

COASTAL COMMUNITY EMPOWERMENT THROUGH
PROMOTION OF INDUSTRIAL HOUSEHOLD PRODUCTS
PROCESSED FISHERY: IBW IN DISTRICT SUPPA, PINRANG

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Abstract: Unitary Republic of Indonesia (NKRI) is a maritime nation potentially sizable marine resources. Pinrang, South Sulawesi is one area in Indonesia, which has a fairly extensive coastal region, with a long coastline. However, this great potential has not been able to provide for the public welfare, increase local revenue, and foreign exchange. Therefore, conducted this activity to the community empowerment in coastal areas in the District Suppa Pinrang through science and technology program for the region (IBW). This activity was conducted over three years beginning in 2012-2014 by using demonstration plots, training, and mentoring. Outcomes of the activities include two aspects, namely: (1) increase the skills to process the results of marine fisheries and conduct better business management; (2) goods of processed fishery and marine Suppa typical form of shredded fish, fish crackers, and fish balls. The results achieved are trained independence and provide insight and knowledge to the public about how to cultivate and manage the businesses associated with the results of marine fisheries. Finally, these activities have a positive effect for the improvement of people's income, especially groups of partners with increased average income is IDR. 750.000, -. This value is still very low when compared to local minimum wage (UMR), but for the value of coastal communities is very significant, especially for those who previously did not have the income.

Keywords: Community development, coastal communities, domestic industry, and science and technology for the region (IBW).

Introduction

Indonesia is one country in the world, which has the potential fishery resources. and abundant marine. It is caused by the shape of the State of Indonesia, as an archipelagic nation, certainly has a coastal area and a long coastline. However, the abundant wealth, can not provide welfare to people's lives. This is evidenced by there about 73.52 percent of Indonesia's population is under the poverty line, recorded in March 2013, this condition is not much different from the conditions of September 2012 in the amount of 73.50 percent (BPS, 2013).

Indonesia is still in a disadvantaged tarap normally located or domiciled in the coastal region. According to BPS in 2008 that there were about 63.47 percent of the poor in Indonesia living in coastal and rural areas. That should not happen if the available resources can be used and managed properly, especially by people in the area.

Analysis of the situation in the District Suppa indicated that the income of the people in this area is still very lowso they belong to the underprivileged life. Meanwhile, the potential of natural resources, especially fisheries and marine in this area is very large with an average catch of fish as much as ± 7 tons / month. However, he was unable to provide welfare for the people in the region. In addition, people in this region is helpless in improving its economy because of a lack of skills. They just can dry the fish. Their products are also marketed traditionally only or just wait for the distributors who come to their homes. Business management was not optimal or not planned carefully. They sometimes do not take into account sales production costs including labor costs so they generally lose. Therefore, the proportion of poor people in this area is still very large even a poor village population was 90% (interview with Lero village chief).

The large proportion of poor people in this country, indicating that the fight against poverty is a shared responsibility between government, private

sector, academia and the community itself. All components of society must go hand in hand in the thinking and efforts are integrated so that problems can be overcome poverty.

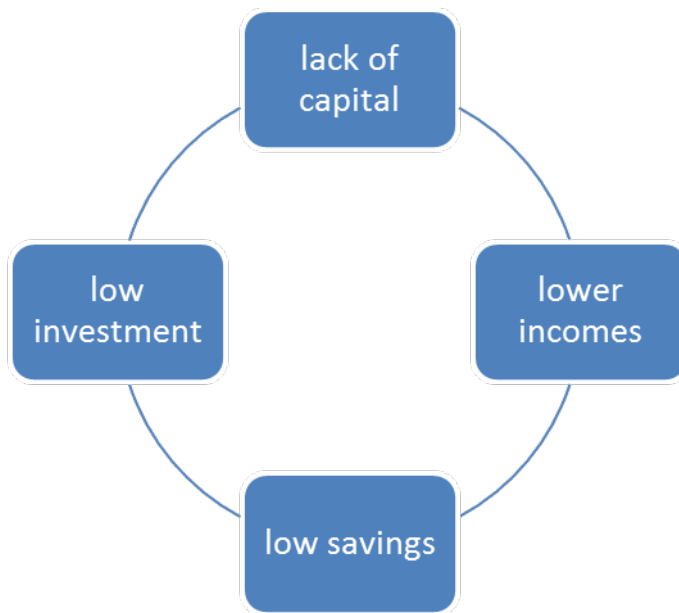
Various attempts have been made by the government in addressing poverty, such as: Instruction for Disadvantaged Villages (IDT), rice for the poor (RASKIN), oil compensation, giving direct cash assistance (BLT), and the others. However, the program has been implemented by the government has not provided adequate results in reducing poverty in Indonesia. This happens because, people just passively accept direct assistance, while no effort or active participation from them to refine and improve the conditions of life. (Anonymous, 2007). All of these efforts received in this area, but he has not shown significant results in improving the incomes and welfare of the community.

Therefore, one approach that can be done to improve the quality of life and elevate the dignity of the poor is to empower the community. This would be better because the poor are not seen as underprivileged people, but as people who have a variety of capabilities that can be mobilized to repair his life. The concept that is the spirit in the implementation of community service activities such as science and technology for the region (IBW).

Literature Review

Poverty of society

Poverty is a socioeconomic disease experienced by the people, especially in developing countries. It is characterized by the inability of an individual or community to meet the minimum standard of living, which is caused by a lack of capital, low income, low savings, and investment ((Purwani, 2014) (Figure 1).



Source: (modified of Purwani, 2014)
Figure 1. Cycle the cycle of poverty

The creation of a just society and a prosperous lofty ideals of the nation as it has adopted, in the fourth paragraph of the Act of 1945. It appears on various development programs, implemented since the new order to the present always giving attention to the fight against poverty (Dwi, 2011). Various efforts have been undertaken by the government, but until now still not showing maximum results. Therefore, one of the concepts that can be implemented is community empowerment.

Community Empowerment

Community empowerment is a process in which the development community as the driving engine in an effort to improve their own social circumstances. Therefore, the community not only serves as an object, but also the subject of development (Christenson, 1989). If this can be done, it will

automatically be an increase in social and economic life for the poor in general and in particular the coastal communities.

According to Mujiyadi (2012) empowerment duly adjusted to the needs and potential. Therefore, a variety of things that become the basis, in the implementation of community development are: 1) potential and access are available in the community; 2) the program is applied to change the existing pattern of life; and 3) problems and problem solving around the community of poor families is the basis for program development. Based on the results of a study conducted in the suburban communities found that the potential for self-empowerment oriented community and social environment is the most representative for handling the problem of poor people.

Science and Technology for the Region (IBW)

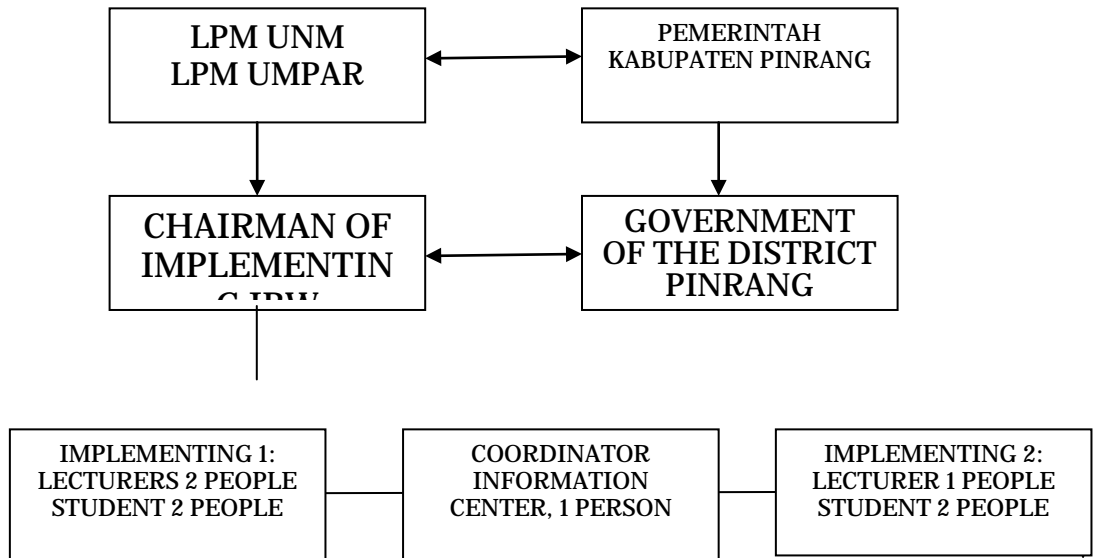
Science and technology for the region (IBW) is one of the integrated program developed by the government in this case the Directorate of Research and Community Service (DP2M Higher Education). This activity is one of the implementation of the TRI DARMA of Higher Education, with a vision: a) create independence, comfort, and welfare of the community through the integration of the expertise of the community college (PT) and the ability of local government policy as set out in RPJMD, non RPJMD, the potential of the community, and b) find a solution to the problems faced by the district and the community as well as the potential to directly affect the comfort of people's lives (DP2M Higher Education, 2011).

Science and technology program for the region in Suppa has been implemented is a synergy between the various parties. Among these was DP2M of Higher Education, as the container bridge activity, Makassar State University (UNM) and University of Muhammadiyah Pare-Pare (UMPAR) as the implementing universities, government Pinrang which has several programs, and the local community as the object and subject of activity.

The goal of science and technology for the region is to help succeed of the local government programs based on the RPJMD, and non RPJMD, and potential region. Therefore, the programs are implemented in science and technology for the region, derived from the medium-term development plan (RPJMD) than Pinrang in 2009-2014, including: improving the effectiveness of poverty alleviation through programs of poverty alleviation movement, which include: marketing and business administration fishery, marine, and building partnerships on domestic industry (IRT) of the fishermen, namely: a program of improvement and marketing of marine fish production (Regency Pinrang, 2009). The hope is that the activities of the implementation of the program could help the district and increase the income of coastal communities in Pinrang in particular and increase foreign exchange in general.

Method of Implementation Implementing Organizations

Science and technology activities for the region in Suppa implemented through various stages, as follows: 1) preparation of implementation plans. This has been done in this stage is to analyze RPJMD and Non RPJMD of Pinrang (2009-2014). This activity has been carried out by the implementing college, university partners, Government Pinrang, and local communities (Figure 2). The results of this activity are the details of the program of activities that have been carried out for three years (2012-2014).



Source: (Author, 2014)

Figure 2. Structure of the implementing organization of science and technology to the region, in the District Suppa

Implementation of the Program

Implementation of the program, include: 1) Documenting the potential of the resources to determine potential areas that can be developed In addition the record of how motivation and behavior in the attempt. The method used is to direct observation of IBW, 2) Conducting action: a) Provide training and supervising the target communities to, processing of fishery products. and marine be shredded, meatballs, and fish crackers, b) Provide training for the targeted communities to making packaging products from the results of marine fisheries, c) Perform accompaniment, for the targeted communities to, resume production results, the progressive increase in the quality, quantity, and marketing of fishery and marine products.

Monitoring and Evaluation

Monitoring and evaluation will be done twice. The First, internal monitoring and evaluation conducted by the UNM community service agencies

(LPM UNM) as a college executive. The Second, is the monitoring and evaluation carried out by DP2M of Higher Education. These activities are generally carried out after the program runs as much as 70% or more. Furthermore, activity published through a variety of seminars and journals.

Results and Outcomes

Various results have been achieved for three years (2012-2014), namely: 1) increased insight, abilities, skills, and behavior to manage marine resources, productive, and sustainable; 2) People are able to manage marine resources in order to increase people's income, local revenue and business development through the application of science and technology activities in the mentoring program of IBW; 3) community partners can make clear bookkeeping; 4) foster the entrepreneurial spirit for community partners.

In addition, there are a variety of outcomes derived from these detailing activities, namely: 1) a number of articles on international conferences, such as EGICPA by LIPI, in Yogyakarta (2012), ICMSTEA (2014) by UNM in Makassar; 2) product item of fishery products in the form of shredded fish, fish balls, and fish crackers (Figure 3); 3) the marketing of products in the market locally, nationally, and internationally; 4) legality efforts of the Department of Health and the Indonesian Ulema Council (MUI); 5) the label and packaging products are clear; and 7) improve household incomes.

Based on the existing bookkeeping, it turns out this activity, able to provide income to the community, an average of IDR. 750.000, -. Meanwhen compared with the regional minimum wage (UMR), then it is very low. However, for poor fishing communities is very meaningful, because previously many earning less than IDR. 500,000,/month, some even do not have a steady income, in a month.

The number of potential areas exist, indicating that this activity should be continued and developed in the order to improve the quality of life and

welfare of the community, especially people in coastal areas Pinrang, as well as other coastal areas, which have the potential of marine resources, especially fish.



Source: (Author, 2014)
Figure 3. Product of fishery and marine

Conclusion

Science and technology for the region is one form of community service, were carried out based on the potential region through cooperation between universities, local governments, and initiated by DP2M Higher Education. Implementation of the activities carried out in stages over three years with a variety of products such as business management, product form of goods, and increase incomes.

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