and marketing groups in village development planning and provide support in the form of access to capital, production facilities, and product promotion. Universities are expected to continue research-based mentoring to identify local potential and strengthen collaborative networks between groups. In addition, it is important to strengthen the group's institutional function through administrative coaching, business management training, and the use of digital technology in the marketing of processed products. With the continuous support of all parties, fish processing and marketers in Ranooha Village can develop into a model for empowering women fishermen that are competitive and make a real contribution to the economic and social resilience of coastal communities.

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