

Inovasi Probiotik untuk Penguatan Ekonomi Lokal melalui Budidaya Ikan Lele di Kecamatan Cibereum, Sukabumi

(Probiotic Innovation for Strengthening Local Economy through Collaborative Catfish Farming in Cibereum, Sukabumi)

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ABSTRAK

Program pengabdian kepada masyarakat dilaksanakan di Kecamatan Cibereum, Kota Sukabumi, dengan mitra Pokdakan Bina Sarasa Mandiri (BSM). Permasalahan utama mencakup aspek budidaya yang belum optimal (perlu peningkatan produksi) dan aspek pemasaran yang lemah seperti keterbatasan akses pasar, branding dan pemanfaatan digital marketing. Program ini bertujuan meningkatkan kapasitas SDM, efisiensi budidaya, pengolahan produk bernilai tambah dan strategi pemasaran berbasis digital. Salah satu inovasi yang diterapkan adalah probiotik BcDER2 *Acinetobacter* sp. yang merupakan isolat lokal yang diisolasi dari saluran pencernaan udang vaname. Inovasi ini masih dalam proses permohonan Hak Paten (S00202314805). Salah satu keunggulan inovasi ini adalah memiliki enzim protease, amilase dan lipase serta memiliki kemampuan menghambat pertumbuhan bakteri patogen *Vibrio harveyi*. Hasil kegiatan menunjukkan pada aspek produksi (teknologi budidaya) didapatkan peningkatan kelangsungan hidup ikan lele hingga 99,89%, FCR turun menjadi 1,1, kualitas air sesuai SNI 6858-6:2024, persentase pertumbuhan meningkat 44,75%. Hasil aspek produksi lainnya yaitu peningkatan kapasitas produksi hingga 100%. Hasil aspek pemasaran yaitu perluasan distribusi dan akses pasar dengan memanfaatkan media sosial seperti youtube, instagram, dan e-commerce (shopee). Aspek lainnya yang dicapai yaitu peningkatan keterampilan dan pemberdayaan masyarakat, sebanyak 95% meningkat dari hasil pre- dan post-test, dan sebanyak 100% peserta memberikan umpan balik positif. Program ini mendukung SDGs dan diharapkan menciptakan keberlanjutan usaha melalui inovasi teknologi dan kemitraan.

Kata kunci: ikan lele, probiotik, aspek pemasaran, aspek produksi, budidaya ikan

ABSTRACT

The community service program was implemented in Cibereum District, Sukabumi City, in collaboration with the partner group Pokdakan Bina Sarasa Mandiri (BSM). The main challenges identified include suboptimal cultivation practices (requiring increased production) and weak marketing strategies, such as limited market access, lack of branding, and minimal use of digital marketing. This program aims to enhance human resource capacity, improve cultivation efficiency, develop value-added product processing, and implement digital-based marketing strategies. One of the key innovations introduced is the BcDER2 probiotic (*Acinetobacter* sp.) a local isolate obtained from the digestive tract of whiteleg shrimp. This innovation is currently in the process of patent registration (Application No. S00202314805). Its advantages include the presence of protease, amylase and lipase enzymes, as well as the ability to inhibit the growth of the pathogenic bacterium *Vibrio harveyi*. The results of the program show significant improvement in production aspects. Aquaculture technology led to an increase in catfish survival rates to 99,89%, a reduction in FCR to 1.1, water quality compliance with SNI 6858-6:2024, and a 44.75% increase in growth rate. Additionally, production capacity doubled (100% increase). On the marketing side, distribution and market access expanded through social media platforms such as Youtube, Instagram, and e-commerce channels like Shopee. Other notable achievements include improved skills and community empowerment, reflected in a 95% increase in pre- and post-test scores, with 100% of participants providing positive feedback. This program supports the Sustainable Development Goals (SDGs) and is expected to promote business sustainability through technological innovation and strategic partnerships.

Keywords: catfish, probiotics, marketing aspects, production aspects, fish farming