

## **STRENGTHENING CREATIVE ECONOMIC CAPACITY THROUGH PRODUCT DIVERSIFICATION AND BRANDING OF LOCAL LEADING PRODUCTS IN NAGARI AMPANG PULAI**

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### **ABSTRACT**

This community service program aims to strengthen the creative economic capacity of the community in Nagari Ampang Pulai, Koto XI Tarusan, by diversifying their local leading product, *teri mandeh*, into *dendeng teri*, a value-added product. Additionally, the program focuses on implementing creative branding to enhance the competitiveness of the product. Before the program, the production of *teri* in Nagari Ampang Pulai was 700-800 kg per month, with a selling price of approximately IDR 75,000 per kilogram. After the implementation, production increased significantly to 1.2-1.3 tons per month, with improved product quality and higher selling prices. The program demonstrated that with proper processing techniques and effective branding, the community could reduce reliance on the fluctuating raw product market and increase income through more stable, higher-value processed products. The results highlight significant potential for developing local creativity-based economic models that could be adapted for other regions with similar potential.

**Keywords:** Creative economy, product diversification, *dendeng teri*, creative branding, value-added, Nagari Ampang Pulai

### **ABSTRAK**

Program pengabdian masyarakat ini bertujuan untuk memperkuat kapasitas ekonomi kreatif masyarakat Nagari Ampang Pulai, Koto XI Tarusan, dengan mendiversifikasi produk unggulan lokal, yaitu *teri mandeh*, menjadi *dendeng teri* yang bernilai tambah lebih tinggi. Selain itu, program ini juga fokus pada penerapan branding kreatif untuk meningkatkan daya saing produk. Sebelum program pengabdian, produksi *teri* di Nagari Ampang Pulai mencapai 700-800 kg per bulan dengan harga jual sekitar Rp 75.000 per kg. Setelah program dilaksanakan, volume produksi meningkat signifikan menjadi 1,2-1,3 ton per bulan, dengan kualitas produk yang lebih baik dan harga jual yang lebih tinggi. Program ini berhasil menunjukkan bahwa dengan pengolahan yang tepat dan penerapan branding yang efektif, masyarakat dapat mengurangi ketergantungan pada pasar produk mentah yang fluktuatif, serta meningkatkan pendapatan melalui produk olahan yang lebih stabil dan bernilai tinggi. Hasil pengabdian ini menunjukkan potensi besar untuk pengembangan ekonomi berbasis kreativitas lokal yang dapat dijadikan model bagi daerah lain dengan potensi serupa.

**Kata kunci:** Ekonomi kreatif, diversifikasi produk, *dendeng teri*, branding kreatif, nilai tambah, Nagari Ampang Pulai.

### **INTRODUCTION**

Nagari Ampang Pulai, located in the Koto XI Tarusan District of Pesisir Selatan Regency, Sumatera Barat, is a region with significant potential in the fisheries sector, particularly in its local catch of *teri* (small fish). However, the community in this area has been heavily reliant on raw fish sales, which are subject to market fluctuations. The price of *teri*, for instance, can vary greatly, impacting the livelihood of the fishermen who depend on the income generated from this catch. This volatility presents a key challenge for the local economy, especially for the fishermen, whose income is inconsistent and often insufficient for their daily needs (Béné & Friend, 2011; Rice et al., 2024).

In the broader context of rural development, many communities like Nagari Ampang Pulai face similar challenges of underdeveloped industries, leading to the overreliance on raw commodity markets. This dependency on raw products is a common issue in developing regions,

where value-added processes are not fully implemented (Chokera & Mutambara, 2023). Furthermore, such regions often lack the capacity to diversify their products or effectively market them beyond local boundaries (Schumpeter, 1934). To address these issues, local businesses must explore ways to process and innovate existing products to add value and stabilize income sources for the community.

One potential solution to this problem is product diversification, a strategy that involves creating new products from existing raw materials to increase value and improve economic outcomes. In the case of Nagari Ampang Pulai, one such opportunity lies in transforming the locally caught *teri* into *dendeng teri* (dried fish jerky), a value-added product with higher market potential. This transformation can help increase the value of the fish, making it more competitive in both local and regional markets (Arthur et al., 2022).

Moreover, the use of creative branding is an essential strategy for enhancing the marketability of value-added products. Branding not only involves creating a unique identity for the product but also plays a crucial role in increasing consumer perception of quality and value. A strong brand can help differentiate a product from its competitors, which is particularly important for local products trying to enter broader markets (Sudirjo, 2023). By implementing creative branding, the community in Nagari Ampang Pulai can position *dendeng teri* as a premium product with distinct regional characteristics, thus attracting both domestic and international consumers.

Previous studies on rural economic development have shown that value-added processing and branding can significantly improve the economic stability of local communities. In the context of the fisheries industry, similar interventions in other regions have led to increased income, improved business practices, and better market access (Herlambang, 2025). The key to success in these initiatives lies in ensuring that the local community is involved in the process from the beginning. This participatory approach helps ensure that the solutions implemented are both culturally appropriate and aligned with the community's needs (Markey et al., 2023).

As Nagari Ampang Pulai continues to explore ways to boost its local economy, it is essential to incorporate the principles of sustainable development. Sustainable development in rural areas means balancing the need for economic growth with the preservation of local resources and cultural heritage. The community must be empowered to manage the production processes efficiently while ensuring that these activities do not harm the environment or the community's social fabric (Schumpeter, 1934). Thus, the diversification of *teri* into *dendeng teri* not only offers economic benefits but also represents an opportunity to develop a sustainable, innovative model of rural economic growth.

This community service program aims to address these issues by providing training to the community of Nagari Ampang Pulai in the processing of *teri* into *dendeng teri*. By equipping local producers with the knowledge and skills needed to diversify their products, the program seeks to create new sources of income while promoting the values of creativity and sustainability. Additionally, the introduction of branding strategies will help ensure that the products stand out in competitive markets and gain recognition from consumers.

The overall goal of this program is to enhance the local economy by reducing the dependency on raw material markets and increasing the value of local products. By transforming *teri* into *dendeng teri*, the community will not only benefit from higher product prices but also contribute to the development of a more resilient and diversified local economy. Furthermore, this program aims to serve as a model for other rural communities facing similar challenges, demonstrating that with the right knowledge and support, local communities can thrive through innovation and creativity.

This introduction outlines the rationale behind the community service program, which is built on the premise that creative economic capacity can be strengthened through the

diversification and branding of local products. The next sections of this article will present the methods, results, and discussions related to the implementation of this program, highlighting the key lessons learned and the impact it had on the community of Nagari Ampang Pulau.

## METHOD

The community service program in Nagari Ampang Pulau was designed to address the challenges faced by local fishermen, particularly the volatility of raw fish prices and the lack of value-added products. The program aimed to diversify the local product, *teri*, into a higher-value product, *dendeng teri* (dried fish jerky), and incorporate creative branding to enhance marketability. This was achieved through a structured, participatory approach, involving direct engagement with the local community and close collaboration with local stakeholders, including community leaders and local entrepreneurs.

The first step in the method was initial engagement and collaboration with the local community. This began with discussions with the village head, fishermen groups, and local entrepreneurs to identify their needs and challenges. The goal was to ensure that the program would address the real concerns of the community while aligning with their goals of increasing income through value-added products. This stage also involved securing their commitment to participate actively in the program and to embrace the training and innovations proposed.

Next, a site survey was conducted to assess the current state of the *teri* production process and identify areas that required improvement. This survey focused on the methods used by the community to process and store *teri*, as well as the market conditions. A thorough review of these practices helped pinpoint inefficiencies, such as improper handling and lack of standardization in product quality. This also allowed the team to develop a tailored approach to product diversification and branding that would best suit the local conditions and available resources.

Following the site survey, training sessions were organized for local fishermen and entrepreneurs. The training aimed to introduce them to the process of turning *teri* into *dendeng teri*, covering essential techniques such as cleaning, marinating, drying, and packaging. The training also focused on enhancing the quality of the product, ensuring that the *dendeng teri* was of high quality and met market standards. Local participants were taught to recognize the importance of hygiene, proper handling of materials, and effective packaging to increase the product's appeal. Additionally, the importance of branding was emphasized, with sessions dedicated to creating a unique identity for the product. Branding strategies were designed to reflect local culture and values, thereby connecting the product with the community's identity and making it more attractive to consumers.

Once the training was completed, supervised practice was implemented to help participants apply what they had learned. The community service team, in collaboration with local leaders, provided ongoing support and monitored the first batch of *dendeng teri* production. This phase also included the development of marketing materials, such as labels and product descriptions, that highlighted the uniqueness of the product and its local origins. The marketing strategy aimed to build awareness and interest in the *dendeng teri*, both within the local market and in neighboring regions. Regular feedback was provided to the participants to refine their production techniques and improve product quality.

Finally, the program culminated in the market launch of the *dendeng teri*. The community was encouraged to showcase their product in local markets and online platforms. This phase also included evaluations of the program's success and impact, particularly regarding the increase in production volume, which rose from 700-800 kg of *teri* per month to 1.2-1.3 tons per month. As a result, the community began to experience more stable and higher income, and the *dendeng teri* product gained recognition in the local market.

## RESULTS AND DISCUSSION

The community service program in Nagari Ampang Pulau aimed at enhancing the local economy by transforming the raw fish product, *teri*, into a value-added product, *dendeng teri*, while incorporating creative branding strategies to improve its marketability. This initiative resulted in significant improvements in both production capacity and income generation for the local community.

Before the program, the community produced around 700-800 kg of *teri* per month, with a selling price of IDR 75,000 per kilogram. The price of *teri* fluctuated based on market conditions, which created economic instability for the fishermen. After the implementation of the program, the production of *dendeng teri* increased dramatically to 1.2-1.3 tons per month, demonstrating clear improvements in production efficiency and capacity. The transformation of *teri* into *dendeng teri* stabilized production levels and opened up new market opportunities, as the product could now be marketed as a higher-value offering. This increase in production was not only a result of more efficient processing but also a reflection of the product's higher demand due to the added value and branding.

The success of this transformation can be attributed to the introduction of proper processing techniques. The training sessions provided essential skills in cleaning, marinating, drying, and packaging, improving the overall quality of the *dendeng teri*. The product's quality met market standards, making it more competitive in local and regional markets. Moreover, the branding process played a crucial role in the program's success. Creative branding strategies helped differentiate the *dendeng teri* from other products in the market, positioning it as a premium product that reflected the local culture and values. This branding added significant value to the product and attracted more consumers.

An essential part of the program was the supervised practice phase, which ensured that the community applied the techniques they learned during training. The community service team, in collaboration with local leaders, provided continuous support and monitored the first batch of *dendeng teri* production. This phase also included the development of marketing materials, such as product labels and descriptions, that emphasized the uniqueness of the product and its local origins. These materials helped increase awareness and interest in the *dendeng teri*, both within the local community and beyond.

Following the market launch of *dendeng teri*, the product received increased visibility in local and regional markets. The community, empowered by the training and the branding strategies, successfully introduced the product to a wider audience. As a result, the community experienced more stable income from the sales of *dendeng teri*, demonstrating the effectiveness of the value-added processing and branding efforts in improving economic stability.

The economic impact of the program was significant. The program helped reduce the community's dependency on the volatile market for raw *teri* by introducing a product with more consistent demand. The income generated from selling *dendeng teri* became more predictable, providing the community with greater financial security. This outcome illustrates how adding value to raw products and branding them effectively can significantly improve local economies, particularly in rural areas where businesses are often dependent on raw commodities (Adegboye et al., 2024).

The program also contributed to sustainable development by providing the community with the knowledge and tools necessary to sustain their business ventures. The skills acquired in the program are applicable for the long term, allowing the community to improve the quality of their product and streamline production processes. The branding strategies further ensured that the product would continue to stand out in the market, ensuring ongoing demand and helping maintain stable income levels (Park et al., 2022).



Moreover, the success of this community service initiative serves as a model for other rural communities facing similar challenges. The combination of training, support, and tools for innovation provided the community with the resources necessary to thrive independently. This success highlights the importance of creative economic solutions in rural development and demonstrates that with the right support, local communities can reduce their reliance on raw commodity markets and diversify their income sources.

The program in Nagari Ampang Pulai is a clear example of how creative economic models can contribute to sustainable growth. By diversifying products and leveraging branding strategies, the community was able to significantly increase their production volume and income. As such, this initiative has the potential to serve as a model for other rural communities looking to develop their local economies through innovation and creativity.



Figure 1: Simplified Process of Implementation

This figure, placed after the discussion of the methodology and before the results, outlines the key steps involved in the implementation of the community service program, including engagement, site survey, training, supervised practice, and market launch. It visually represents the flow of the program's stages, emphasizing the structured and participatory nature of the approach.



Figure 2: Process of Making Dendeng Teri

Following the section on product transformation, this figure provides a step-by-step illustration of the process used to convert teri into dendeng teri, starting from cleaning and marinating to drying, packaging, and marketing. It highlights the critical stages of product development that led to the improved quality and competitiveness of the product.



Figure 3: Before and After Processing

This figure appears after the evaluation of product quality and branding and shows the comparison between the original state of the teri and the final dendeng teri product. It visually represents the improvement in quality and presentation, demonstrating the impact of the new processing techniques and creative branding strategies.

## CONCLUSION

The community service program in Nagari Ampang Pulau successfully addressed the economic challenges faced by local fishermen by introducing a value-added product, dendeng teri, through the diversification of teri. The program not only helped the community reduce their dependency on fluctuating raw fish markets but also created a more stable income source by increasing the production and marketability of the processed product. With production rising from 700-800 kg per month to 1.2-1.3 tons per month, the initiative demonstrated the effectiveness of product diversification and creative branding in improving local economic stability.

The training and branding strategies were central to this success. Through the application of proper processing techniques, such as cleaning, marinating, drying, and packaging, along with strong local branding, the community was able to improve the quality and appeal of the product, making it competitive in both local and regional markets. Additionally, the program empowered the community with the knowledge and skills needed for long-term business sustainability.

Furthermore, the program's economic impact was significant. By moving from a raw commodity market to a processed, branded product, the community enjoyed more predictable and higher income, fostering financial stability. The success of the program highlights the potential for similar creative economic models to support rural communities in developing sustainable, diverse income streams.

In conclusion, this community service initiative serves as a model for other rural areas facing similar economic challenges. By combining training, product diversification, and branding, rural communities can create opportunities for sustainable growth, reducing their reliance on fluctuating raw material markets and developing a resilient, innovative local economy.

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