

DEVELOPMENT OF ENTREPRENEURSHIP MODEL IN AGRICULTURAL AND MARINE SECTOR BASED ON LOCAL POTENTIAL VILLAGES IN THE KANGEAN ISLANDS

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ABSTRACT

Village development is intensively highlighted in the period 2015-2019. The development of rural communities has two issues: first, development has focused only on urban areas in the past two decades; in fact, the countryside is the largest part of Indonesia. Secondly, although during the New Order government has launched various efforts of rural development policies and programs, socio-economic conditions of rural communities are still very far from expected. This study focuses on the model of entrepreneurship development based on local potential villages in the Kangean islands. In the first year, problems took place in four sectors, namely, Fisheries, Livestock, Agriculture and tourism. In the second year the study focused on two issues: agriculture and fisheries. The development of this research model is to develop a model of solving rural problems, especially in the archipelago. The entrepreneurship development model includes upstream downstream of village potentials in the agricultural and marine sectors. This strategy is expected to be one of the economic potentials of the village to develop. This research method is conducted by applying several methods of analysis (multi-methods analysis): Loqation Quotion (LQ) method, SWOT analysis, Trend analysis, and Community Economic Empowerment analysis in agriculture and marine sub-sector. This research has value and strategic objectives in providing important information about the potential of villages on Kangean Island. The results of this study indicate that there are potential as well as problems in the agricultural and marine sector that must be developed properly. One application of the entrepreneurship development model in the agricultural sector is to develop the upstream downstream of agricultural superior products, from planting to marketing process. The development of the entrepreneurship model is also conducted in the marine sector, through the upstream development of downstream products of processed seafood products. The approaches of this study are conducted through socialization and training of fish processing into derivative products and have higher economic value such as shredded, nuggets, crackers and other products. The purpose of marine tourism management is to create the welfare of the people of the region. In addition, the governance is challenged to achieve cultural integrity and maintain biodiversity resources. Kangean community involvement in management and processing provides several benefits, (1) increasing income of Kangean communities, (2) sustainability of coastal resources and (3) cultural integrity of the community. It is important to maintain community-based management by adopting a partnership concept approach between the community, government and other stakeholders.

Keywords: Entrepreneurship, Local Potential, Loqation Quotion, SWOT Analysis, Trend Analysis

INTRODUCTION

Indonesia's territory consists mostly of oceans with an area of about 5.8 million km² and potential fishery resources of 6.4 million tons/year. The utilization of the sea by fishermen as the heir of maritime culture has not achieved satisfactory results. This is because they use simple methods, and consequently they can not get the optimal results. Potential resource management is essential for the realization of marine ecosystems in the sustainable Kangean archipelago and to improve social welfare. One of the ways to improve social welfare in terms of the development of local potential-based entrepreneurship model is done by utilizing marine resources on a regular basis and depending on (dependency feeling) (Sallatang, et.al, 1999). Madura has the principle of life "*smoked by the wind and covered by the waves*" which means wrapped in a wind-cushioned waves. This analogy describes that the majority of Madurese fishermen rely on the use of marine products.

In addition to the principle of life, the model of community empowerment of fishermen also takes into account the construction of Suramadu Bridge. In Bangkalan regency recorded 12,626 fishermen, 698 farmers, Sampang 11,031 fishermen, 1,499 farmers, Pamekasan 6,074 fishermen, 677 farmers, in Sumenep recorded 21,176 fishermen and 646 farmers. The catch and fish cultivation from the Madura coast in 2013 reaches Rp. 1.9 trillion. This is a significant figure to be developed in the era of regional autonomy. However, the figure is inversely proportional to the welfare of coastal communities. Sea potentials should be directly proportional to the level of community welfare. Therefore, the pattern of community empowerment is needed to build the economic independence of the community. If economic independence is built then the level of welfare may increase. Loekman Soetrisno (1988) in his paper entitled *State and Its Role in Creating Independent Village Development* (1988) suggests that the concept of self-reliance in the context of rural development in Indonesia has broader meaning than just the balance of development financing responsibilities. Self-concept means a change of power between rural and state society in determining the direction and objectives of social change that occur in society, especially the archipelago.

Furthermore Loekman Soetrisno made clear that a development is said to be successful in addition to an increase in the standard of living of the community as well as the willingness and ability of the community to be independent. Being independent means the willingness of the community to create development and to preserve and develop the results of development. This is either derived from their own efforts as well as those derived from initiatives that come from outside the community such as marine resources.

Based on research results in the first year, there are four potential sectors in Kangean Island such as fisheries, agriculture, animal husbandry and tourism sector. The four sectors have the potential to be developed and commercialized through the application of self-reliant entrepreneurship development model. One way to build community self-reliance is entrepreneurship. Some experts define entrepreneurship is a creative endeavor to build a value from something that does not yet exist and can be enjoyed by the crowd. So far, large marine potentials are not utilized optimally. The majority of fishermen sell products in raw form. This situation can not create value added that adds the economic value of the resource.

This is in line with the opinion of Dr. Ir. Ciputra (2013) a figure of entrepreneurship reality. He explains that even if we have abundant natural resources but we remain poor. It should be noted an analogy "*dirt and debris can be turned into gold*". The analogy means that if there is already available capital we should stop thinking about a handful of gold. Instead we should think about a mountain of gold or welfare for all citizens. Referring to the definition of entrepreneurship, the focus of this research is on two potential sectors of the island of Kangean namely agriculture and fisheries.

LITERATURE REVIEW

Sumodiningrat (1999) says that community empowerment is an attempt to empower the community through the realization of their potential abilities. Community empowerment involves two interrelated groups, namely the empowered community and the empowering parties. So far, people do not feel the benefits of empowerment. Lots of empowerment does not go completely. Therefore, we need a model of empowerment with a new concept of entrepreneurship-based empowerment. Entrepreneurship is a mental attitude and the nature of the soul that is always active in the effort to promote his devotion to increase business income. In addition entrepreneurship is a creative and innovative ability that is used as the basis, tips, and resources to find opportunities for success. Meanwhile, according to Peggy A. Lambing & Charles R. Kuehl in *Entrepreneurship* (1999), entrepreneurship is a creative endeavor that builds a value from which nothing yet exists and can be enjoyed by many people.

Community empowerment can be seen from three sides (Sumodiningrat, Gunawan, 2002); first, creating an atmosphere or climate that enables the potential of the developing community (enabling). This concept explains that every human being and society has the potential to be developed. This means that no society has no power. Without it, society will become extinct. Empowerment is an effort to build that power by encouraging, motivating, and awakening potential awareness to develop. Second is to strengthen the potential or power of society (empowering). In this framework required more positive steps, in addition to creating a climate and atmosphere. This reinforcement includes concrete steps and involves the provision of inputs, as well as access to opportunities (opportunities). This will make the community become empowered. Empowerment not only involves strengthening individual members of society, but also their institutions. Embedding modern cultural values, such as hard work, thrift, openness, and responsibility are central to this empowerment effort.

Empowerment also means renewing and integrating social institutions into development activities by involving the community: increasing people's participation in community decision-making processes. Therefore, community empowerment is very closely related to the stabilization, culture, and practice of democracy. Third, empowering has a protective meaning. In the process of empowerment, weak groups of people should not or become weaker. Protection and deflection to the weak is the core concept of the concept of community empowerment. Protecting does not mean isolating or masking of interactions. The action actually dwarfs the small and weakens the weak. Protecting must be seen as an attempt to prevent unbalanced competition, and strong exploitation of the weak. Community empowerment does not make the community dependent on various charitable programs. What you enjoy should come from your own business (which results can be exchanged with others). Thus the goal of empowerment is to establish, enable, and build people's capacity to lead to a better life on an ongoing basis.

Community empowerment of fishermen is a process of intervention to raise the people of Indonesia. Entrepreneurship-based empowerment has the potential to motivate people to be more empowered. Entrepreneurship as one strategy or model in community empowerment has been done

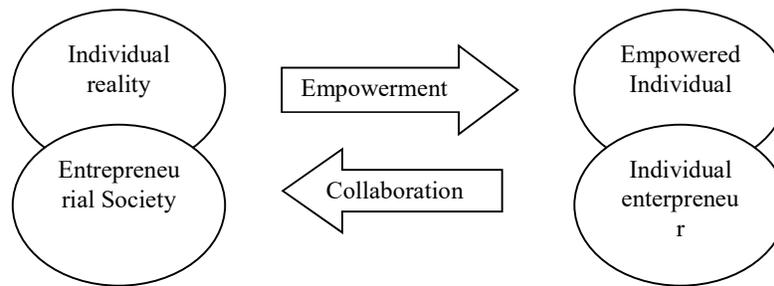


Figure 1. Entrepreneurship Community Empowerment

Source: Misbah (2013)

Entrepreneurial community empowerment in the creative industry is done through the following process:

1. **Conditioning:** the process of awareness and habituation to form a conscious business person. This process is done in stages, ranging from building the mindset to the creation of business ideas. Individuals who have no business interests will be interested in creating such business ideas.
2. **Preparation of a business plan:** this process is a step to foster entrepreneurial competence, including how to start a business, how to design a systematic and implementatif business.
3. **Mentoring:** This process is related to how to provide strategies and best practices to every individual who will start his business. Mentoring is a process of improvement towards sustainable enterprises. Assistance can be done by an experienced entrepreneur or entrepreneur. This method is expected to create a good learning process.
4. **Evaluation:** the effort is not always successful and easy to gain profit. Sometimes businesses also suffer losses. Therefore, periodic evaluations should be conducted by the owner, expert team, as well as fellow business actors.

RESEARCH METHODS

The method of implementation of the activities focuses on the process of data collection, data analysis, conclusion of results and recommendations, preparation of results and discussion reports. This activity involves stakeholders to participate in entrepreneurship-based empowerment development program whose purpose is to build economic independence of the Kangean islands community. In this study, people can be classified into active and passive communities in the Kangean islands of Sumenep regency. The number of samples depends on the degree of homogeneity of the population. If the population is homogeneous, the study does not demand a large sample size. The sample must meet the requirements as determined by the analyzer. According to Hair (2004), the best sample will involve more than 100-200. This study assigned 200 respondents as research sample. To strengthen and support the results of the research analysis, besides the research sample, this research involves some respondents who are considered as a key source of information: managers/implementers of empowerment.

Data collection for each case study was conducted with semi-structured interview techniques, involving decision-makers such as community group managers. The primary data were collected through field studies, questionnaires as well as expert interviews and stakeholders. To support the primary data, FGD (Focus Group Discussion) on stakeholders was conducted. Secondary data collection was conducted through relevant literature studies, books, reports, documents and publications. The basic framework of the case study method was taken from Yin as described in Figure 3.1. This study modified the Yin framework (see Figure 3.2) because of the complexity of roles, competencies, and characteristics of fishing communities.

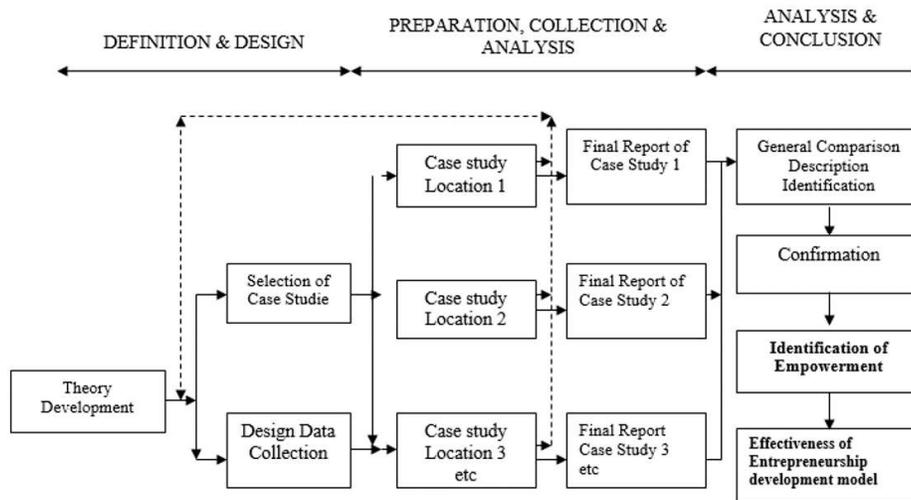


Figure 2. Working Method of Study

Results and Discussion

Fisheries Sector

Kangean Islands is an archipelago consisting of 120 islands. 68 The island has no temporary residents 52 Other islands have no residents. The area of the kangean is 487 km² (BPS Sumenep 2016). The largest islands are Kangean (188 km²), Paliat island, and Sepanjang island. The islands are divided into three districts namely Arjasa, Sapeken and Raas. For agricultural activities it is known that the land in the Kangean islands consists of paddy fields and dry land. Dry land has an area of 37,501.10 Ha (81.35%) and spread over 28 villages. The rest is wetland with an area of 8,594.90 Ha (18.65%), spread over 25 villages. Saobi village is the most extensive area that is 10,767 Ha. This village consists of rice field area of 116 Ha (1.08%) and the remaining dry land area of 10651 Ha (98.9%).

Here is the village of Kolokolo which has an area of 5,741 Ha. The village consists of 1.134 Ha (19.75%) rice field and 4,607 Ha of dryland (80.25%). Only 5 (five) villages have acreage above 2,000 Ha and less than 4,000 Ha of Gelaman village (3,934 Ha), Pajanangger village (2,915 Ha), Kangayan village (2,798 Ha), Batuputih village (2,897 Ha) and village of Sawahsumur (2,200 HA). Other villages have an average area less than 1000 Ha. There are villages that have only less than 100 hectares area such as Laok Jangjang (81 Ha) village, Sumberangka village (58 Ha). Kangean Island is part of Sumenep district. Kangean Island has three districts, namely arjasa, sapeken and Kangayan district.

Fishery is also a source of income from most of the population in Kangean Island. Fish cultivation conducted on land with an area of 48 ha for ponds and 54 Ha for freshwater cultivation. In terms of the productivity, ponds provide a high yield of 22 tons per year; whereas, freshwater cultivation only produces about 5 tons per year. , Productivity of each is 0.46 tons per Ha per year for ponds and only 0.9 tons per Ha per year for freshwater fish cultivation. Production of the fishery sector comes from many fish catch from the sea. By 2015 there are 1,615 tons of fish caught on the high seas. The number of fish from the fishery sector in Kangean Island is 1,340 tons in 2015. The potential of Kangean islands fishery to date is very potential because the island has a marvelous marine wealth. Fisheries that have high economic value are like tiger grouper, mouse grouper and lobster. This fishery commodity has an expore market to Europe, China and Japan through Bali.

Natural resources on the island of Kangean are inversely proportional to the livelihoods of the Kangean community: natural resources do not contribute much to the economy of the Kangean people. People prefer to be migrant workers in Malaysia and wander to other areas such as Kalimantan and Lombok. Some other communities are divided into two namely the island of East Kangean. The island's population is largely dependent on seafood. Meanwhile, the western Kangean island became an agricultural area with a variety of rice crops, corn and green beans. Kangean community interest to wander due to the community is not able to manage and cultivate the potential that exists. The results of interviews with 90 respondents (80% of respondents) said that the community is only able to sell directly the results of fish catch, or panin results without processing it first. This situation does not provide maximum results to meet daily needs. In addition, the Kanegan community is not supported by infrastructure development policies such as electricity grids. The electricity goes on from 17:00 to 05:00. Outside these hours, Kangean island suffered a total blackout. This situation makes Kangean residents to wander to other areas.

This research conducted socialization at SMK Al-Hidayah Arjasa Kangean. The objective is to provide awareness to the younger generation about the potential of nature in the archipelago to be developed. Socialization participants just realized how great the potential of nature is in the Islands. In addition to the lack of people's ability to optimize their natural potential, most of them still use fishing gear that tends to damage marine ecosystems: trawling tigers, firecrackers and community-built bombs. This is very contrary to the Law



Figure 3. Socialization of fish potency in SMK Al-Hidayah



Figure 4. Socialization of fish potency in SMK Al-Hidayah

In the next stage, this research conducts marine processing training: an application form of entrepreneurship model based on the local potential of the village. Socialization includes activities to build public awareness of the potential of the archipelago to training the processing of marine products to have a higher economic value. Fishery processing training is done from post fisherman fishing, fish selling in fresh condition and processed, fish sale after processed. Fishery processing is needed to increase the income of the fishermen. These appropriate fisheries processing activities can optimize fishermen's income. One of the products processed seafood is meatballs, fish chips and fish crackers. Fishery processing training is expected to maintain the stability of fish prices during the fish season. Fish is not sold entirely while keeping fish prices steady. The socialization activity also involves giving knowledge to the fishermen's wife about processing and marketing with Entrepreneurship Model and selling the product more widely.

The training on Seaweed Processing is conducted in Mamburit Island, Kalisangka village, Arjasa Sub-district and followed by 20 PKK management in Mamburit Island. Socialization activities include discussion of processing until packaging. The youth of Mamburit cooperate with PKK board to market their products through online and offline media. Processed products of fish crackers, fish chips, dried fish, salted fish and culinary jajanan based fish



Figure 5. Fisheries sector training



Figure 6. Delivering fisheries sector material

Agriculture Sector

The potential of Kangean islands other than fisheries is also from agriculture. The fields and rice fields on Kangean Island are about 65%. The livelihoods of Kangean are fishermen and farmers. During this agricultural trade in Kangean, in the panin season, the results are directly purchased by traders and sent to the mainland in the form of grain. On land, the crops are tidy and neatly packed at much more expensive prices. This is the main reason for this socialization. Socialization of agricultural potential followed by farmers and farmer groups in the village.

In the agricultural sector, Kangean is corn, Melon, Papaya and other crops producing areas. But this commodity has not been well managed. In addition to the primary plant commodities, there is also the potential of the best teak trees of Madura, namely, teak Kangean. The potential of the agricultural sector has not been properly managed due to limited infrastructure to engage with stakeholders outside the archipelago. The government has tried to maximize the development of the agricultural sector by building UPT Agriculture. Collaboration with farmer groups is not yet

optimal. One of the potentials in the agricultural sector is rice. Farmers sell their crops in the form of grain. The proceeds of the sale of grain do not give the maximum benefits to the farmers. This is because the price of per kilo very low ranged from Rp. 4,000, -. Grain is sent to Sumenep in raw condition then milled in Sumenep and packed in Sumenep and resold in Kangean islands for Rp. 10,500 per kilogram.

This phenomenon has already occurred for tens of years. The natural conditions are inversely proportional to the condition of society. Most of the Kangean people have no awareness of the added value of agricultural potential if it is self-managed. The government's attention by educating the Kangean community is urgently needed. The government needs to make a policy by strictly prohibiting the sale of grain. Cooperation of village government is needed in maximizing the potential of agriculture sector. The follow-up of socialization and the results of the deliberations with the village head finally formed "Rumah Tani". It is expected that this group can play a role as media or container to optimize the potential of agricultural sector. This farmhouse aims to nourish the grain of the farmers during the harvest season, and process into rice and then marketed.

Rumah Tani helps farmers from upstream and downstream, from nursery to sales process. Rumah Tani helps to market the farmers' harvests so that prices are not touched by the middlemen. The price specified at the Farm House is based on the market price and remains in favor of the farmers. Rumah Tani acts as a medium for gathering the farmers. They present agricultural scholars who serve as agricultural extensionists to provide knowledge and insight in farming from planting to harvest. This group also serves as a medium for consultation on the use of drugs and fertilizers with the right dose. It is expected that farmers use the correct theory and no longer use traditional estimates and ways.



Figure 7. Support of related parties



Figure 8. Delivering the materials



Figure 9. Participation of the participants

CONCLUSION

The conclusion in this research is that the development of entrepreneurship model based on local potency of Kangean Island village becomes one of community empowerment alternatives in optimizing the utilization of village potency and resources. The optimization of agriculture and fisheries sector is done from upstream and downstream. The community awareness and the role of village government play a role in optimizing the potentials of the Kangean islands. Especially for the agricultural sector, farmers are formed as a solution, the existence of Rumah Tani as a medium of means for gathering of farmers and presents agricultural scholars who served as agricultural extension to provide knowledge and insight in farming from planting to harvest, but also as a medium for consultation about the use of drugs and fertilizers with the right dosage so that farmers are able to use them correctly no longer using traditional estimation and ways.

SUGGESTION

Further research is expected to be more specialized in one sector so that the results are more optimal and appropriate according to the problem

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