The Effectiveness of Fisherman Community Empowerment Programs Through Fisheries Actor Business Cards

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ABSTRACT

This study aims to determine the effectiveness of the Fisherman Community Empowerment Program through Fisheries Actor Business Cards in Landolia Village, Ranteangin District, North Kolaka Regency. This type of research was conducted with qualitative research methods, data collected from primary data and secondary data. Primary data sourced from interviews with informants totaling 11 people and from observations. As for secondary data by collecting data through literature studies and other supporting literature. The data analysis technique used is qualitative data analysis using data collection, data reduction, data presentation, and drawing conclusions put forward by Miles and Hubberman. Based on the results of the study indicate that the effectiveness of the Fisher Community Empowerment Program through the Fisheries Actor Business Card (KUSUKA) Landolia Village, Ranteangin District, North Kolaka Regency through 4 indicators to measure the effectiveness of the program, namely: 1) the accuracy of the program targets, the effectiveness of the Fisherman Community Empowerment Program through the Kusuka Card in the village. Landolia, Ranteangin District, North Kolaka Regency has not been effective because the target accuracy indicator has not been effective because the target achievement is less than all program targets, 2) Program socialization on program socialization indicators in the fishermen community empowerment program through Kusuka is still not effective because of the low interest of the community to participate in socialization. 3) program objectives, with the Kusuka program for fishermen groups in Landolia Village, it is said to be quite effective because it really helps the community in meeting their daily needs. 4) Program Monitoring Based on the explanation above, the authors conducted further searches and saw data on the members of the fishing group who received the assistance provided through the Kusuka program, which is still not considered effective because not all members of the fishermen use the assistance programs properly.

Keywords : Effectiveness of Fisher Community Empowerment, Business Card of Actors Fishing.

INTRODUCTION

Indonesia is a maritime country and the largest archipelagic country in the world which has the second longest coastline in the world after Canada, 81,000 km (Brotonsusilo et al., 2016; Purwanto & Mangku, 2016; Rochwulaningsih et al., 2019). its marine potential. But in reality,
the lives of coastal communities are always in poverty, even the lives of fishermen are often identified with poverty. It is difficult to escape from the shackles of poverty because they are afflicted by several limitations in the quality of human resources, access to and mastery of technology, markets, and capital. Policies and implementation of development programs for fishing communities to date are still not optimal in breaking the poverty chain and improving their welfare (Hudson et al., 2019; Kozma & Vota, 2014; Makinde, 2005; Rizal, 2021).

Coastal communities are categorized as a group of people who inhabit a coastal area and the source of their economic life depends on the utilization of marine resources (Adelekan, 2010; Masud-All-Kamal & Monirul Hassan, 2018; Orencio & Fujii, 2013). Coastal communities themselves are not only fishermen, but also fish empowerment, fish managers, and even fish traders. While the poverty of coastal communities is categorized as structural poverty and cultural poverty. Some economists say that fishermen still want to live in a cycle of poverty because of their will to live life, they get their own satisfaction from the results of catching fish.

Empowerment is a concept in improving the quality, both the quality of human resources or the quality of the economy. The fishing community as a society that utilizes the potential of the sea and the sea coast as an economic income that cannot be compared with other community economic sectors, empowerment efforts are very much needed in boosting the problems of the community. problems that exist in coastal communities (fishermen) as an effort to improve their lives and can be compared with other economic sectors (Holmström & Röing, 2010; Jamkhaneh et al., 2021; Kamal, 2011; Mehta & Sharma, 2014).

The Decree of the Minister of Marine Affairs and Fisheries No. 18 of 2004 concerning general guidelines for the implementation of economic empowerment of coastal communities (PEMP), tries to put back the basics of developing coastal areas based on community empowerment. Empowerment according to (Mehta & Sharma, 2014; Zheng, 2022) is increasing the individual's ability to change, directed to the existence of access to microfinance services, access to microfinance services, access to income, access to productive assets and household ownership and access to markets, Ministerial Regulations marine and fisheries of the republic of Indonesia Number 39/PERMEN-KP2017 concerning Marine and Fisheries Cards.

This program was first implemented in Landolia village, Ranteangin district, North Kolaka, in 2019, a total of 2 fishermen groups consisting of 10 people per group received assistance from the North Kolaka Regency Government, fishery (kusuka) as much as 20 cards. The head of the North Kolaka fishery office, Muhlis Usman, revealed that the assistance was distributed in the form of equipment such as wooden boats, engines, fiber boats, trawls/nets, buoys, diving equipment, FADs, and fishing rods. It is difficult to escape from the shackles of poverty because they are plagued by several limitations in the quality of human resources, access to and mastery of technology, markets, and capital. Policies and implementation of development programs for communities in coastal areas are still not optimal in breaking the chain of poverty and improving their welfare (Abdulraheem et al., 2012; Barnidge et al., 2013).

Landolia Village, Ranteangin District, North Kolaka Regency is a community located on the coast, with a total of 258 families (KK), 529 men (father and son), 473 women (mother and child) with a total of 1,002 people. There are 53 fishermen who work as fishermen. Where their livelihoods depend on the agricultural sector, fish and pond cultivation (Tambak), and fishermen. Of all the existing sectors, all are still run traditionally.

Based on the results of observations in the field, the fishermen community empowerment program through the fishery business card (KUSUKA) still has several difficulties faced by
fishermen including uncertain income and tends not to increase due to limited quality of human resources, limited business capital and fishing technology, as well as the poor working relationship of boat owners and fishing workers.

Based on the above phenomenon, researchers are interested in raising this issue into scientific research with the title "The Effectiveness of Fisherman Community Empowerment Programs Through Kart.

METHOD

This type of research is a qualitative descriptive study that focuses on the existing problems, and describes the facts about the problems being investigated as they are, making it easier for researchers to obtain objective data to find out and understand the effectiveness of fishing community empowerment programs through fishery business cards (KUSUKA) in Landolia Village, Ranteangin District, North Kolaka Regency.

The research was conducted in Landolia Village, Ranteangin District, North Kolaka Regency, to collect data and recheck the empowerment of fishing communities through existing village fishery business cards. Time The research was carried out approximately 1 (one) month, in order to obtain more accurate information. The data sources of this study consist of primary and secondary data obtained from observations, interviews, and related documentation studies. And for the determination of informants, purposive techniques are used, namely those who are considered to have competence in relation to related parties in the Landolia Village government who have a role in managing the fishermen community empowerment program, (Moleong, 2002). The informants in this study consisted of elements of the village government, elements of empowerment of fishing communities.

Furthermore, for data analysis using the data analysis technique proposed by (Mile and Hubberman 1984) in Sugiyono (2016) which is called the interactive model, which consists of data reduction (data reduction), data presentation (data display), and conclusions, drawing / verification (conclusion, drawing/verification). (Abdulraheem et al., 2012; Barnidge et al., 2013)

RESULTS AND DISCUSSION

As previously stated, this study discusses the effectiveness of the fishing community empowerment program through the fishery business card (KUSUKA) in Landolia Village, Ranteangin District, North Kolaka Regency. This can be seen from aspects that include understanding the program, targeting the program, socializing the program, achieving goals, and utilizing the program.

Program Target Accuracy

The program target is a target from the government who wants to be a participant in the fisherman community empowerment program through a fishery business card (KUSUKA) in Landolia Village with the intention that this program has a higher usefulness value for the community. In analyzing the accuracy of program targets. The KUSUKA program was entered in Landolia Village in 2019 until now the implementation of this counseling has been carried out.
at the Village Meeting Hall. The fishermen group consists of 2 groups, each group consisting of 10 people.

From the results of the study, it showed that the KUSUKA program counseling which was carried out at the Village Meeting Hall which was a collaboration of the Village government, the North Kolaka Fisheries Service, the KUSUKA program was carried out in 2019 until now. The KUSUKA program was formed only in 2 groups, for the initial formation of the program. Each fishing group consists of 10 people, namely the chairman, secretary, treasurer, and group members. Currently, the Village government and the Fisheries Service are planning to form another group, however, if viewed from the implementation of the KUSUKA program, it is still not effective. Regarding targeting accuracy, it is inseparable from the Village government and the North Kolaka Fisheries Service as the planners for implementing the program. Meanwhile, the program assistant was not optimal in helping the process of targeting the KUSUKA program in Landulia Village.

In this case, the process of providing training guidance from the Program instructor to members of the fishing group is one of the program targets, if the provision of guidance and training from the instructor is not carried out properly, the process of targeting the program targeting the fishermen group becomes less effective because the group members are still powerless in terms of knowledge and skills possessed in fisheries management.

Targeted indicators in the implementation of the KUSUKA program in Landulia Village are not effective in the accuracy of receiving program benefits. This is because even though the KUSUKA card program is considered to be still lacking in responding to the expectations and needs of the fishing community in the Landolia village and the achievement of the KUSUKA card targets because it is less than 50% of the predetermined targets. In addition, the target for receiving the KUSUKA card are fishermen who have indeed completed the requirements that have been determined and are declared valid in all procedures for implementing the KUSUKA program.

Program Socialization

Program socialization is the starting point that determines the success of the program in achieving its goals. Therefore, program socialization must be carried out in planned and systematic ways by empowering the resources owned by an organization so that the planned goals are achieved properly. Based on the results of research in the field, it shows that the village government's response to this program in Landolia Village is very good where this program can help fishing communities to take advantage of natural resources, namely the sea can increase cohesiveness and cooperation between group members and improve the skills of fishing communities in Landolia Village. Meanwhile, in the form of cooperation between the village government and the Fisheries Service it has not been effective because the assistance provided is inadequate. However, this program also requires adequate facilities and infrastructure to help. Meanwhile, the village government through group assistance has been very good in carrying out the counseling process even though members of the fishing group are lazy to attend group meetings.

The fishing group in carrying out this program is very good, although the facilities and infrastructure are not sufficient for the needs of the fishermen group, but the cohesiveness of the group members who are very enthusiastic and enthusiastic in carrying out this program is the main thing for the implementation of the Kusuka program by fishermen. Not only that, this
program can reduce the level of poverty in the community, especially those who work as fishermen.

**Program Objectives**

Goals are the final results to be achieved by individuals or groups who are working or ideally goals are the expected results according to people's values. Goals are guidelines for achieving programs and activities and allow for the measurement of group effectiveness and efficiency. Program objectives are the main factor in determining the effectiveness of a program, namely whether the planned objectives are appropriate or not in their implementation.

Based on the results of the study, it shows that the existence of the KUSUKA program for fishermen groups in Landolia Village is very helpful for the community in meeting their daily needs. Not only that, we can see that the benefits obtained by members of each fishing group are greater in 2019 compared to 2021 and 2022. The obstacles faced in achieving program objectives are not effective in implementing the KUSUKA card program because the functions and benefits of the program have not been felt entirely, especially by the fishing community so that the achievement of goals has not been maximized. The achievement of these objectives also has several obstacles in its implementation, especially in the capacity of the organizers and card printing resources.

**Program Monitoring**

Monitoring the members of the fishing group after the training program is implemented is one of the steps taken by the village government and the Fisheries Service of North Kolaka Regency to ensure whether the goals that have been set can be implemented properly and to ensure that assistance in the form of business tools provided to members of the fishing group is still running or not. As for the conditions in the field regarding the members of the fishing group who were given business assistance through the KUSUKA program, that not all members of the fishing group who received the assistance continued the business provided.

After analyzing the effectiveness of the Fisher Community Empowerment Program through Fisheries Actor Business Cards (KUSUKA) in Landolia Village, Ranteangin District, North Kolaka Regency, it can be concluded that the fishing community empowerment program through KUSUKA has not been effective because there are still several obstacles found in the field.

**CONCLUSION**

Based on the results of the discussion above, it can be concluded that the results of the study show that the effectiveness of the Fisherman Community Empowerment Program through the Fisheries Actor Business Card (KUSUKA) Landolia Village, Ranteangin District, North Kolaka Regency is still less effective in its implementation which is less than optimal.
REFERENCES


