

Empowerment Strategy Of Fishery Products As Economic Resilience In The Coastal Marine

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ABSTRACT

The local wisdom empowerment program is one way to increase the economic resilience of a community, not least in Tegal, Central Java. As a coastal area, this area has abundant potential for marine products, and can be used as the main livelihood in improving community welfare. However, there are many obstacles faced by the community, including knowledge, technology, experience, capital, and marine product management facilities. Therefore, this study was conducted to reveal the use of marine products as a solution to food security and the economy of the people of Tegal. To answer the purpose of this research, qualitative methods are used as a natural way to obtain actual information related to the phenomena being observed. The subjects of this research are the coastal communities of Tegal Regency who work as fishermen, totaling 150 people. Research data obtained through surveys, interviews, and discussions. In the results of the study obtained information, the majority of coastal marine communities in Tegal work as fishermen, so that their main livelihood is fishing. However, the community is aware of the lack of knowledge, capital, equipment and so on. So that it has not been able to maximize marine products, as an added value to the community's economic resilience.

Keywords: Empowerment, Marine Product Processing, Economic Resilience, Coastal Sea

INTRODUCTION

Geographically, coastal areas are referred to as coastal communities which are defined as groups of people who live in coastal areas, have a livelihood from natural resources and coastal and marine environmental services, for example fishermen, fish or shrimp cultivators, traders, fish managers, owners or sea transportation company workers, shipyard owners and *coastal and engineering* (Najmi, et, al., 2020; Muawanah, et, al., 2020).

The fishery potential in fact has not been able to prosper the coastal communities of Tegal Regency, as evidenced by the release of poverty data for coastal areas by BPS (in

2015) as many as 6,069 households, according to Suwarlan (2020) several elements that can affect the value of community welfare, namely the ability to increase production capacity, ability to improve product quality, ability to innovate and be creative, and control lifestyles.

Most of the fish processing industry in Tegal Regency is still classified as Micro, Small and Medium Enterprises (SMEs). SMEs have various strategic roles, but this sector is faced with various problems. Therefore, it takes the support of many parties, related to the development of a more modern management.

The concept that is most relevant to the above conditions is developing empowerment (Munandar & Darmawan, 2020). Where people who become fish management business actors are given assistance in the form of providing knowledge on the management of fish catches and assistance in their distribution (marketing aspects) (Boer, et al., 2020). It is hoped that with this activity, the potential for activities that have been carried out can increase in terms of quality and quantity, so as to be able to improve the economic condition of the community.

THEORY

The word empowerment is often used in the context of effort. That is, empowerment connotes developing and improving through a number of engagements and learnings (Irawan & Tanzil, 2020). In the context of this research, empowerment used within the Tegal community who works as a marine catch manager is an effort to provide and mentoring on how to process and market processed ikat which has better value, so that the results are greater economically (Sunartiningsih & Larasati, 2020) . In other words, the main purpose of this empowerment is how to build community welfare through economic activities that have been carried out. In a theoretical study, empowerment has a practical connotation, which is a programmed idea and can be implemented on target subjects, through a number of knowledge and skills training (Asmirelda, et al., 2020).

The explanation above implicitly has two main objectives, namely alleviating poverty and increasing welfare (Adriyani, et al., 2020). However, the emphasis is on how the concept of empowerment can significantly overcome economic problems that result in a decline in community welfare (Butarbutar, et al., 2020). Considering the level

of poverty often gives birth to many social problems, such as low health levels, many residents do not receive education, bad behavior (such as not caring about the environment), and so on. In a study stated, high poverty rates tend to give birth to many problems such as high crime rates. With the concept of empowerment, it is hoped that it can overcome the problems that occur in the community, especially reducing poverty.

METHOD

To explain the results of the study, a qualitative method was used, involving 150 correspondents. The process of disclosing data is carried out by interview and questionnaire methods. Then, the data were analyzed by descriptive method, which describes the answers and correspondence explanations both in a narrative and comparative manner.

RESULTS

Administratively, Tegal City is directly adjacent to Brebes Regency and Tegal Regency and is located at positions 109°08' to 109°10' East Longitude and 06°50' to 06°53' South Latitude. The area of Tegal City is directly adjacent to three regencies, namely to the east of Pemalang Regency, to the south of Tegal Regency, to the west of Brebes Regency. To the north, Tegal City is directly adjacent to the Java Sea.

Administratively, Tegal City is divided into four sub-districts with 27 sub-districts. West Tegal sub-district has the largest area of around 15.13 km² (38.13%), followed by Margadana district with an area of 11.76 km² (29.64%), South Tegal sub-district covering an area of 6.43 km² (16.20%) and East Tegal covering an area of 6.36 km² (16.03%). The strategic location of the city of Tegal which is between the cities of Cirebon and Semarang and supported by adequate infrastructure makes the city of Tegal a transit city. As a transit city, it has an impact on the life of the economy in the field of tourism services, especially restaurants and hotels.

Conditions Community conditions in Tegal City are fishermen with a population spread almost evenly throughout the sub-district. Based on data from the City of Tegal in Figures in 2017 (Central Bureau of Statistics Tegal, 2017) the population of the city of Tegal in 2016 was 247,212 people, consisting of 122,415 male residents and 124.797

female residents. In the table below, it can be seen that the population and sex ratio by sub-district in Tegal City in 2016.

The population density level of Tegal City is approximately 6,230 people/km², the densest population is in the East Tegal District area of 78,065 people with a density of 12,274 people. /km². In the table below, it can be seen the distribution and population density by District in Tegal City in 2016.

Table 1. Type of Industry in Tegal City

No	Type of Industry	Company	Labor	Investment Value
1.	Agro Industry	1,919	9,028	79,227
	- Large	12	3,080	1,881
	- Small and Medium	1,907	77,346	5,948
2.	Industry	2,251	11,383	571,139
	- Large	35	1,698	559,375
	- Small and Medium	2,216	9,685	11,764
	Tegal City	4,170	20,411	650,366

Source: Office of Cooperatives for Processing Fishery Products, Industry and Trade, Tegal City, 2021

Education is one of the important aspects in social life that plays a role in improving the quality of human life. The indicators of educational success are the School Enrollment Rate (APS), Gross Enrollment Rate (APK) and Pure Enrollment Rate (NER). APM indicates school-age children who can go to school on time. The Pure Participation Rate (NER) in 2016 at the elementary school level is 99.55 percent, meaning that there are around 99.55 percent of the population aged 7-12 years who attend elementary school and the equivalent. At the junior high school level, the NER is 66.99 percent while at the SMK level it is 56.17 percent. At the university level, the APM is only 9.94 percent.

The most widely used fishing gear by the people of Tegal City is Cantrang with 493 units followed by purse seine with 166 units.

Table 2. Fishery Resources Potential of Tegal City

No	Potential	Amount
1.	Fish Auction Place (units)	3
2.	Fishing Vessels (units)	
	- Vessels Motor	682
	- Outboard Motor	273
	Total	955
3.	Fisherman (person)	
	- Owner / skipper	630
	- Labor (pendega)	11,881
	Total	12,511
4.	Fishing gear (unit)	
	- Purse Seine	166
	- GillNet KM	23
	- GillNet MT	10
	- Trammel Net	89
	- Arad net	106
	- Cantrang	493
	- Beach Trawl	19
	- Badung	49
	Total	955

Source: Department of Marine Affairs, Fisheries, Agriculture and Food, Tegal City, 2021

The poverty line is the limit for classifying poor and non-poor people based on per capita expenditure. The poor are people who have an average monthly per capita expenditure below the Poverty Line (GK). In 2014, Tegal City GK amounted to Rp 353,301,- or an increase of around 19 thousand rupiah from the previous year. In the table below, the poverty indicators of Tegal City in 2012 to 2014.

Table 3. Tegal City Poverty Indicators

No	Description	2012	2013	2014
1.	Poverty line (Rp)	305,818	333,553	353,301
2.	Number of poor people (000)	24,393	21,596	20 ,9
3.	% of poor population	10.04	8.84	8.54
4.	Poverty peace index (P1)	0.95	0.94	1.38
5.	Poverty severity index (P2)	0.15	0.18	0.38

Source: Central Bureau of Statistics of Tegal City, 2021

Conditions of Processing of Fishery Products

To increase the selling value of non-economic fish, one way that can be done is through diversification of fishery product processing so that it is more acceptable to the community and in accordance with market tastes in order to meet the needs of the community. nutritional needs of the community, safe, healthy through the intake of nutrition/vitamins/protein from fishery products and food security. In the table below, it can be seen that the distribution of fishery product processing in Tegal City is at most 117 pieces or about 94.35 percent.

Analysis of the Potential of Human Resources (HR) of Fisheries Businesses

The potential of human resources (HR) of Fishery Products Processing Businesses in Coastal Tegal City, from the data findings, the condition of fishery products processing businesses on the coast of Tegal City, states that the existence of this sector tends to be focused on one sub-district on the coast of Tegal City, namely West Tegal District with 117 fishery product processing businesses or covering 94.35 percent of the total fishery product processing business and the rest are in East Tegal District as many as six and Margadana District as much as one. So that currently the District of West Tegal is the District with the largest contribution to the fish processing industry in Tegal City.

The potential of natural resources from fishery products to support the development of fishery products processing business:

1. Fisheries stated that raw materials were easy to obtain
2. A total of 92 percent of respondents stated that environmental access to raw materials was adequate.

Analysis of Fishery Products Processing Business Conditions

The growth of Fishery Products Processing Business in Tegal City is still relatively weak. Based on respondent's data, it is known that on average one fishery product processing in Tegal City uses 6.6 workers or absorbs as many as 632 workers in Tegal City. Of the 632 workers involved, 398 or 62.97% were experienced workers.

This lack of access to information along with technological backwardness not only results in low production and efficiency in the production process, but also the low quality of the products made and the ability for fishery product processing businesses in Tegal City to be able to compete in the global market (Suwandi & Prihatin, 2003). 2020; Alim, 2020). Technology limitations are caused by many factors such as limited investment capital to purchase new machines, limited information on technological developments, and limited human resources that can operate new machines.

SWOT Analysis

SWOT analysis approach with IFAS/EFAS matrix interaction to obtain the most suitable alternative strategy. Alternative strategies are generated from the SWOT analysis, then the priority scale of interests is selected among the problems raised at each level, using the AHP model analysis. The results of the AHP analysis will become recommendations for alternative policy strategies in decision making to achieve the expected goals.

Factor *strength* has a total score of 1.8738 while the *weakness* has a total score of 0.8051 So that the total between *strengths* and *weaknesses* is 2.6789 *Opportunities* have a total score of 1.9451 while threats (*threats*) has a total of 1.1183 SWOT matrix can be seen in the table below:

Table 4. SWOT Analysis

IFAS	S	W
EFAS	1.8738	0.8051
O	SO	WO
1.9451	$1.8730 + 1.9451 = 3.8191$	$0.8051 + 1.9451 = 2.7502$
T	ST	WT
1.1183	$2.9921 + 1.1183 = 2.9924$	$2.7503 + 1.1183 = 1.9236$

Source: Research data, 2021

Strategy for empowering business results processing Fisheries can be divided into four groups, namely SO, WO, ST and WT strategies. Each strategy has different advantages and priorities.

Process Hierarchy Analysis

In determining the decision variables analyzed using AHP, the consideration used is to prioritize the strategies that have been generated in the SWOT analysis. Determination of alternative policy priorities in the context of empowering fishery product processing businesses in Tegal City is carried out using AHP (*Analytical Hierarchy Process*) analysis.

CONCLUSION

The Fishery Products Processing Business Program in Tegal City has contributed to triggering social, economic, and technological changes in fisheries business, and coastal community institutions. The PUMP-PT program has a positive impact on increasing fishermen's income and encouraging the formation of new entrepreneurs in the field of capture fisheries.

The priority strategy for empowering fishery products processing businesses that should be carried out is first to improve business management capabilities, technology transfer and production capacity, secondly to improve facilities and infrastructure and human resources, third to expand cooperation networks in business development, fourth to optimize the use of fishery resources.

Coastal communities Tegal City has potential as strengths and opportunities, in addition to obstacles as weaknesses and threats. Its strengths are: potential age, education level and Joint Venture group; the opportunities, namely: potential fish resources, the existence of KUB and assistance from extension workers; weaknesses, namely: limited technology, access to capital; and its threats, namely: Operational costs at sea and diversification of workers in other jobs.

The priority strategies for improving the empowerment of fishing communities in Tegal City are as follows: Development of access to capital; Development of technology and fishery business scale; Strengthening coastal community institutions; Development of diversified fish processing; and Community-based management of fishery resources.

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