

Empowerment of Small-Scale Fishery Businesses in Coastal Communities in Tatapaan Minapolitan Area, South Minahasa Regency

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Abstract

The potential of marine fisheries in the Minapolitan area of Tatapaan, South Minahasa Regency has not been utilized properly through community business groups. This problem is indicated as a result of the lack of empowerment of the community marine fishery small business groups. In order to accelerate poverty alleviation and increase equity and increase community competitiveness in the study of social and humanities, this research was conducted. This research uses a qualitative approach. Data obtained from interviews followed by observation and use of documents. Data analysis is performed interactively through data reduction, display data and conclusion drawing / verification. The research findings show that the empowerment programs carried out by the central government, provincial governments and district governments from the aspects of enabling, empowering and maintaining are more general in nature and not all are in accordance with the needs of the community and business groups. Improvements in the empowerment of fishing communities' businesses can occur and develop when the government is able to provide promotional information facilities and media, and the community is able to manage finances and switch to the use of more modern equipment. The implication of this research is that community empowerment can run when there is good cooperation between the government and the community.

Keywords: Empowerment, Small Business, Fisherman

Introduction

The Indonesian government through the working cabinet in the leadership of the seventh President of the Republic of Indonesia with its Tri Sakti vision, puts the government's program on the emphasis of achieving the ideal of the Indonesian nation in political sovereignty, economic independence and cultural personality. To realize this vision, the government through the existing working cabinet is determined to develop Indonesia from the periphery by strengthening regions and villages within the framework of the Unitary State of the Republic of Indonesia. This is done in order to create a just, prosperous and equitable society which can be seen from the development in all aspects of community life.

Realizing a just and equitable development requires actions that prioritize community participation. This effort was made to remind people how important the capacity of the community is in increasing the potential that is owned and available. The creation of conditions that encourage and support people's efforts to meet their own needs and solve their own problems as a tangible manifestation of what the government needs to do is very important to be implemented. Programs that are in line with community-oriented development by encouraging the strengthening of community capacity are development programs that are empowering by first paying attention to environmental conditions by maintaining the natural balance in which the community is located (Kennedy et al., 2019). This is important to do in order to make the empowerment program run well and right on target. Because with the existing

empowerment program it is hoped that it can improve the welfare of the community and strengthen the regional and national economy.

In its development, it is recognized that many government programs have been carried out to alleviate poverty in the community, both from the central government and regional governments. This includes empowerment programs such as the rural mina business development program (Hudaya et al., 2017). All of this is done to improve the standard of living of the community. However, in its development it must be acknowledged that the various programs carried out by the government do not have a significant impact. for a long time or continuously, because the increase in the standard of living of the community that occurs from the implementation of government programs does not greatly increase the capacity and potential of the community and is not adjusted to the conditions and needs of the community, so that it has not been able to make fishermen out of poverty (Vibriyanti, 2019).

The real evidence of not having a lasting and continuous impact on the program to improve the standard of living of the community carried out by the government is evident from the findings of Salatan et al. (2018) that coastal communities in general are underdeveloped compared to other business actors. as in the results of a study conducted by Goni & Londa (2015) which examined the social and economic empowerment of the people of Kabaru Island, Talaud Islands Regency. There are several government programs carried out for people in coastal and border areas, but in reality they have not been able to make the community have the power and ability to develop potential in an effort to improve the standard of living of the community. Likewise Areros & Londa (2014) who see the Manado City government program on strengthening community empowerment. Two previous studies that have been carried out show that government programs aimed at empowering people to make people have the potential and ability to improve their standard of living have not had a significant impact.

South Minahasa as one of the newly created districts is inseparable from the problem of poverty. Poverty is a social phenomenon that has been occurring for a long time and can occur anywhere. Although it must be admitted that from year to year the number of poor people has decreased, the poverty problems faced by regions will be closely related to regional conditions and regional economic development.

The district profile data shows that the South Minahasa Regency is directly adjacent to the Sulawesi Sea. This geographical condition directly indicates the presence of people on the coast. In such a position it also allows this district to be designated a Minapolitan area to increase marine and fishery production. In accordance with the Decree of the Minister of Marine Affairs and Fisheries of the Republic of Indonesia Number 32 / MEN / 2010 concerning the Designation of Minapolitan Areas, South Minahasa District has two Minapolitan areas, namely the Tatapaan Minapolitan Area in six sub-districts and the Amurang Minapolitan Area in seven sub-districts.

Two Minapolitan areas in South Minahasa Regency, where there are people who live and have activities on the coast, have enormous marine and fisheries potential. As for the potential of coastal communities in South Minahasa Regency, such as production centers, fishery product production, fish seed production, fish management units and supported by the potential for fishing community business groups of 9,045 people, fish breeding business groups 2,091 people, fish management business groups. 396 people, fishery product marketing business group 1,263 people. Another potential is the seaweed farming business group available in the Tatapaan area.

The various potentials possessed by this coastal community business group in South Minahasa Regency are actually very large and if managed properly, they can improve the standard of

living of the community and the regional economy. Because it must be acknowledged that the fisheries sector can have an impact on regional economic activities (Adinugroho, 2017). However, the potential in South Minahasa Regency, as data from the Regional Planning and Development Agency of South Minahasa Regency in 2016, has not yielded good results, which can be seen from yet the utilization of the potential of human and natural resources in supporting the standard of living of the community.

The problems that exist in South Minahasa Regency as observed in the Tatapaan minapolitan area or known as the cape area in fisheries and marine management through the utilization of their potential have not resulted in an increase in the standard of living of the community. This problem is indicated as a result of the lack of empowerment of community small business groups in the coastal areas, who in their daily life work as fishermen, cultivators, processors and fish sellers in utilizing the available and available resources.

Dwidjowijoto et al. (2007) explain that community participation through empowering community small businesses in the implementation of development is caused by a shift in development orientation from capital investment growth to a people centered basic needs approach, participatory, empowering and sustainable orientation. The concept of community empowerment which transforms the implementation of development programs means giving power and as an empowerment process starting from the enabling stage which is interpreted as the creation of a climate that is able to encourage the development of community potential, at this stage the targets to be empowered are given awareness and understanding to become independent. The fact shows that many people only want to be in a comfort zone so they are vulnerable when faced with changes (Tracy, 2012). So, to get out of this comfort zone, new types of skills are needed (Borbye, 2010). The next stage is empowering, meaning that the potential possessed by the community is further strengthened in the form of providing various inputs and opening access to various opportunities. Furthermore, empowerment must be prevented from getting weaker by protecting and siding with the weak. To be able to do this, it is necessary to have a policy from the government for the development of fishing communities, building cooperation with similar industries, adjusting fisheries economic development with the quality of life and welfare of the community and providing support for advice and prasanna (Ramadona et al., 2019).

This research was conducted to analyze the empowerment of small-scale fisheries business in coastal communities in the Minapolitan Tatapaan area, South Minahasa Regency. From the results of the existing research, it is hoped that it can provide benefits in developing a sense of empowerment of coastal small businesses in the field of public administration. This study also has links to the maritime sector and the social and humanities sector, and can be used as a reference for the government in making policies related to the empowerment of small businesses in coastal communities.

Methods

This research was conducted in South Minahasa Regency, North Sulawesi Province from 2018 to 2019. The location selection for this study was based on field facts which showed the potential for marine resources that were not well managed by fishing communities in the Tatapaan MINapolitan area, South Minahasa Regency. This condition is in contrast to the many empowerment programs carried out by the government in an effort to develop the potential of fishing communities, including small businesses of coastal communities.

This study uses a qualitative research design, due to the nature of the problem and the purpose of research which examines the process and reveals the hidden meanings behind real phenomena, and seeks answers to questions that emphasize experiences that are shaped and

given meaning by the researcher (Creswell, 2002). . A qualitative approach in relation to research is considered appropriate, especially because the research examines and understands what causes the inadequacy of community marine fishery small business groups. Thus, this qualitative approach research method is to understand how to process and reveal the meaning of each phenomenon in a unique and deep way according to the perceptions of the public and the government with existing theoretical support and is built into conceptual studies.

The types of data obtained in expressing the phenomena used as the object of this research are primary data and secondary data. Primary data comes from informants in the form of information and data from interviews with interested parties and the main actors, both from the South Minahasa District Government officials (Marine and Fisheries Service and Cooperative and Micro small and Medium Enterprises Service, Tatapaan District Government and Popareng Village Government and Arakan Village Government in the coastal area of the Minapolitan area of South Minahasa Regency and the community who individually or in groups who have small businesses in the field of marine fisheries The process of direct interviews was carried out by researchers to informants. All interview topics were related to empowerment in terms of enabling, empowering and maintaining. by researchers by observing directly the business activities managed by the community in order to find data and information related to the empowerment of fishing community businesses.

Secondary data is data and various information obtained through searches from various literature studies and related documents, through library research activities and document studies in the form of articles, journals, literature studies, documents in the form of reports and photographs, statistical data, archives. both from the government and society as well as mass media publications that have a relationship with the object under study. Data collection techniques used in this study were interviews, observation and literature study.

Method of Analysis

The data analysis stage starts from entering the field to conduct research followed by data reduction, interpretation and drawing conclusions. At the data reduction stage, the researcher classifies and organizes data based on the focus of the study. After the data is reduced, it is followed by the interpretation stage or interpreting the reduction data which is attributed to the theory or making comparisons with related research by means of interpreting and giving predictions. At the end of the analysis activity, the researcher draws conclusions in order to answer the research question followed by data triangulation in order to avoid misinterpretation and misinterpretation.

Results and Discussion

The results of the implementation of the Makassar City Drinking Water Perumda Partnership The phenomenon that becomes the object of this research is the empowerment of small-scale fisheries in coastal communities by taking the location in the Minapolitan area of Tatapaan Regency, South Minahasa Regency. The determination of this object is because the South Minahasa Regency which is directly adjacent to the Sulawesi Sea has two Minapolitan areas to increase marine and fishery production. The potential of marine fisheries in South Minahasa Regency is seaweed, tuna, skipjack and anchovies. However, it is still not being utilized properly through the fishing community business groups, boats / pajeko, seaweed business, fishery processing businesses and fishery product marketing businesses. This problem is indicated as a result of the lack of empowerment of the small marine fishery business groups owned by the community.

The choice of research object is considered important and urgent to find a solution through scientific studies that are in line with the Tri sickness Vision of the Government, one of which

is economic independence. Conceptually empowerment is related to human capabilities, namely humans individually and humans in vulnerable and weak groups. Suharto (2005) states that: Empowerment is directed at increasing the ability to “(a) fulfill their basic needs so that they have freedom (freedom), in the sense that they are not only free to express opinions, but free from hunger, free from ignorance, free from pain; (b) reach productive sources that enable them to increase their income and obtain the goods and services they need; and (c) participate in the development process and the decisions that affect them.

The dimensions of community empowerment according to Effendy (2002) contain three meanings, namely enabling, empowering, and maintaining. Enabling is defined as the creation of a climate capable of encouraging the development of community potential. The goal is that the community concerned is able to be independent and have a sustainable business perspective. Empowering, implies that the potential of the community is further strengthened. The approach taken is by improving managerial skills and abilities. Maintaining, is an empowerment activity that is protective, the potential for a weak community in all respects needs a balanced protection so that the competition that is formed runs healthy. The fishing community as fish managers in a traditional way, so that to be able to create capacity in business management, it is necessary to strengthen the potential such as increasing training programs so that they can improve management skills (Fatchiya, Amanah, & Sadewo, 2019).

Law Number 20 of 2008 which states that empowerment is an effort made by the Government, Regional Government, the Business World and the community in synergy in the form of climate development and business development for Micro, Small and Medium Enterprises so that they are able to grow and develop into businesses that tough and independent. The principles of empowering Micro, Small and Medium Enterprises are: (1) the development of independence, togetherness and entrepreneurship of Micro, Small and Medium Enterprises to work on their own initiative; (2) manifestation of a public policy that is transparent, accountable and just; (3) development of regional potential-based and market-oriented businesses in accordance with the competence of Micro, Small and Medium Enterprises; (4) increasing the competitiveness of Micro, Small and Medium Enterprises; and (5) carrying out planning, implementation and control in an integrated manner.

The objectives of empowering Micro, Small and Medium Enterprises as outlined in Law Number 20 of 2008 are: (1) realizing a balanced, developing and just national economic structure; (2) growing and developing the capabilities of Micro, Small and Medium Enterprises to become strong and independent businesses; and (3) enhancing the role of Micro, Small and Medium Enterprises in regional development, job creation, income distribution, economic growth and alleviation of people from poverty.

The business climate is a condition that the Government and Local Governments strive to seek to empower Micro, Small and Medium Enterprises as mandated by Law Number 20 of 2008 in synergy through the stipulation of various laws and regulations and policies in various aspects of economic life so that Micro, Small and Medium Enterprises get the widest possible partiality, certainty, opportunity, protection and business support. Government and Local Governments Fostering a Business Climate by establishing laws and regulations and policies covering the following aspects: (1) funding; (2) facilities and infrastructure; (3) business information; (4) business licensing; (5) business opportunity; (6) trade promotion; and (7) institutional support. The Government and Regional Governments have the responsibility to facilitate business development in the fields of: (1) production and processing; (2) marketing; (3) human resources; and (4) design and technology. Meanwhile, financing is the provision of funds by the Government, Regional Government, the Business World, and the public through banks, cooperatives and non-bank financial institutions, to develop and strengthen the capital

of Micro, Small and Medium Enterprises. Guarantee is the provision of loan guarantees for Micro, Small and Medium Enterprises by credit guarantee institutions as support to increase the opportunity to obtain loans in order to strengthen their capital.

The basic problem in coastal communities lies in the lack of access to business development information and support from related institutions. Communities in the Minapolitan area of Tatapaan, South Minahasa Regency, with business capabilities that are still dominated by traditional management, are faced with obstacles to managing and selling their catch. This is also experienced in fishing communities in general who are seen as post-harvest / after capture (Kurniasari et al., 2018).

Various empowerment programs carried out both through the Central Government, Provincial Governments and District Governments are more directed at providing assistance to strengthen fishing methods and providing understanding of the use of new technology for fishing communities. Most of the training activities carried out are directed at strengthening the ability to catch fish so as not to damage the marine ecosystem as well as providing assistance for fishing activities. Meanwhile, for empowerment activities that lead to providing access to business development and facilities for capital that have not been carried out, as one of the research findings, is an obstacle that is also faced by MSME groups in other areas (Nasution, 2009; Hikmah & Nasution, 2017).

Even though the fishing community is in protection efforts, the government has set several policies (Hikmah & Nasution, 2017) however, the fishing community in developing their business still needs facilities and protection from the government in terms of marketing fishermen business products and providing protection for the business being developed so that they can compete (sell well). So that marketing access is very important, which is needed by the community who manages the fishermen's business products. Meanwhile, up to now, the community is still not equipped and assisted by the government through empowerment programs related to business development facilities and protection or protection.

The various empowerment programs received are contrary to the current needs of the fishermen business community in the Minapolitan Tatapaan area. The potential for marine and fisheries in South Minahasa Regency is very large, such as seaweed cultivation with a potential of 1,800 hectares, which is managed by 450 hectares, but the production is only 34 tons, marine cultivation with a potential of 2,230 hectares, resulting in 207.8 tons. Likewise with timber fish and raw fish commodities (tuna / thunnus, skipjack / Katsuwonus pelamis and tongkol / Euthynnus affinis and kite / Decapterus russelli), whose selling value is controlled by fishery entrepreneurs, which is detrimental to the community. This occurs because the community is faced with limited fishing facilities, lack of community capacity to produce good quality catches and limited access to business development. This problem occurs as a result of empowerment program planning carried out by all levels of government in general without understanding the basic problem. The empowerment planning model that is carried out in general without basing the problem of empowering fishing community businesses is the beginning of a mistake in determining the empowerment program. This has an impact on the implementation that does not provide benefits for the target group of empowerment activities, namely the small business community in the fisheries sector. Efforts to improve must be carried out immediately by the Government as the party carrying out empowerment through the establishment of specific policies and programs (Yusuf & Muhartono, 2017) according to the needs of the local fishing community. So that management can be community-based which in its implementation is easy to run and accepted by the community (Anna, 2016). Therefore a planning process is needed that must be decentralized to the community level (Do et al., 2015) or include / involve fishermen business groups as beneficiaries directly in planning (Aminu &

Onimisi, 2014). Correction of this problem must be done by making the fishing community the center of data for proposed empowerment programs and cannot be confused between regions. The government must be courageous and improve and open up communication space with fishing communities. This must be done by a government work unit that is given the authority to handle the empowerment of fishing communities and coordinate with the government above it. So that every empowerment program that is determined and implemented will not overlap and in accordance with the needs in solving the problems of the fishing community. The failure in the implementation of poverty reduction policies is caused by the formulation stage which does not produce the best alternatives that are designed in accordance with the socio-political realities of the policy environment and the needs of the people who are the targets of the policy (Do et al., 2015). When the community as the beneficiary who is the policy target group cannot participate actively or are not given space to be involved in the planning stage, it can have an impact on the commitment of the target group to be part of policy implementation. So that the policy steps taken by the government in empowering coastal community small businesses can develop business patterns that are able to provide economic benefits for them (Suhana et al., 2019).

Conclusion

Empowerment is a medium for providing potential to make people able to develop businesses. The Tatapaan Minapolitan area has good fishery potential but the community's ability to manage fisheries is still traditional. This situation occurs as a result of the empowerment programs carried out by the central government, provincial governments and district governments from the aspect of enabling, empowering and maintaining a more general nature and not all of which are in accordance with the needs of the community and business groups. Fundamental needs for business empowerment activities for fishermen communities in the Minapolitan Area. Attention to funding, facilities and infrastructure, access to business development information, and support from related institutions. Taking into account the research findings, in order to improve the empowerment of fishing community businesses, the government must provide facilities (business capital support) and information media for the promotion of business results, as well as provide training on the use of more modern equipment and financial management training. Another improvement is the establishment of an empowerment program plan that adapts to the needs of the local community. This will happen when there is cooperation between the government and the community in the preparation of an empowerment program plan. The implication of this research is that community empowerment can run when there is good cooperation between the government and the community in preparing empowerment program plans.

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