

Penerapan Inovasi Atraktor Cumi-Cumi dan Produk Zero Waste dalam Mewujudkan Ekosistem Bisnis Menuju Ekonomi Biru di Desa Sangrawayang, Kabupaten Sukabumi

Implementation of Squid Attractor Innovation and Zero-Waste Products in Building a Business Ecosystem Towards the Blue Economy in Sangrawayang Village, Sukabumi Regency

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ABSTRAK

Kegiatan program mahasiswa berdampak yang dilaksanakan di Desa Sangrawayang, Kabupaten Sukabumi, bertujuan untuk meningkatkan kemandirian dan kesejahteraan masyarakat pesisir melalui penerapan inovasi atraktor cumi-cumi ramah lingkungan serta pengembangan produk olahan berbasis konsep zero waste. Metode pelaksanaan meliputi observasi potensi wilayah, sosialisasi program, pelatihan pembuatan dan pemasangan atraktor cumi-cumi, pelatihan *Good Manufacturing Practice* (GMP) dan *Sanitation Standard Operating Procedure* (SSOP), pelatihan kewirausahaan, manajemen keuangan, pemasaran, desain kemasan, serta pelatihan diversifikasi produk seperti kerupuk, nugget, dan bakso cumi. Kegiatan dilaksanakan bersama kelompok nelayan dan Karang Taruna melalui pendekatan partisipatif dan pendampingan langsung di lapangan. Hasil kegiatan menunjukkan peningkatan pengetahuan dan keterampilan masyarakat dalam pemanfaatan teknologi tangkap ramah lingkungan, pengolahan hasil perikanan bernilai tambah, serta penguatan kapasitas kewirausahaan dan pengelolaan usaha berbasis komunitas. Selain itu, konsep zero waste berhasil diterapkan dengan meminimalkan limbah produksi dan mengoptimalkan pemanfaatan bahan baku. Program ini berkontribusi pada penguatan ekosistem ekonomi biru yang berkelanjutan dan berbasis potensi lokal.

Kata kunci: atraktor cumi-cumi, ekonomi biru, pemberdayaan masyarakat, zero waste

ABSTRACT

The student impact program implemented in Sangrawayang Village, Sukabumi Regency, aimed to enhance the independence and welfare of coastal communities through the application of environmentally friendly squid attractor innovations and the development of zero-waste-based processed products. The implementation methods included regional potential observation, program socialization, training on the construction and installation of squid attractors, Good Manufacturing Practice (GMP) and Sanitation Standard Operating Procedure (SSOP) training, entrepreneurship, financial management, marketing, and packaging design, as well as product diversification training such as squid crackers, nuggets, and meatballs. The activities were carried out in collaboration with fishermen groups and the local youth organization using a participatory approach and direct field assistance. The results showed an increase in community knowledge and skills in environmentally friendly fishing technology, value-added fisheries product processing, and strengthened entrepreneurial capacity and community-based business management. Furthermore, the zero-waste concept was successfully implemented by minimizing production waste and optimizing the use of raw materials. This program contributes to strengthening a sustainable blue economy ecosystem based on local potential.

Keywords: blue economy, community empowerment, squid attractor, zero waste