Implications of Shrimp Crackers Empowerment Industry on Community Welfare

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ABSTRACT

The aim of development is to realize an Indonesian society that is peaceful, just, democratic, competitive, advanced and prosperous in the Unitary Republic of Indonesia. The purpose of this study is to determine the extent to which the government runs the shrimp cracker industry empowerment program, the area of the marketing of shrimp cracker industry products, and the impact of the shrimp cracker industry on the welfare of the industrial owner. The method used in this study is a qualitative method that is descriptive-inductive approach by providing a systematic, factual and accurate description in the presentation of reports, based on the results of research conducted. Based on the results of research and data management, it can be concluded that community empowerment carried out by DISKOPERINDAG has not been maximized. There is no capital assistance or means of production from the government so that it becomes a major problem for the community to start a business. In the implementation of empowerment also occurs obstacles from the community itself such as the mindset of people who have not developed due to low education. The area of marketing of production is limited because there is no business from the owner of the industry itself. The existence of shrimp cracker industry has a positive impact on society by increasing the community's economy. The community can meet personal and family needs from the results of this shrimp cracker industry. From this it can be said that people's welfare has increased after the shrimp cracker industry.

Keywords: Empowerment; welfare; shrimp cracker industry

INTRODUCTION

Welfare is the desire of every human being in his life. Welfare can be said as a condition when all human needs are met (Agunggunanto, Arianti, Kushartono, & Darwanto, 2016; Barombo, 2012; Prihantoro, 2013). The fulfillment of human needs from the most basic needs such as will, drinking, and clothing to the need to be recognized in people's lives is one of the basic things that can make humans feel well-being.

Empowerment depends on the ability of the community to meet their own needs, because poverty reflects the lack of choice for someone (Noor, 2011; Pranadji, 2006; Totok & Poerwoko Soebiato, 2019). The basis of his view is that the efforts made must be directed directly at the root of the problem, namely to improve the ability of the people. The part that is left behind in the community must be enhanced by developing and dynamizing its potential, in other words empowering it. Therefore, empowerment aims in two directions. First, release the shackles of poverty and underdevelopment. Second, strengthen the position of the layers of society in the power structure. Both must be pursued as targets for empowerment efforts (Londa, 2014; Sumaryadi, 2005; Ulumiyah, Gani, & Mindarti, 2013). The main approach in the concept of empowerment is that the community is not made the object of various development projects, but is the subject of its own development efforts.

Empowerment is very appropriate in helping to alleviate poverty in the region, where empowerment can also increase individual and community participation (Razali, 2004; Sedyastuti, 2018). These empowerment activities include training and education to the community that can improve their abilities and skills so that the community can be said to have potential. To do this, of course, empowerment policies and programs are needed in all regions in Indonesia. One of the fields that plays a role in this regard is the micro, small and medium business (MSME) industrial sector in the development of small industries and home industries. Given the large role of small industries in advancing the economy, currently many regions are competing to empower small industries in their respective regions (Hafsah, 2004; Ministry of Trade, 2013; Sacred, High & Economic, 2017). Likewise in Tanjung Jabung Barat Regency, the potential of Tanjung Jabung Barat Regency as a coastal area makes it easier to develop small industries in this area.

In Tungkal Ilir Subdistrict, Tanjung Jabung Barat Regency is the biggest shrimp producer in the Jambi area, so this is used as a reason why many small industries have emerged that produce shrimp crackers. This business manager is generally a family with business executors doing it themselves. Each entrepreneur on average has 4 (people) employees and some are family members. There are a number of small industries that not only make shrimp crackers, but they also make shrimp paste, paste, and dried shrimp. But the proportion of shrimp crackers is the biggest compared to other products.

In addition to influencing people's income, the shrimp cracker industry also affects unemployment. The existence of this shrimp cracker industry can absorb labor although in one small industrial group does not require many people, only requires 3-5 people in one small industry, since there are already several industry groups, it can be calculated how much labor is absorbed by the cracker industry this shrimp.

The business of making shrimp crackers is generally on a small scale, this is because in the process of making shrimp crackers do not require large capital. But if this business is developed, it will become a medium-sized business or even a large business. Public interest in shrimp crackers is also quite high, this is indicated by the high demand for shrimp crackers in the survey location so that the market potential for this business is still very large to be developed. Although the interest of the community is high and has great potential in the development of this industry, there are still many problems encountered by the owner of the shrimp cracker industry.

METHOD

The research design used is descriptive qualitative research methods. The scope of the research is the community empowerment and welfare approach. The informants in this research are the Head of Cooperative, Micro small and Medium Enterprises (UMKM), Industry and Trade Services; Head of Industry Sector; Head of the Food and Beverage Industry Section,

Tungkal Ilir District Head and 5 shrimp cracker owners. Data collection techniques namely interviews, observation and documentation. The technique of determining the validity of the data used is triangulation which includes method triangulation, data source triangulation, theory triangulation and time triangulation. While the data analysis technique is the data reduction stage, data presentation, and drawing conclusions

RESULT AND DISCUSSION

Tungkal Ilir Subdistrict is one of the sub-districts located in the coastal area so that it is located close to the sea, therefore the majority of the population in Tungkal Ilir District has a profession as fishermen. Tungkal Ilir Subdistrict is a shopping center in Tanjung Jabung Barat District, active market activities in this sub-district are including traditional markets that sell seafood specifically. With this abundance of marine products, the shrimp cracker industry has arisen because raw materials are easy to obtain.

Shrimp Crackers Industry Empowerment

In general, industrial empowerment which aims to improve the welfare of the community is related to the problem of the object being empowered. The government has made several efforts to develop the industry, including the shrimp cracker industry which is located in Tungkal Ilir sub-district through activities that have been carried out by the Office of Cooperatives, SMEs, Industry and Trade of Tanjung Jabung Barat District. from the effort to provide training alone, but there are 5 empowerment approaches that must be considered including the several dimensions, namely the possibility, strengthening, support, protection and maintenance (Suharto, 2005).

The first dimension is the possibility that the Office of Cooperatives, SMEs, Industry, and Trade creates a climate conducive to the community with 2 indicators namely knowing the natural potential of the region and the formation of industrial groups in the community. Possibility in this case means one approach that can be done in an effort to empower the community by creating an atmosphere or climate that allows the potential of the community to develop optimally. In this dimension of termination the Dinas Cooperative, Small and Medium Enterprises, Industry and Trade have done this In the termination of the Dinas Cooperative, Small and Medium Enterprises, Industry and Trade have done several things namely exploring the natural potential of the West Tanjung Jabung Regency, exploring the potential of the community to produce, and the formation of community groups to cultivate their natural potential.

Strengthening is an empowerment approach that is carried out to strengthen the knowledge and capabilities of the community in solving problems and meeting needs. Empowerment must be able to develop all the abilities and confidence of the community that supports their independence. Indicators that emerge to empower empowerment dimensions are strengthening the capital of industrial groups and the aid of production equipment in industrial groups. Strengthening is an empowerment approach that is carried out to strengthen the community's knowledge and abilities in solving problems and meeting needs.

The protection indicator is the strengthening of institutional empowerment of the copyright of small-scale industrial products belonging to the community. Protection is protecting the copyright of the people especially the weak groups between the strong and the weak, and preventing the exploitation of the strong groups against the weak groups. Empowerment must be directed at eliminating all types of discrimination and domination which do not benefit the common people.

Supporting in this case means to provide guidance and support so that the community is able to carry out the roles and tasks of their lives. Empowerment must be able to support the community so as not to fall into a weak and marginalized position. Therefore the Department of Cooperatives, SMEs, Industry and Trade are required to continue to foster and assist the community so that the community has the ability and skills in processing seafood, especially processing dang into shrimp crackers. Indicators of support in the effort to empower DISKOPERINDAG are the implementation of counseling and coaching on a regular basis, increasing access to human resources, expanding the area of marketing of small industrial products.

The success of community empowerment can be seen from their empowerment concerning economic capacity, ability to access welfare benefits as well as cultural and political capabilities. The ability of human resources to improve skills that are reliable, and of quality so they can compete by creating new innovations. The Department of Cooperatives, SMEs, Industry and Trade of Tanjung Jabung Barat Regency is trying to maintain this shrimp cracker industry so that it continues to run, even as expected by DISKOPERINDAG, the number of shrimp cracker industries continues to increase each year.

Cooperation between Shrimp Crackers Entrepreneurs and Marketing Agents

In expanding the marketing area of an industrial product can be done in several ways, one of which is by building cooperation between industry owners and marketing agents. Through marketing agents products are easier to distribute. In expanding the marketing area of DISKOPERINDAG shrimp cracker products to take part in the exhibition, besides that DISKOPERINDAG has also helped direct the owners of the shrimp cracker industry to the auction market. By following the auction market, it is hoped that these shrimp cracker products can be sold in supermarkets in the capital city of Jambi Province, but the community does not take advantage of this opportunity properly.

The Department of Cooperatives, SMEs, Industry and Trade has made efforts to expand the marketing area of shrimp crackers quite well, but there are still obstacles in the community. They are not interested in participating in the auction market because they are considered troublesome if they have to send their products from Tanjung Jabung Barat Regency to Jambi City. In addition they consider that way it takes a long time to collect money from the sale of shrimp crackers. With the narrow mindset of the community will hamper the advancement of the shrimp cracker industry. The community is not concerned with the marketing area of shrimp crackers. They only think that their products are sold and immediately get money to be used to meet their daily needs and to be used as capital for further production.

Welfare of the Shrimp Crackers Industry Owner

Empowerment of shrimp cracker industry is one of the efforts made by the Office of Cooperatives, SMEs, Industry and Trade in improving community welfare in accordance with (Presidential Regulation Number 15 of 2010 concerning Acceleration of Poverty Reduction, 2010) explained in article 5 regarding one of the poverty reduction programs namely , a community empowerment based poverty alleviation program group that aims to develop the potential and strengthen the capacity of the poor to engage in development based on the principles of community empowerment. Based on the results of interviews, that with the shrimp cracker industry can improve the community's economy. It is seen that there is an increase in income in the community so that it can meet the primary needs before the shrimp cracker

industry existed, there were people who could not meet their primary needs with their own abilities.

From 2013 to 2015 there was an increase in the number of poor people with a large number, it shows that the welfare of the community had declined in that year. In 2015 to 2017 the welfare of the community began to increase again can be seen from the number of poor people who each year shift to a lower number. However, based on the results of the study, that the shrimp cracker industry can improve public opinion, especially in the community of industrial owners. An increase in income in the community also causes an increase in expenditure. The community has been able to meet primary needs and continue to secondary and tertiary needs. Likewise with the level of community welfare when viewed from the level of health is much better than before. Unlike the health aspect, half of the population of Tanjung Jabung Barat District has the last elementary school education, but a low level of education does not prevent them from owning a business and earning income even though they only have the basic skills of reading and writing. In addition the community already has the ability to create their own businesses

CONCLUSION

Based on the results of research and data management, it can be concluded that community empowerment carried out by DISKOPERINDAG has not been maximized. There is no capital assistance or means of production from the government so that it becomes a major problem for the community to start a business. In the implementation of empowerment also occurs obstacles from the community itself such as the mindset of people who have not developed due to low education. The area of marketing of production is limited because there is no business from the owner of the industry itself. The existence of shrimp cracker industry has a positive impact on society by increasing the community's economy. The community can meet personal and family needs from the results of this shrimp cracker industry. From this it can be said that people's welfare has increased after the shrimp cracker industry.

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