

FISHERMEN COMMUNITY DEVELOPMENT MODEL – BASED ENTREPRENEURSHIP IN DEVELOPING COASTAL COMMUNITY ECONOMIC INDEPENDENCE IN BANGKALAN MADURA

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ABSTRACT

Indonesian territory consists mostly of sea with an area of 5.8 million km² and potential fisheries resources of 6.4 million tonnes / year. Utilization of the sea by fishermen as a community, especially the maritime culture heir of the most widely exploit the sea products have not enjoyed satisfactory results. To achieve this, a potential resource management is indispensable for the realization of a sustainable marine ecosystem to improve social welfare. One way to improve social welfare through the empowerment of fishermen based entrepreneurship, the utilization of marine resources on a regular basis and dependent (defendancy feeling) (sallatang, et.al, 1999). Coastal and marine development approach is still oriented to the coastal environment Do not touch the fisherman. No formal institutions that help fishermen to obtain a decent price. As a result, the majority of fishermen using middlemen as a place to sell their products to the trading system institutions that are in it to the end consumer.

While, at the end of recent years, the development of entrepreneurship in Indonesia is very high and a positive impact on the economy and development of the nation. The general objective of this research is to find the problems and the performance of the empowerment of fishermen, fishing formulate a model of community empowerment through social entrepreneurship based on the feasibility of empowerment in the build Coastal Community Economic Independence.

Keywords: Empowerment, Fishermen, Entrepreneurship, Independence

INTRODUCTION

Indonesian territory consists mostly of sea with an area of 5.8 million km² and potential fisheries resources of 6.4 million tonnes / year. Utilization of the sea by fishermen as a community, especially the maritime culture heir of the most widely exploit the sea products have not enjoyed satisfactory results. This is because utilization is still using the simple method

so the results are not optimal. To achieve this, a potential resource management is indispensable for the realization of a sustainable marine ecosystem to improve social welfare.

One way to improve social welfare through the empowerment of fisherme based entrepreneurship, the utilization of marine resources on a regular basis and dependent (dependency feeling) (sallatang, et.al, 1999), especially in the area of Madura because it has a life principle "asapok angen abental ombek" which means that the wind covered cushioned the waves, as describe Madurese majority of fishermen who utilize marine products.

In addition to its principle of life, the construction of the longest bridge is also a reference in determining the fishing community empowerment model, because in Bangkalan recorded 12 626 fishermen, 698 farmers, 11 031 fishermen Sampang, 1,499 farmers, fishermen Pamekasan 6074, 677 farmers, in Sumenep recorded 21 176 fishermen and 646 farmers. Catches and fish farming of coastal Madura in 2013 reached Rp. 1.9 trillion, this shows a significant figure to be developed in the era of regional autonomy, and the figure is inversely proportional to the well-being of coastal communities.

The potential of the sea should be directly proportional to the level of social welfare. Therefore, the pattern of community development is needed to build economic independence society. If the economic independence awakened is by itself the level of welfare is able to be improved. Loekman Soetrisno (1988) in his article entitled *The State and its Role in Creating an Independent Rural Development* (1988) suggests that in the context of rural development in the concept of an independent Indonesia has a broader meaning than just balancing the responsibility of financing the construction. The concept of independent means change of power between rural communities and the state in determining the direction and purpose of social change in the community.

Furthermore, by Loekman Soetrisno further clarified again that a development is successful not only when the construction was raising standards of living, but also must be measured by the extent to which it can lead to the development of the willingness and ability of a society to be independent, in the sense that the public willingness to create development and preserve and develop the results of development, either from their own efforts or from initiatives that come from outside the community such as marine resources.

One way to establish the independence of the fishing communities through entrepreneurship known as entrepreneurship.

Some experts define entrepreneurship is a creative effort to build a value of which is not yet there to be there and can be enjoyed by many people. During this time the sea is very big potential , but not optimally utilized in the processing , since the majority of fishing communities to sell products in raw form , so there is no value added which adds economic value of these resources .

This is in line with what was presented by Dr. Ir . Ciputra (2013) a figure entrepreneurship fact that even though we have abundant natural resources remain poor tetepi is ironic truth if lifted from the paradigm " of dirt and junk that can be converted into gold " . Supposedly , when there is capital available, not just a handful of gold that can be built , but a mountain of gold or well-being for all citizens.

MODEL EMPOWERMENT POLICY

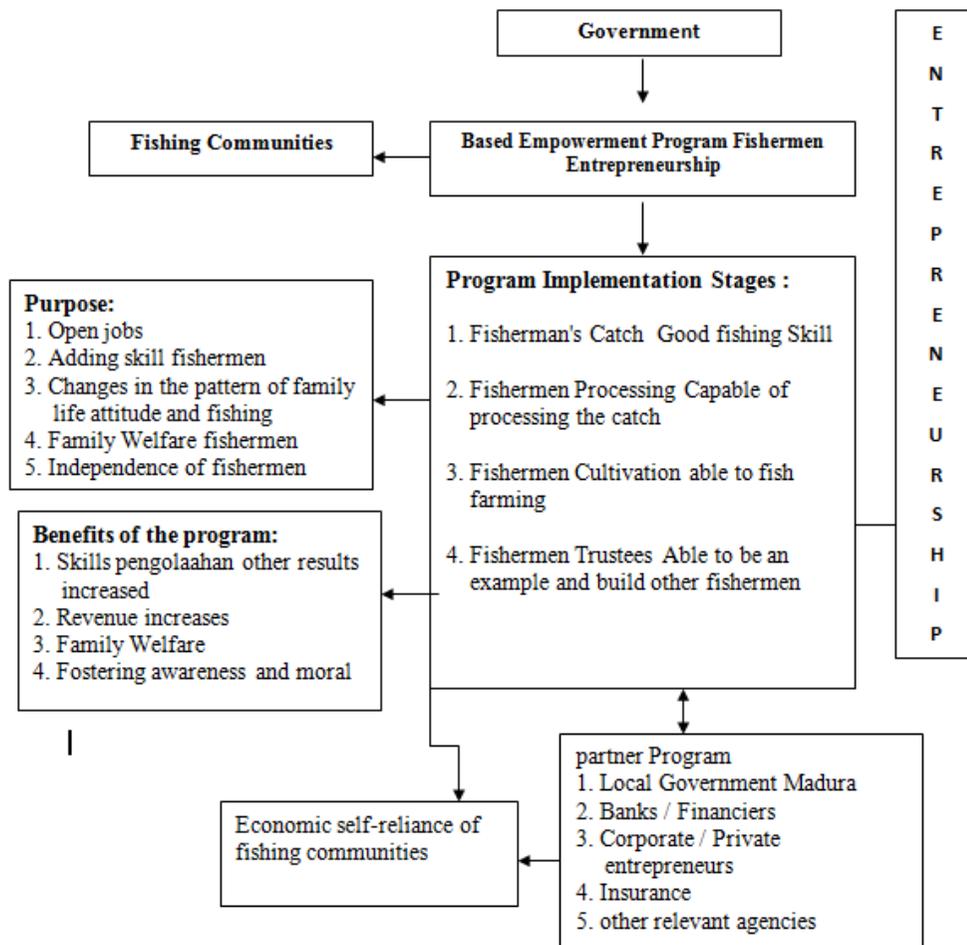


Figure 1. Model Empowerment Policy

DISCUSSION

Community empowerment is actually referring to the word "empowerment" is an attempt to actualize the potential that has been owned by the public. Thus, community empowerment approach in the development of coastal communities and fishermen is an emphasis on the importance of independent local communities (self-reliant communities), as a system of organizing themselves. Such a community empowerment approach is certainly expected to give a role to the individual rather than as an object, but as an actor (actors) that determine their lives (Moebyarto, 1996) in Wahyono, 2001.

Community empowerment approach is based proxies in humans (people-centered development) underlying insight is then local resource management (community-based management), which is a mechanism of people-centered development plan that emphasizes social learning technology (social learning) program and strategy formulation. The objectives to be achieved is to increase the public Traffic actualize themselves (empowerment). In this regard, Moebyarto (1999), suggests the characteristics of local resource management approach to community-based, which include:

- a. Decisions and initiatives to meet the needs of local communities are made at the local level , by people who have an identity that is recognized role as a participant in the decision-making process .
- b . The main focus of local resource management is to strengthen the ability of the poor in directing the assets that exist in the local society , to meet their needs.
- c . A great tolerance towards variations . Therefore recognizes the significance of individual choice , and recognize that decentralized decision-making process .
- d . Institutional culture characterized by the existence of organizations that are autonomous and independent , which interact to provide feedback to self-correct implementation at every level of the organization .
- e . The existence of the coalition network and communication between actors and local organizations are autonomous and independent , which includes a group of beneficiaries , local governments , local bank and so that became the basis for all activities aimed at strengthening the supervision and control of the public on a variety of existing sources, and the ability local communities to manage resources .

According to Sumodiningrat (1999), that the community empowerment is an attempt to memandirikan embodiment community through their potential abilities. The community empowerment always involves two interrelated groups, namely the public as the party empowered and those who put the parties concerned as empowering. During this empowerment is not fully felt by the public benefit, and a lot of empowerment is not running fully, so that the necessary empowerment model with a new concept of empowerment-based entrepreneurship.

Entrepreneurship is the mental attitude and the nature of the soul that is always active in the effort to promote the work of devotion in an effort to increase revenue in its business activities. Besides entrepreneurship is creative and innovative capabilities that form the basis, tips, and resources to find opportunities to success. Meanwhile, according to According to Peggy A.

Lambing & Kuehl in a book Charles R. Entrepreneurship (1999), entrepreneurship is a creative effort to build a value of which is not yet there to be there and can be enjoyed by many people.

In an effort to empower the community can be seen from three sides, namely (Sumodiningrat, Gunawan, 2002); First, create an atmosphere or climate that enables developing community potential (enabling). Here the starting point is the recognition that every human being, every society, has the potential to be developed. That is, there is no society that is completely without power, because if so would have become extinct. Empowerment is an attempt to build a power that, by encouraging, motivating, and raise awareness of their potential and strive to develop it.

Second, strengthen the potential of community-owned or power (empowering). This is necessary in order to more positive steps, instead of just creating a climate and atmosphere. Retrofitting includes concrete steps, and involves the provision of various inputs (input), as well as the opening of access to the various opportunities (opportunities) that would make people become powerless. Empowerment is not only include the strengthening of individual members of society, but also institution-pranatanya. Instilling the values of modern culture, such as hard work, thrift, transparency, and accountability are an essential part of this empowerment.

Similarly, reform social institutions and its integration into development activities and the role of the community in it. The important thing here is to increase popular participation in the decision-making process concerning themselves and their communities. Therefore, community development very closely related to stabilization, acculturation, and the practice of democracy.

Third, empower contains also the sense to protect. In the process of empowerment, it must be prevented that the weak are getting weaker, because in the face of strong *kekurangberdayaan*.

Therefore, the protection of siding with the weak and very fundamental nature of the concept of community empowerment. Protect does not mean isolating or covering of interaction, because it will actually dwarf the small and weak *melunglaikan*. Protecting should be seen as an attempt to prevent unbalanced competition, as well as the exploitation of the strong over the weak. Community empowerment is not to make people become increasingly dependent on a variety of granting programs (charity). Because, basically all enjoyed what must be produced on their own business (which results can *dipertikarkan* with other parties). Thus the ultimate goal is the community's independence, enable and build capacity to advance themselves toward a better life on an ongoing basis.

Empowerment of fishing communities is a process of intervention to awaken the people of Indonesia. Empowerment-based entrepreneurship has the potential to motivate people to become more efficient. Entrepreneurship has a lot to do as one of the strategies or models in community empowerment.

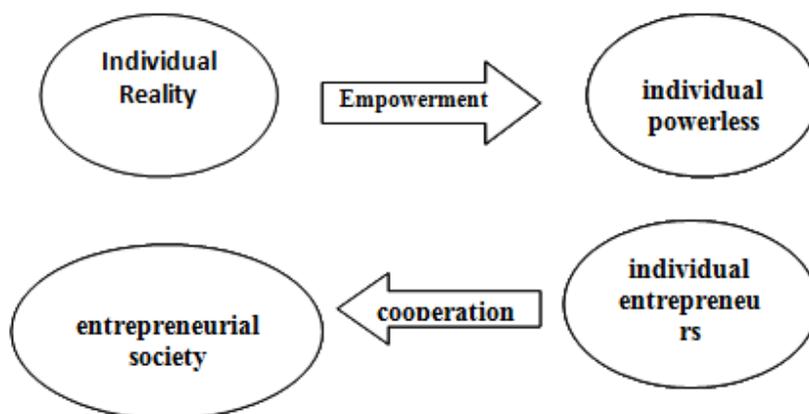


Figure 2. Flow Diagram 1 Entrepreneurial Empowerment

Source : Misbah (2013)

Community empowerment of entrepreneurs in the field of creative industries is done through a process as follows:

1. Conditioning, awareness and habituation process to form a conscious individual effort. This process is carried out in stages, from start to build a mindset to the creation of a business idea. Individuals who have no interest in the business will be interested to create the business idea.
2. Preparation of the business plan, the process is a step in fostering entrepreneurial competencies, how to start a business, how to proceed with a systematic effort to design and implement it.
3. Assistance, the process is how to provide strategies and best practices to every individual who will start their business. Mentoring is a process improvement and direction towards implementation of sustainable business. Mentoring can be done by entrepreneurs, experienced entrepreneurs partnering with entrepreneurs who are beginners, thus creating a good learning process.
4. Evaluation, the work done is not always easy to be successful and benefit, but it can also suffer losses, therefore, should be evaluated on a regular basis, either by the owner, a team of experts, and fellow entrepreneurs.

Urgency Empowerment Entrepreneurship

Coastal communities have so far considered as part of the poorest groups, to the coastal community empowerment program is a must for the development of coastal resources in a comprehensive manner. One idea for the empowerment process is through the development of human resources, which in turn is able to manage resources in their respective coastal environment over the years. Although a variety of processes and programs in the empowerment of coastal communities, but the development of human resources to be one of the strategic approach. This is one of them answered with development.

One of the important mandates in the empowerment of citizens, including coastal communities in order to have a meaningful role in the process of participation of the state and society are organizing relevant entrepreneurship and respond to their needs towards empowerment for independence. For that we need-based empowerment model needs to be a model and enabling entrepreneurship development, modification and implementation in the field.

Entrepreneurship for the development of coastal communities must be answered through study in a field that takes into account the specific characteristics and needs of coastal communities. For the field study to map the profile and capacity building needs education for coastal communities do. Field study is part of a participatory process, which opens space for prospective residents to learn in order to empower coastal communities address the needs of the management of coastal resources and the environment.

Coastal communities have diverse characteristics. Although generally usually they have a livelihood as a fisherman with various levels of technology used, but the real productive economic aspects that occur not simple. This happens because the economic interaction is also influenced by the social bonds and vice versa. Empowerment-based economy of coastal

communities can not be separated from the role of a group of fishermen. For context, fishing groups have an important role in financial management, hiring crew in the fishing and worked as workers overseas to help the domestic economy. This is what underlies that the awareness of the community itself on Entrepreneurship (entrepreneurship) is still regarded as a purely profit-oriented activities. Thus, the business orientation addressed only to owners and stakeholders alone. In fact, the nation's unemployment and poverty are still considered very high.

CONCLUSION

Coastal and marine development approach is still oriented to the coastal environment Do not touch the fisherman. It is seen in the movements carried out in which fishermen were mobilized to implement various alternative technologies in order to achieve production targets. However, the constraint now is marketing. No formal institutions that help fishermen to obtain a decent price. As a result, the majority of fishermen using middlemen as a place to sell their products to the trading system institutions that are in it to the end consumer. The direct impact is felt from this system is margin trading system accepted by fishermen. However, this condition is still better than fishing where catching result at all can not be marketed because they do not have access to a variety of marketing channels.

Therefore, fishermen require concrete solutions to improve the rural economy, which in turn will boost the national economy. While, at the end of recent years, the development of entrepreneurship in Indonesia is very high and a positive impact on the economy and development of the nation. However, entrepreneurship is still profit-oriented. Still very little of the total business in Indonesia, which bases its activities not only profit-oriented but also give attention to the development and social change. This is called social entrepreneurship.

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