

COMMUNITY EMPOWERMENT STRATEGY

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COMMUNITY EMPOWERMENT STRATEGY TEMAN PROGRAM BASED

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1

ABSTRACT

People on the north coast of Cirebon Regency depend on their livelihood from catching sea products. If the weather is terrible, they cannot go to sea, so they do not get income. The community's inability to have a substantial income is the aim of this study, namely how to create productive business groups for fishermen's wives. They help people who can run small-scale businesses to get assistance from academics, industry, and government with the term Triple Helix. The strategy to build the synergy of these three elements is applied through the TEMAN program (Economic Order of the Fishermen's Community) in collaboration between community service in tertiary institutions in partnership with industry in villages around industrial areas through community empowerment efforts, thus forming business groups that produce products in the form of crackers that utilize the remaining processed fish and fat/small crab lemi become a fish paste and crab crackers. The method approach used is descriptive qualitative because it is related to social problems in the community, how to build motivation in the fishermen's wife group to do business so that they can earn even though they are small but sustainable or generic income. The findings from the research on community empowerment strategies based on the TEMAN Program show that access to natural resources, access to community participation, access to markets, and access to information and knowledge proves that community empowerment programs can make small business groups become independent and help economic sustainability Families of fishermen on the coast.

Keywords: *Fishermen Community Economic Order, Income Generic*

A. INTRODUCTION

Community building activities in the north coastal area, especially the Mundu coastal area of Cirebon Regency, which have a place of $\pm 15,525$ km², are inhabited by a population of 5,875 people, 2,939 men and 2,936 women with a total of 1340 households. The majority of people work as fishermen, as many as 2450 people. Related to community empowerment efforts aimed at reducing poverty levels and encouraging society to be productive is to pay attention to women's role. In Mundu Village, the number of formative age women is 1,631 people with a high school education level and below as many as 1490 people. The condition of the dominant community with limited education and even those who cannot read and write causes many people to work odd jobs without a regular income. Social phenomena such as the livelihood of people whose livelihoods are fishermen who only rely on the sea's catch have an uncertain income so that fishers often owe money to baskets/boatmen who are paid when they return to sea so that the basket determines each yield of sea products. Then based on observations in the coastal environment of Mundu, there are raw materials left over from processed fish or crabs that are wasted even though they can be used as raw material for making crackers. It seems that the community has the potential to do small-scale businesses, so it is necessary to receive Triple Helix assistance, namely from academia, industry, and government, by seeing the role of fishermen's wives who have the potential to be empowered.

Empowerment activities in Mundu Village are similar to other studies that also focus on empowerment: "It is necessary to develop a community empowerment strategy that will help them be more empowered. This is because so far, no real results or changes have been found due to whether this program is sufficient enough to empower the community. The success of the program cannot be separated from the strategy applied in the program implementation process. To find out this, an assessment is needed to describe the process. From the description of the program implementation process, it can be seen whether the program is following the community empowerment strategy" (Hadiyanti Puji, 2008)

The community empowerment program in Mundu village, Cirebon Regency, is called the Fishermen Community Economic Arrangement Program, shortened by the acronym TEMAN. This empowerment program aims to improve the welfare of the fishing community in Mundu Village. The fact that the Mundu community has various social and economic life problems, an analytical study of efforts to overcome fishermen's socio-economic issues, including strategies on how to build a synergy of the three triple helix elements, is implemented through the TEMAN program (Economic Order of the Fishermen Community) This research was conducted not only to analyze the implementation of empowerment programs but more importantly to see the relationship between the paradigm of the program implemented by looking at the urgency of community empowerment programs for the socio-economic problems of fishing communities that need to be overcome by implementing the right strategy. "... At every level of the organization, there are strategies that are made based on the scope of their authority, but that also depends on the centralized or decentralized pattern that the

organization follows. the strategy is the art of using the skills and resources of an organization to achieve its goals through its influential relationship with the environment in the most favorable conditions "(Salusu, 2015). TEMAN is a model of empowerment that originates from studying the economic structure of the fishing community. It is hoped that this program can be felt by the people of Mundu village, especially in the empowerment of organizations on the north coast of Cirebon regency. The formulation of this program is;

1. How to increase the capacity of the TEMAN program members in fulfilling their daily needs, which is marked by increased family income, improved quality of food, clothing, shelter, health, education level, and being able to carry out religious activities as well as increasing the growth of other social needs.
2. How to improve TEMAN members' ability to overcome problems in their families and their social environment. It is marked by whether there is a unity of agreement in decision making in the family and social environment, including accepting differences of opinion that may arise between husband and wife or between parents and children.
3. How to improve the ability of TEMAN members in displaying their social roles, both in their family and in their social environment, marked by the increasing awareness and sense of responsibility and participation of members in social welfare efforts in their environment, the more options are opened for group members in the more profitable development business, opens up opportunities to utilize the resources and potential of social welfare available in the environment (Ria Adriyani et al.: 2014).

Every program has a goal to be achieved, as well as with FRIENDS. However, the extent to which the program is effective and following the community's needs is a challenge for program implementers, so it requires good thinking in the form of a strategy to achieve this. The notion of this Strategy has been reported by several experts who are competent in the field of economics, including the opinion that "Strategy is a way to mobilize human resources, funds, power, and equipment to achieve the goals set. The Strategy for community empowerment has several stages so that these activities can be well realized. The steps referred to are (1) selection of program target areas, (2) socialization of community empowerment, (3) implementation of community empowerment programs, and (4) monitoring and evaluation of the performance of community empowerment programs. (Hadiyanti 2008). Furthermore, a good plan is to make the community receiving the program prosperous. The program that is carried out can change the community's perspective to be independent and not depend on the program implementation team.

The Teman program's main subjects are group members who receive assistance or empowerment consisting of fishermen's wives in coastal Mundu Village. The goal is that wives can be independent and sustainably help the family economy with the opinion that "... fishermen's wives generally deal with domestic affairs a lot, but can also carry out economic functions, both in fishing activities in shallow waters (beach seine), fish processing, as well as service and trade activities. " Satria (2015: 20). This indicates that women are an essential factor in

stabilizing the family economy. The empowerment of fishermen's wives is necessary to increase the standard of living and help husbands earn a living. Therefore, fishermen's wives need to be more creative and form communities or social groups or economic groups as an activist effort to get generic income.

B. CONCEPT

Empowerment Strategy Concept

The strategy for empowerment of coastal communities is a concept of efforts to change specific community groups' behavior according to the plan through an empowerment program. According to Satria (2015: 129-130), there are four accesses to empowering coastal communities:

- 1) Access to natural resources: the ability of coastal communities either individually or in groups to utilize coastal, fishery, and marine resources.
 - 2) Access to participation: coastal communities get participation from information, inputs, processes, outputs, and outcomes from participation equitably and fairly.
 - 3) Access to markets: coastal communities, mostly fishermen, can sell their catch and know information on developing market dynamics.
 - 4) Access to information and knowledge: information transformation, smooth learning between the community and the government, including environmentally friendly fishing techniques and methods, government assistance and empowerment programs, the dynamics of market demand and supply, the weather in fishing, and access to fuel for the need to go to sea.
- These four accesses become dimensions in the study of community empowerment strategies for the TEMAN Program.

C. METHOD

The TEMAN program research is solving coastal communities' problems with a qualitative descriptive method, using qualitative analysis of the results of interviews based on a list of questions that have been prepared to describe the object of research in the field. It begins with collecting primary data in society according to the theory "... this is done by gathering a sufficient amount of knowledge and which leads to an effort to understand or explain the related factors" (Basrowi, Suwandi; 2008; 67). The object of this research is the TEMAN Program as a community empowerment strategy. Sources of data are community groups involved in the TEMAN program, namely 30 fishermen's wives and 4 of the TEMAN program activists, and three informants to complement the data. This research uses qualitative in line with the theory of qualitative research according to (Sugiyono² 2013: 9), which are as follows:

"The qualitative research method is a research method used to examine² the conditions of natural objects. The researcher is the key instrument. The data collection technique is done by triangulation (combined), the data analysis is inductive, and the results of qualitative research emphasize the meaning of generalization. In conducting data collection techniques, sourced from primary and secondary data. According to (Sugiyono 2013: 225): "Primary sources are sources of data that provide data directly to data collectors, while secondary

sources are sources that do not directly provide data to data collectors, for example through other people or documents." The technique of determining informants or respondents used in this study is the technique of deciding informants or samples that are purposive sampling in nature (Sugiyono, 2013: 216): "The technique of determining informants or samples by purposive sampling is a technique of sampling data sources with certain considerations. The considerations referred to are related to the informant's extra knowledge, the informant's broad access to power and authority, as well as the informant's position which is strategic and influences the social situation under study".

Data analysis was carried out to interpret the data obtained in the field. The stages of qualitative data analysis, according to Miles & Huberman in (Sugiyono 2013: 246-253), are as follows:

1. Data Reduction

Data reduction, namely summarizing, selecting the main things, focusing on the essential things, looking for themes and patterns to obtain further data.

2. Presentation of Data

Presentation of data in qualitative research where the data presented is in the form of narrative text.

3. Conclusion Drawing and Verification

The conclusion in qualitative research is a new finding. Findings can be in the form of a description or description of a previously confused object, and the situation becomes clear. Verification, namely data that must be tested for accuracy and compatibility.

In the implementation of this research, data collection techniques using interviews based on interview guidelines that were processed using percentages then made a descriptive analysis, equipped with data from observations and documentation of activities.

D. RESULTS AND DISCUSSION

Strategy formulation is carried out to ensure the accuracy of target achievement, and a strategic plan can be made to close gaps or assist in achieving goals. In the previous study that "about strategy formulation, the organization can examine what factors can influence it through a matrix of strengths, weaknesses, opportunities, threats (SWOT). SWOT analysis is an analysis of the influencing situations and conditions in the policy's internal and external environment. The research is based on the logic that can maximize strengths (strengths) and opportunities and reduce weaknesses and threats. In this way, an organization can see the strengths, weaknesses, opportunities, and threats as an integral unit to find out the potential strategic issues and those likely to be faced in the organization." (Aisah, 2015)

The essence of strategy is determining the leaders' plans that focus on the long-term goals of the organization, along with the preparation of a way or an effort to achieve these goals. The community empowerment strategy in implementing the TEMAN program is by utilizing access to the empowerment of coastal communities, namely:

1. Access to natural resources.

2. Access to participation.
3. Access to markets.
4. Access to information and knowledge.

The explanation based on the results of research on this four access to community empowerment is as follows:

1. Access to natural resources

Coastal areas provide many natural resources that come from sea catches, so coastal communities both individually and in groups to be able to utilize coastal, fishery, and marine resources much helps empowerment programs. In the process of stripping the crab, only the crab meat is used, while the egg or lemon/crab fat is not used; besides the fresh fish, which is usually processed into pindang, it turns out the remaining boiled water containing nutrients is wasted. The rest of the processed products that have been discarded can be used as raw materials for making crackers. The study results showed 26 out of 30 respondents, or 87%, agreed to use the leftover processed fish and crab lemi as the primary raw material. This fact indicates that the ease of getting raw materials sourced from the natural surroundings can give the TEMAN program participants the enthusiasm to start a cracker-making business.

2. Access to participation

An important aspect of empowerment is how coastal communities get participation starting from information, inputs, processes, to outputs and outcomes from participation evenly and somewhat as a form of community involvement to participate in the TEMAN program. The community in question is a group member formed from a meeting of fishermen's wives initiated by the hamlet head's wife. Providing outreach on plans to start a joint venture with a group, then discussing the ideal type of business to work together, what is the implementation process for those who wish to become members of the TEMAN group, until an agreement is reached to join the TEMAN program. During the initial meeting with fishermen's wives, the results of the interviews were 25 people or 83% who were ready to participate. The empowerment strategy focuses on raising the economy of fishing families by empowering wives in structured community empowerment programs. The program's main objective is to create an independent and innovative fishing family community through the formation of fishermen's wife groups under the TEMAN Program to develop the potential of fishermen's wives by processing the remaining unsold and useless catch into crackers. Its products are petis crackers and crab crackers as popular snack foods, so they can be a source of income, although small but sustainable/generic income. One of the starting points for success is independence. "The formation of freedom begins with participation, and the community will be encouraged to participate if they understand the benefits that will be obtained from a program to improve their welfare. For this reason, the community needs to be involved from the beginning of the activity. It is also essential to foster a sense of belonging to the program in question, further encouraging them to continue developing it." (Zuliyah, 2010)

3. Access to markets

Most of whom are ordinary fishermen; the coastal communities sell their catch to Bakul or boat owners. They are generally reluctant to know the information on the developing market dynamics because debt agreements already bind them. The existence of a fish cracker and small crab cracker business is an effort to raise fishermen's wives willing to help the family economy. Based on the research results, most respondents, as many as 28 people, 93%, expressed concern about the marketing of the products they produced. This group makes crackers where the cracker products produced by TEMAN members are marketed in addition to their respective homes; they have also distributed installs and sold in traditional markets for Rp. 40,000 / kg. Some consumers deliberately order crackers as souvenirs; this shows that the members have started to feel the results of selling crackers which they have made a joint venture.

Table: Average Result of Crackers Sales

Quarter	Production (kg)	Capital (Rp)	Sales (Rp)	Advantage (Rp)
I	Training			
II	200	2.000.000	8.000.000	6.000.000
III	220	2.400.000	8.000.000	6.400.000
IV	240	3.000.000	9.600.000	6.600.000

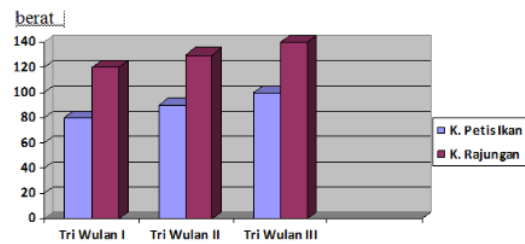
Source: TEMAN Program Report

To increase the confidence and experience of FRIEND members. Kerupuk Teman was also included in the bazaar because the cracker business that has been initiated has started to be useful in terms of shape and delicious in terms of taste and has been producing continuously.



Image: LPPM documentation, Bazaar Activities

Temporary cracker marketing is sold in traditional markets, and an occasional bazaar is held as a promotional event to introduce cracker products. Production results gradually increase calculated per quarter (3 months), the explanation is shown in the graph below:



Graph: Increase in both types of cracker production

It is hoped that in the future, the community empowerment of the TEMAN program can continue at the stage of arranging PIRT and halal labels for petis cracker and crab cracker products that have been successfully pioneered to increase selling value, and there will be a significant increase in sales turnover.

1. Access to information and knowledge

The TEMAN program, which has been socialized, is then implemented to help transform information, knowledge smoothly between the community and industry, and the government, including government assistance and empowerment programs, including aid from industry bridged by universities related to empowerment of communities around industrial zones. About the TEMAN program, the provision of information is carried out right at the time of 2 months of coaching and aims to improve members' expertise in making crackers. Therefore, the TEMAN team presented a cracker entrepreneur mentor who is already proficient in managing crackers' manufacture and production in the East Cirebon area. This effort was also made to motivate the members to stay enthusiastic and never make petis and crab crackers. The need for access to information and knowledge in empowerment strategies is quite critical. Still, it is evident from the research results of 20 respondents or 67% who feel they need information and want to increase their knowledge because most respondents cannot read and write, graduate from elementary school, or do not complete junior high school.

E. CONCLUSION

The conclusion obtained from this study results is that the TEMAN program can run well even though it has not implemented a comprehensive community empowerment strategy. The group members can feel the benefit of this program and provide additional family income. In terms of the process that refers to the four accesses, access to information and knowledge is not maximal because of constraints on group members' academic abilities or insight. In 10 months in the fourth quarter, there has been a significant success, that there are 30 fishermen's wives in the TEMAN group. They have been able to independently work together in creating productive businesses to increase family income so that it has a positive impact on the economy and the level of community welfare. The TEMAN group was formed because the Team had a great desire to improve family welfare and provide technical assistance to the group in material and non-

material forms. I hope the continued development of the business will continue by monitoring the production of petis crackers and small crab crackers so that the quality and quantity of crackers produced are maintained and increased. Community empowerment based on the TEMAN program can positively impact and hope for the community in Mundu Pesisir Village, Cirebon Regency. Fishermen's wives can be independent and at the same time help their family's economy with generic income through the use of leftover fish and crabs. The synergy between the government, industry, and various related parties who are serious about fostering coastal communities oriented towards small business development can survive amid the conditions of the Covid-19 pandemic by utilizing the right community empowerment strategy.

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- 5) LPPM University 17 August 1945 Cirebon

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