

Conference Paper

Society Empowerment Using Assistance 6 in Tasikmadu with Bakso Ikan

¹ Budi Prabowo *, ² Didiek Tranggono ³ Praja Firdaus Nuryananda

¹ Business Administration, Faculty of Social and Political Science, Universitas Pembangunan Nasional “Veteran” Surabaya, East Java

² Communication Science, Faculty of Social and Political Science, Universitas Pembangunan Nasional “Veteran” Surabaya, East Java

³ International Relations, Faculty of Social and Political Science, Universitas Pembangunan Nasional “Veteran” Surabaya, East Java

Abstract

This paper provides conceptual and practical descriptions for a model of empowering women fishermen based on local potential. The model is called the six-model model. The six developments model is the result of two years of research with objects of coastal community research in Sidoarjo Regency and Trenggalek Regency. This model has three stages, namely look-think-act. With this stage, the implementation of empowerment then focuses on six aspects, namely natural resource development, human resource development, institutional development, program development, business development, and environmental development. This paper will explain the application of the six community development model in the coastal community of Tasikmadu village, Trenggalek Regency, as well as updating the previous research by utilizing the commodity of Bakso Ikan. Empowerment activities through the six development model in Tasikmadu Village were carried out by providing counseling and training on fish meatball production. After that, it was continued with the provision of a piece of fishball molding equipment to the Joint Business Group (KUB) Sumber Rejeki and Sumber Barokah in the hope that it would facilitate community economic turnover. With this series of activities, natural resource development, human resource development, and institutional development have been carried out. The business development, program development, and environmental development will still be the agenda of community service in the next assistance.

Keywords: women, development, fishermen, assistance, bakso ikan

Introduction

Hunter et al., (2012) in their writing "Factors of Empowerment for Women in Recovery from Substance Use" states that empowerment is an interdisciplinary construction based on the theories of community psychology. Although empowerment has a strong theoretical foundation, there are only a few quantitative studies in context-specific that have been designed to evaluate empowerment for certain populations. The results of the exploratory factor analysis identified three psychological empowerment factors that are closely related to the conceptual conceptualization concept before, namely: self-perception, knowledge, and resource participation. The empowerment strategy focuses on active community participation in effectiveness, efficiency, and an attitude of independence. Empowerment and participation are very potential strategies to improve economic, social, and cultural transformation. This

* Corresponding author
Email address: bprabowo621@gmail.com

process can ultimately describe development that is more centered on the people (Tranggono *et al.*, 2017). Empowerment is also usually aimed at people who lack power because of marginalization, social exclusion, discrimination, and or social injustice. The concept of empowerment is often also associated with women because in a human patriarchal culture, women's position is always considered inferior to men. But inversely proportional to this, women are also the main agents and actors themselves in the empowerment process (Al-Dajani and Marlow 2013). Empowerment in coastal communities, especially women fishermen is one of the efforts that can be done to build an empowered and independent community. This is because coastal areas have the potential of a wealth of maritime resources that can make a significant contribution to the development of an independent national economy (Pranada *et al.*, 2014).

As discussed in the previous chapters, coastal areas have great potential to improve the economy of the country, especially Indonesia. Indonesia's marine biodiversity and animals are very valuable if managed properly. The current Minister of Fisheries and Maritime Affairs, Susi Pudjiastuti, stated that around 80 percent of the resources in the marine and fisheries sector has not been touched and have not been utilized to the maximum extent possible for innovation in science and technology (Antara Riau, 2015). But on the contrary, currently, the coastal area has not had a significant impact on the economy and is still below the poverty line. This condition is caused by the low quality of human resources, especially in coastal areas. Several studies both from books, journals, literature, and other sources show that empowerment is needed from various parties such as the government and universities so that the coastal region can play an optimal role as one of the driving forces of the economy. With the synergy between the parties concerned and the community can build an empowered and independent coastal community. In the end, it is hoped that the coastal economy can make a significant contribution to national economic development towards independence (Pranada *et al.*, 2014). Therefore, empowerment for coastal communities, especially women fishermen is needed to be able to maximize this potential.

Research Method

The solution of this activity is community empowerment especially women fishermen in the development of processed fish meatball production which is expected to increase income for families of fishing communities in the village of Tasikmadu, so that better knowledge about fish meat product manufacturing including how communication strategies in marketing production results processed fish balls that will ultimately be able to obtain family welfare, through training and assistance activities. The hope that is bound by this concept is to create an independent and creative society in projecting their future. The family of the fishing community in the village of Tasikmadu will no longer depend on the local government in developing a home industry business in their village but will be able to stand alone with the potential that exists in the village area. Management systems based on independence and creativity in the development of processed fish production are still rarely found. Therefore, in the future Tasikmadu village, Watulimo sub-district, Trenggalek district is expected to become a pilot village, especially in the production of fish-based preparations in East Java in particular, and in Indonesia in general, especially for coastal villages.

In making fish balls, the raw materials used are all types of fish caught by fishermen in the village of Tasikmadu. To get good results, the manufacture of processed fish balls requires fresh fish raw materials. If the raw material used is not good freshness, it will affect the taste, color and aroma produced. Furthermore, besides raw materials, how to make fish balls is also an important concern, especially regarding the right composition or dough. Therefore, intensive and repetitive training needs to be carried out so that the processed fish balls produced have a distinctive taste and are finally able to compete in the market with other types of processed fish balls. Companies that decide to use intermediaries in the distribution process must master the channel control strategy. Control is important to control all intermediaries/members in the distribution channel so that they can control activities centrally to achieve

common goals (Tjiptono, 2008). The number of intermediaries largely determines the control or control effort carried out by the company. Thus, the company must also determine the number of intermediaries/members of the distribution channel as a marketing strategy. Producers and intermediaries must agree on the terms and responsibilities of each channel/channel member. Matters that must be agreed upon are pricing policies, conditions of sale, territorial rights, and specific services that must be carried out by each party, such as price agreements and fair discounts for intermediaries, zoning for each intermediary, etc. (Kotler and Armstrong 1991).

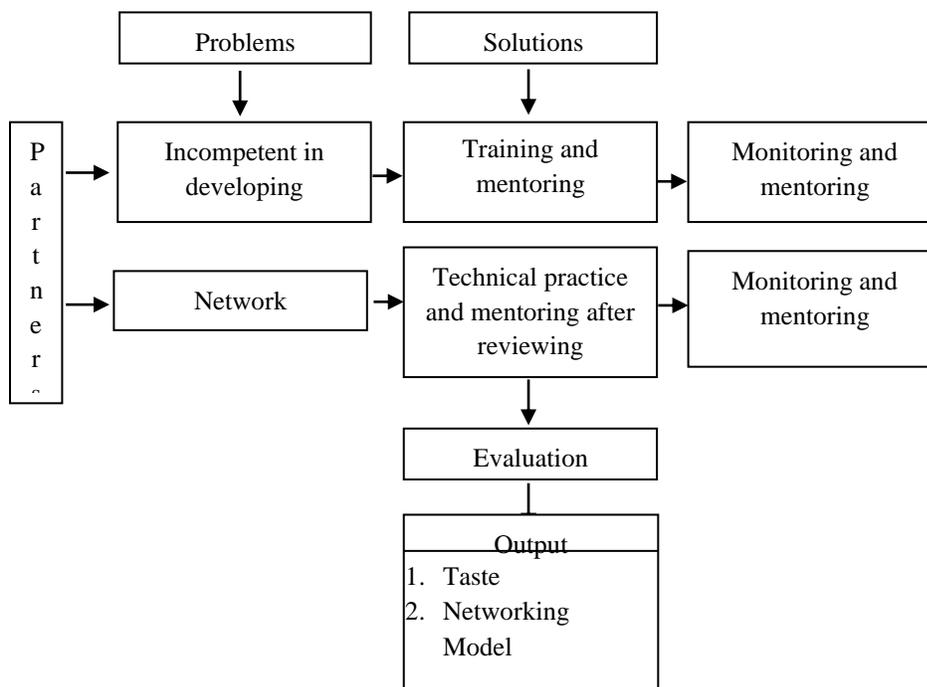


Figure 1. Producers and intermediaries must be carried out by each channel/ channel member

Result and Discussion



Figure 2. The community service activity

In this community service activity, the team of writers conducted counseling about making fish balls through a fish meatball molding machine. The Tasikmadu villagers themselves were then given a fishball molding machine to be jointly managed. The fish meatball itself is one of the coastal product variations chosen by the community service team to improve the competitiveness of the Tasikmadu village community. Fish meatballs are one of the processed products which are still rarely found in the Tasikmadu area. Tasikmadu is a tourist area with the longest coastline in Trenggalek Regency. With the effort to increase fish meatball production by the Tasikmadu village community, it is expected to be able to create new and more varied markets. So that it will be able to create a good tourism climate.

As has been found in previous studies, that the model of empowering women fishermen is to carry out six stages of development, namely natural resources, human resources, business, programs, environment, and institutions. So, one of the most crucial things in the application of research models for empowering women fishermen to be fostered is the use of natural resources. If you view the condition of the coast of Tasikmadu or Trenggalek Regency in general, then the biggest natural resource is indeed derived from the sea, namely fish.

The choice of fish as raw material / natural resources for development is one of the six coaching strategies. The Tasikmadu area, Watulimo district is indeed well known as an area rich in fish resources. The location of the Watulimo sub-district is very supportive of the abundance of sea fish. Prigi Beach, Trenggalek Regency, located in the village of Tasikmadu is the largest fishing beach in Trenggalek district. This geographical condition is very supportive of natural resource development.

Human resource development is certainly also done. Community service activities for counseling on how to make fish balls with a fishball molding machine is one of them. The Tasikmadu area is indeed famous for two main beach tourism destinations, namely Prigi Beach and Karanggongso Beach. If you look closely, both in the Prigi Beach area and in the Karanggongso Beach area there is still not much economic activity in selling fish balls. The majority of the community still relies on the main commodity so far, namely burnt sea fish. Meatball sales are indeed found in these two regions, but the amount is not comparable to the sale of sea fish burnt. So that it gives the impression that the economic activities that exist in the Prigi Coast and Karanggongso Beach tend to be monotonous with the same commodities and semi-open market models.

Therefore, counseling, as well as training in making fish balls, is expected to be able to provide a variety of economic activities in the tourist areas of Prigi Beach and Karanggongso Beach. In addition to burnt fish, other major commodities are expected to grow, namely fish balls. Economic variations naturally will give market fluctuations and new enthusiasm to the economy of the Tasikmadu people, especially the Prigi and Karanggongso Beaches.

In addition to natural resource and human resource development activities, institution building is very important. This activity is classified as very crucial because the institution is a legal-formal entity formed with the culture and customs of the surrounding community as a place where natural resources (managed) meet with human resources (which manage). So in many cases, the success of community empowerment based on local wisdom rests on institution building. If the institution's development is carried out well, so that the institution fostered also develops, then the community's living system will be developed as well. However, if the opposite happens, then the community's living system will also stagnate.

Because of this important role of institution building, community empowerment based on local wisdom must also involve local community institutions. In the application in Tasikmadu village, community empowerment activities involve two Kelompok Usaha Bersama (KUB) in Tasikmadu village, namely KUB Sumber Rejeki and KUB Sumber Barokah. These two KUB are the most active institutions in their fields among other equal institutions. KUB Sumber Rejeki and Sumber Barokah are chaired by Mrs. Susanti, who is a fish burner trader in the Karanggongso Beach area. Through this institution's coaching activities, it is hoped that the KUB Sumber Rejeki and Sumber Barokah can become pioneers for the sale of fish balls in the Karanggongso Coast region. Another result of the establishment of this institution was the signing of the collaboration between the Universitas Pembangunan Nasional (UPN)

“Veteran” Jawa Timur KUB Sumber Rejeki and Sumber Barokah as partners of UPN "Veteran" Jawa Timur. The collaboration between the two institutions was also marked by the surrender of one meatball molding machine that could produce fish balls in the thousands each day. It is hoped that with this assistance, KUB Sumber Rejeki and Sumber Barokah will be able to develop other commodities, in addition to burnt fish which has been the main commodity in Tasikmadu.

In addition to developing natural resources, human resources, and institutions, there are still three more coachings, namely business development, environmental development, and program development. In the case of the Tasikmadu village community, business development, environmental development, and program development cannot be written down much. Several arguments make it so, the first is the argumentation of the administrative bureaucracy, the second is the technical argumentation in the field, and the third is the policy argumentation. The village head of Tasikmadu, Wignyo Handoyo, was just elected to be the village head in May 2019. This caused the bureaucracy of the Tasikmadu village government to not yet form a solid government system. This certainly has an impact on program coaching. There have been many community empowerment training programs, especially fishing women, held in Tasikmadu. However, these programs have not yet shown their effectiveness.

The second argument underscores the importance of the need for not-so-short time frequencies for program development, the environment, and business. Fielding to Tasikmadu takes a long time to carry out development, especially in environmental development. Because it has become stereotypically that the coastal environment is a slum environment and that makes it a difficult environment to develop.

The last argument is the policy. The local community empowerment model, especially for women fishermen in coastal areas, has been tried to be applied to women fishermen in the village of Tasikmadu involving KUB Sumber Rejeki and Sumber Barokah. However, this was deemed insufficient. There must be a village policy and concrete steps from the Tasikmadu village government, for example by issuing village regulations that support the empowerment of women fishermen in the Tasikmadu village. This aspect of policy support, according to the research team, was lacking in the village of Tasikmadu.

These three arguments make it still a challenge to pioneer the empowerment of women fishermen in Tasikmadu village through the fishball business. The research team has made a joint commitment with the Tasikmadu village government to continue to provide cooperation in reforming the empowerment of women fishermen in Tasikmadu village through the integration of research and community service activities in the next few years. Even so, the activities of environmental development and business development need to be the main focus in the continuing empowerment of the six-model fishermen women's community. Sustainability is one of the requirements for the six development models to run effectively and show results.

Conclusion

Based on the findings, fishermen women in Trenggalek Regency have met the standards of natural resource development, human resources, business, institutions, and programs. So the most crucial guidance in the Trenggalek district is environmental development. Responding to the conclusions that already exist, the research team formulated two suggestions for the development and empowerment of women fishermen in the coastal areas of East Java. It is necessary to develop the environment in Trenggalek Regency. This environmental development is among the most difficult because the community, especially women fishermen, need collective awareness that the environment plays an important role in empowering fishermen in the coastal areas.

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