Volume 22 Issue 15
Originally issued as E3



Global Journal of HUMAN-SOCIAL SCIENCE: E
Economics
Volume 22 Issue 3 Version 1.0 Year 2022
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460x & Print ISSN: 0975-587X

Economic Empowerment Model of Coastal Communities

By Rukin
Universitas Teknologi Surabaya

Abstract- The research was conducted to determine the level of economic empowerment of coastal communities.

By using qualitative methods, it has been found that the economic level of coastal villages is still low.

This is because the community has not been able to take advantage of business opportunities from coastal natural resources. The unsuitable lifestyle of the people also triggers the low level of their economy.

The government does not provide them with entrepreneurship education.

To overcome this problem, the role of the government is expected to empower the economic level. One solution that can be taken is improving public policies related to the economic development model of coastal village communities. In addition, an understanding of business is needed to find opportunities that exist.

Keywords: *development economy, empowerment, coastal communities.*

GJHSS-E Classification: *DDC Code: 363.85610971 LCC Code: TX360.C3*



Strictly as per the compliance and regulations of:



© 2022. Rukin. This research/review article is distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0). You must give appropriate credit to authors and reference this article if parts of the article are reproduced in any manner. Applicable licensing terms are at https://creativecommons.org/licenses/by-nc-nd/4.0/.

Economic Empowerment Model of Coastal Communities

Rukin

Abstract- The research was conducted to determine the level of economic empowerment of coastal communities.

By using qualitative methods, it has been found that the economic level of coastal villages is still low.

This is because the community has not been able to take advantage of business opportunities from coastal natural resources. The unsuitable lifestyle of the people also triggers the low level of their economy.

The government does not provide them with entrepreneurship education.

To overcome this problem, the role of the government is expected to empower the economic level. One solution that can be taken is improving public policies related to the economic development model of coastal village communities. In addition, an understanding of business is needed to find opportunities that exist.

Keywords: development economy, empowerment, coastal communities.

I. Introduction

The coastal communities are proof that reflects the reality of imbalance in development compared to the land area. Socio-economic policies related to coastal communities need to be reorganized and directed for coastal communities' welfare while still preserving the resources so that socio-economic activities of coastal communities can be accelerated and sustainable.

Seeing the phenomenon that most of coastal communities work as fishermen, farmers and other unskilled laborers are still live in poverty. From these conditions researchers believe, to release them from the poverty and improve economy level, there should be held a sustainable economic empowerment program.

Nevertheless, the empowerment of coastal communities is inseparable from their generic local wisdom. Therefore, in order to empower the coastal communities, the socio-cultural order of society must be the basic element. Development and empowerment of these communities will not be accepted well by them if it never considering to the socio-cultural aspects of local communities.

Welfare essentially is the responsibility of the government, but in reality until now the government has not been able to spread evenly the community's welfare.

The economic matters and prosperity of the nation is the responsibility of the government. It has been explained that the prosperity of the people is most preferred not the prosperity of a person. Therefore, the economy is organized as a joint effort based on familial principles. Meanwhile, the economy is built on economic democracy for the prosperity of all.

II. Problem Statement

Based on the phenomenon above, it is necessary to conduct deeper study on: What is the model of economic empowerment of coastal communities in poverty alleviation?

III. Literature Review

Economic and poverty are two links that are always connected. The low level of the economy of a society leads to high levels of poverty. Therefore, it takes hard work continuously to solve it. The collaboration should be carried out by the government, the public and if possible including private sector and it's expected to be synergized together.

However, poverty problem is not easily to be solved, because poverty is a multidimensional problem that covers various aspects of life, not only covering the economic side, but also the social and cultural side.

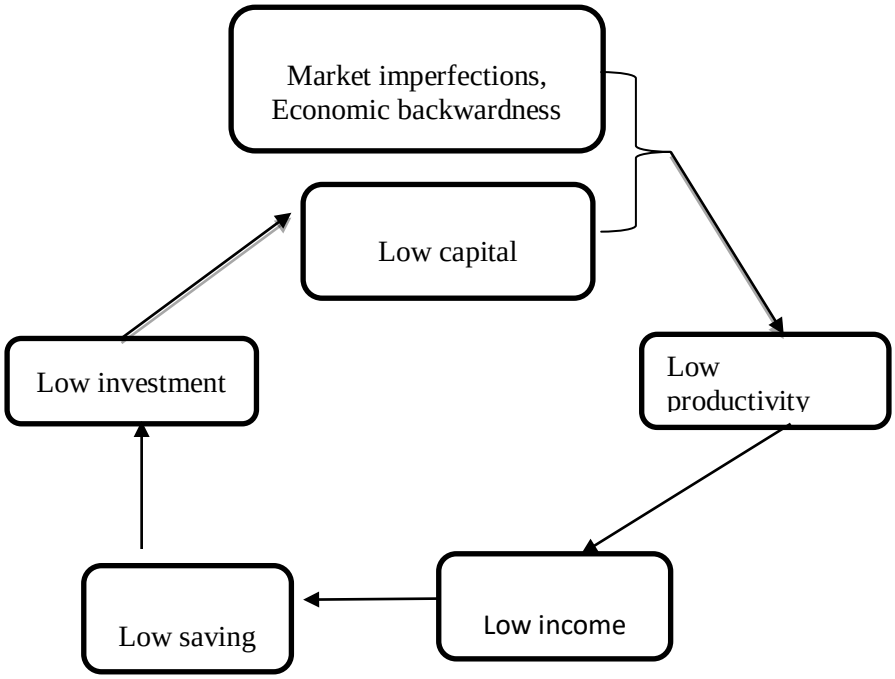
The number of poor people in rural area is caused by the lack of supporting infrastructure, as well as the limited access of transportation, health and education facilities and infrastructure for the people. Geographical conditions greatly affect their economic level.

IV. Poverty

Poverty can be interpreted as a situation where there is an inability to meet basic needs such as food, clothing, shelter, and drinking water. It is closely related to the life quality. Chambers (1998) poverty is an integrated concept that has five dimensions, namely: proper, Powerless, state of emergency, dependence and isolation both geographically and sociological.

Author: Universitas Teknologi Surabaya, Indonesia.
e-mail: rukinspdmsi1975@gmail.com

© 2022 Global Journals



Pigure 1: Vicious Circle of Poverty

a) Poverty of Fishermen Communities

When clearly considered, in fact there are many factors that cause poverty of fishermen communities, in addition to internal factors there are also exist an external factors. According Kusnadi (2003), factors causing the poverty of fishermen divide in two groups: internal poverty and external poverty.

Meanwhile, Kusnadi (2003) also explained that internal poverty of fishermen include: (1) the limitations of human resource quality of fishermen; (2) the limited capacity of venture capital and fishing technology; (3) working relationships in fishing organizations that are often less profitable for workers; (4) difficulty in diversifying fishing business (5) high dependence on occupation go to sea; and (6) lifestyles that are considered wasteful, less oriented to the future.

b) Economic empowerment of Coastal communities on poverty alleviation

To reduce poverty in Indonesia, it is important to know what factors affect the high low level of poverty so that in the future can be formulated an effective public policy to reduce poverty level. In addition, the existence of strategy and alternative policies that take side to the poor become an absolute necessity to overcome poverty.

In addition strategies and alternative policies to overcome the poverty of rural people including coastal communities can be done by providing broad opportunities for people to obtain education services and adequate health services. It also need to strengthen the executive and legislative commitments to improve governmental order and encourages regional development agendas prioritizing poverty eradication as main priority. Pro-poor policies and programs need to be focused on the real economy sector and should adopt the paradigm that stands for the poor.

V. Research Methodology

To obtain accurate data, this study uses a qualitative method with a phenomenological approach. The phenomenological approach is a qualitative research tradition rooted in philosophy and psychology and focuses on the experience of human life (sociology). An important point that becomes the strength of the study of phenomenology is that the experiences hidden in the philosophical and psychological aspects of individuals will be revealed clearly. This agrees with Rukin, 2019 that critically phenomenology can be interpreted broadly as a philosophical movement that generally gives an implicit emancipatory influence to social research methods. Denzin, et. al., 2009 explained that the research strategy is only a tool, while the responsibility of the researcher is to understand the various models available and the desired goals in this study. The resource persons/ informants were selected using a purposive method. According to Rukin, 2021 purposive is a technique for determining informants not based on regions or strata, but based on considerations that focus on certain goals in this study. Thus, it can be interpreted that this purposive method, the selected informants are considered to understand the research to be carried out. Meanwhile, to get accurate results, in-depth interviews with knowledgeable people who understand about the

© 2022 Global Journals

problem being studied are conducted. In addition to using interviews, data mining also uses observation and literature study.

This data processing and analysis is used to draw data and information obtained from the field into a theory. Mc Nabb, 2002 states that there are two approaches in processing and analyzing research data, namely Staurissian and Glaserian. This data processing and analysis is used to draw data and information obtained from the field into a theory. Mc Nabb (2002) states that there are two approaches in processing and analyzing research data, namely Staurissian and Glaserian. However, in general, in terms of fundamentals, both approaches emphasize the same thing, namely emphasizing the importance of coding as the key to analysis. This analysis process is carried out continuously starting from the beginning of data collection until the adequacy of data is met. Therefore, in this study, it is very possible for researchers to retrieve data repeatedly from informants when needed. On the other hand, researchers must also formulate the truth of events/events with in-depth interviews or interviews. Smith, 2009 explains that the data obtained by in-depth interviews can be analyzed by using interpretative phenomenological analysis.

VI. Results and Discussion

From depth interviews result, found various problems that make the low economic level of coastal communities. These problems include lack of education of coastal communities. In addition, health insurance is also not comprehensive. While infrastructure facilities and village infrastructure is rudimental.

From the various problems that exist result lacking of community creativeness. Thus, the community is less able to take the business opportunities that exist. While potential of coastal areas are very abundant.

Synergistically and systematically poverty alleviation must be done so that all citizens are able to enjoy the results of development and dignified life. Therefore, the synergy of all stakeholders as well as the participation of the community is necessary.

The strategy is run with various poverty reduction programs. Activities undertaken by the government, businesses, and communities are to improve welfare of the poor through social assistance, community empowerment, empowerment of micro and small economic enterprises, and other programs in order to improve economic activity.

However, in the implementation of the program, it seems the government has not included public participation so all programs that are tackled by the government is on target and as desired. Therefore, in the future, the government should involve community participation. Beside the program can be run on target, with community participation is expected to be a control in the implementation of the program.

It also found the low income levels of society and the amount of spending make coastal communities increasingly chained in poverty. Odd Jobs with low salary sometimes create a problem for them.

Experience the problem, coastal communities finally tried to build another business. Such as fish and shrimp farming with tarpaulin as media or make fish and shrimp crackers and all of it is done with limited capital. In addition there is also a small part of the community who opened the small shop and food stalls with very little capital. All that effort is done to meet their personal needs and their family's needs.

Some other communities rely solely on the results of fish catching at sea and along Kepetingan River. However, the results also declined. The high spending of fuel used for fishing is not proportional to the results obtained

From this phenomenon the community must innovate with other businesses in order to meet the needs of his family life. To meet this need, some people make a semi-permanent fish pond made from tarpaulins in the front yard of their house. The pools are for raising catfish and shrimp in the hope that the harvest can be used to support their economy.

Meanwhile, from the field observation, the community has not been able to open new business opportunities from sea and fish ponds both for fish and shrimp except only to make crackers that are still less optimal. This is all due to their lack of knowledge and lack of coaching from the government.

Coaching program is necessary to improve their economy, whether the program is held by the government or by private sector that share same desire to improve the economy of coastal community. Apparently the role of government in entrepreneurship development to coastal villagers is still lacking. This happens because of geographical factors, it's difficult to reach.

From the various problems above it seems clear that the government is still lacking in empowering the community, mainly to the efforts in order to get optimal results in improving their economy. Meanwhile, the government is lack in providing insight to the community about home-based business marketing conducted by coastal communities.

Furthermore, the mistake of government system is by simply providing assistance without providing solutions how to use it. Because it became a community habit when they get help, then their lifestyle will increase. Their purchasing power will rise for a moment without thinking of the future. This is a weakness for people in this coastal area.

From the field observations result that their low education level also affect the level of the economy.

© 2022 Global Journals

Since long time coastal communities mostly just worked as traditional fishermen and ponds farmers, always assume that education has not become an important requirement.

Beside of things mentioned above, many of coastal communities work as fishermen. However, the wrong habits are sometimes done by the fishermen. When going to fishing at sea sometimes they borrowing money from the fish collectors. Hopefully the catch can be sold to the collectors and reduce their loans.

However, if the fishermen get lot fish then they will go home with the remaining money from the catch. However, if the fish catches only slightly and decline, it is certain opportunity to close the loan becomes less, thus their debt to the collectors will be more and more. Therefore they certainly will be more entangled by the debts to these fish collectors.

The same thing is done by the pond farm farmers. When they start working on the ponds, spreading the seeds of the fish feeding them until the harvesting process, sometimes they also use the loan money. When the results are good enough then they will get maximum results. However, on the contrary it is certain that they will experience a lot of losses.

This problem is less thought by community. Seeing this phenomenon should be increase the effort to coaching or lending capital for them to start a business with a very flexible repayment system. If this can happen then surely they will not be in a debt winding.

Meanwhile their wives have no skills. After the field observation, their inability because of low education level, least experience and lack of entrepreneurship empowerment from the government. Whereas the manufacture of food from these processed products can be sold out of the village or even out of the area.

But in reality people have not been able to grasp this opportunity, while the outcome of it can be used to sustain their economy. This matter really needs serious attention. Nor the absences of awareness from the communities or it just because of their laziness alone so opportunities are never caught by them.

It is necessary to held entrepreneur coaching from government or private parties to be their companion including up to the marketing process. And if it possible provides capital aid to start a business with an easier payment system. If this happens then it is believed their economic level will increase.

These responsibilities must all be managed in groups, not individually. Due to the number of occurrences in some areas that many of the community's loan money sourced from government funds are not returned. To avoid it, it is better to make loan in groups and the person who take responsibility is the head of the group. It is more possible to make the condition becomes more secure with one financial responsibility. Because of the habits that occur in the field that if the loan is on behalf of the individual then the possibility of returning the loan is very difficult.

In addition to the various problems above, there are other things that are less neglected in this community that is the existence of goat farms that lack of coaching from the government. While the owners of this goat farm just follow the tradition of heredity that is to let the animals cattle out the cage in the morning and go home on the day. They just rely solely on eating grass from the embankment and without ever giving other nutrients to make these goats healthier. Meanwhile, usual healthy check of livestock is usually done by the livestock service department every five months and even if it requested by breeder groups.

If managed well and modern, this farm is likely to get maximum results and certainly can sustain their economy. Because the animal stool for a day if collected almost reaches 2-3 quintals. Therefore, if this is well maintained, it is possible become a fairly large goat farming center in this area.

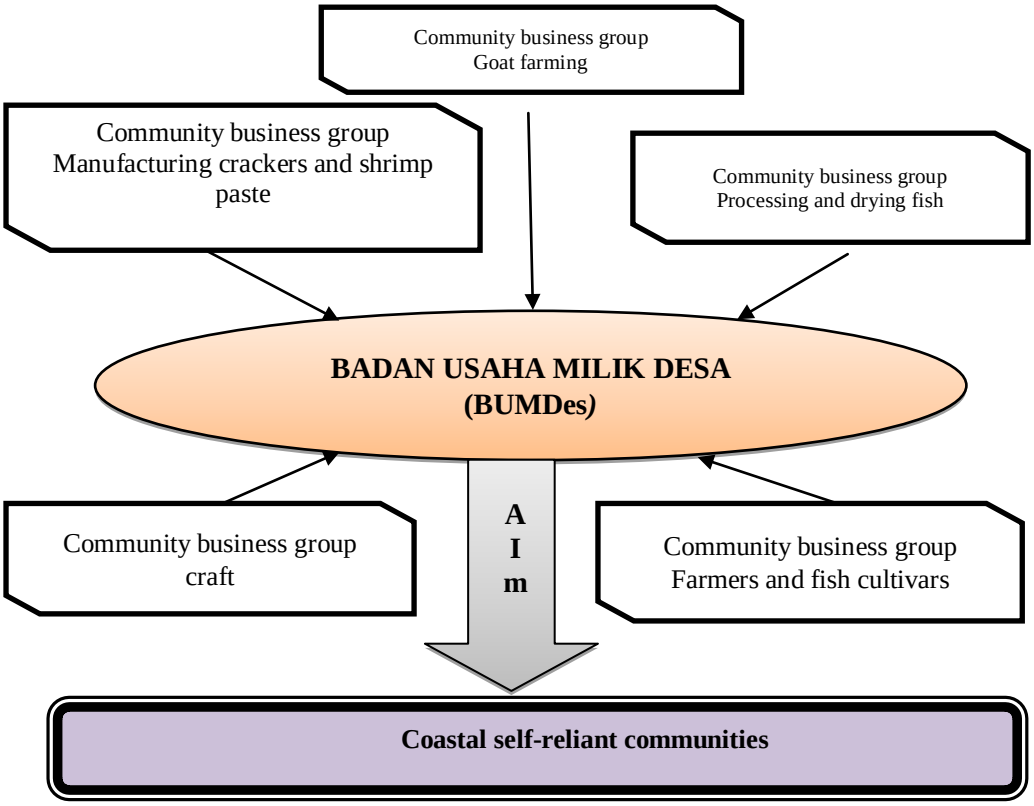
For that high effort is required from these breeders and assisted and given maximum coaching by the government to create new innovations in the management of this farm. In addition, at least this cooperation in farm management can make the level of marketing of goat livestock farming in a good management.

VII. Recommended Modeling of Economic Empowerment for Coastal Communities

From the findings above, actually the government has provided assistance to coastal communities in order to improve their welfare. But it does not seem right on the target yet. While the core problems faced by the main community especially the crackers maker, namely lack of appropriate government role in order to improve their economy.

Beside that the community is less able to catch new business opportunities from fish and shrimp product. Actually they can process the less marketable fish become other forms that will be easier to sell and of course the price can be more expensive.

© 2022 Global Journals



Picgure 2: Recommended Model of empowerment for Coastal communities

The marketing process will be managed by Badan Usaha Milik Desa (BUMDes) as mandated in Law Number 6 Year 2014 that the Village is expected to have BUMDes as one of the efforts to improve the welfare of the community. BUMDes is expected to be managed by professionals in marketing and other processes. The point is to find new breakthroughs for marketing of processed marine products made by the people of this village.

It takes the role of government to provide guidance to the community to open a new business opportunity that is making processed except cracker fish. These attempts include the manufacture of meatball from fish and shrimp, as well as the drying fish enterprise directed by the government.

Businesses that have been pioneered by the community in the form of crackers and shrimp paste home industry and marketing is still not good, it is expected this BUMDes can make new breakthroughs for better marketing. By cooperate with modern shop and supermarkets. With good marketing it is possible that the production will increase, thus it is believed that the addition of workers that are come from the local community.

Along with growing business managed by this community, BUMDes also become bigger. This is due to the inclusion of a percentage of each sale that occurred goes into the cash BUMDes. With the growing development of this managed business is expected later the village will become Self-sufficiency village and also become the Center of Processed Sea Product village.

This is the main asset for coastal community to expand their business into larger ones. In relation to the problems of home industry and fishery sector, goat farmers need to be empowered by government with more intense guidance.

Thus, it is believed their farm will be great. In this case the marketing system held in personal and group, can also through BUMDes that already have breakthroughs in marketing. From here it is certain that new jobs will occupy for these coastal communities. In addition, the farmers who are not member of existing breeder groups should immediately join, in order to get the same farming services.

Meanwhile, through maritime tourism, coastal tourism and religious tourism is also expected to sustain the economy of coastal communities. Moreover, it is expected that the government will immediately manage the coastal tourism of Permisan Bay and religious tourism to the grave site of Dewi Sekardadu. Well managed handling to these matters is expected to improve the economics of coastal villagers.

Thus, there will be new business opportunities as well as open jobs for local communities. This will all happen with the courage of the government and other parties and of course with the support and participation of local communities widely.

© 2022 Global Journals

To speed up the process of managing this tourism potential, community can cooperate with third parties and the investors to handle it. When this collaboration occurs then the process of tourism management will soon be resolved. And of course it will open a new job opportunity. With the opening of new jobs, it is possible that the economic level of the communities will increase. Furthermore, with the opening of this tourism object is expected to open the insight of this coastal community. Thus, they will soon get out of the shackles of poverty that they have faced so far.

Moreover, this tourism management system actually can be done jointly between the private sector, government and coastal communities. This system is more effective than if directly managed by the private sector, because the original aim was to improve the coastal community's economy.

Still, because in this area is very difficult to communicate using a cellular phone, it is expected that the cooperation with provider who willing and ready to make transmission transmitter in this area. This is possible because the tourists would want a smooth communication network. Thus, it is expected that the government will invite one or more providers to create a transmitting antenna in this area. Due to the smooth communication is expected tourists will be more happy to come to this place

VIII. Conclusion

From the analysis above, can be drawn conclusion as follows: (1) The economic level of coastal communities is still relatively low because there are still many people who are in the poverty line and almost poor, (2) People are less able to grasp the business opportunities that exist due to lack of coaching from the government, (3) It needs entrepreneurship coaching by government and private sector.

In order to solve these problems, both the government and the private sector are concerned, among others, to do some actions as follows: (1) The government provides entrepreneurship guidance to the community so that people will immediately grasp the existing business opportunities without always relying on government assistance, (2) The village government immediately established the BUMDes as well as looking for breakthroughs to sell processed products and livestock of the community. This is intended to accommodate all processed products made by the community to be marketed, (3) Optimized religious tourism area of Dewi Sekardadu grave site and Permisan Bay beach tourism and Mangrove Forest tour that will support the economics of coastal villagers.

References Références Referencias

1. Agossou, 2000, *Village Participation in Rural Development*. Royal Tropical Institute/World Bank ISBN 90 6832 1366
2. Ambariyanto dan Denny, 2013, *Kajian Pengembangan Desa Pesisir Tangguh di Kota Semarang. Riptek* Vol. 6, No. II, Tahun 2012, Hal.: 29 – 38
3. Apriliani, 2014, *Economics Development Analysis Journal.* © 2014 Universitas Negeri Semarang ISSN 2252-6765
4. Bappenes, 2014, *Rencana Pembangunan Jangja Menengah Nasional (RPJMN) 2015-2019.* Kementrian Perencanaan Pembangunan Nasional/ Badan Perencanaan Pembangunan Nasional.
5. Bengen, 1998, *Pengelolaan Sumberdaya Pesisir dan Lautan Indonesia*. Pusat Kajian Sumberdaya Pesisir dan Lautan Institut Pertanian Bogor.
6. BPS, 2015, *Statistik Daerah Kabupaten Sidoarjo 2015,* Badan Pusat Statistik Kabupaten Sidoarjo Nomor Katalog: 1101002.3515.
7. BPS,2015, *Sidoarjo Dalam Angka 2015,* Badan Pusat Statistik Kabupaten Sidoarjo Nomor Katalog: 1102.3515
8. Botes, 2000, *Community Participation in Development: Nine Plagues and Twelve Commandments*. Oxford University Press and Community Development Journal.
9. Buwono, Hamengku, 2014, *Budaya Maritim Indonesia, Peluang, Tantangan dan Strategi.* Makalah dalam Sarasehan Road Map Pembangunan Kelautan dan Kemaritiman Indonesia, Universitas Gajah Mada Yogyakarta.
10. Dean, Kenneth, 2008, *A Comparative Study of Chinese Local Society in Historical Perspective: Lineage, Ritual, Economy and Material Culture in the Chinese Village.* McGill University, Montreal.
11. Denzin and Lincoln, 2009, *Handbook of Qualitative Research. Edisi Bahasa Indonesia*. Pustaka Pelajar. Yogyakarta.
12. Indarti dan Wardana, (2013), Metode Pemberdayaan Masyarakat Pesisir Melalui Penguatan Kelembagaan di Wilayah Pesisir Kota Semarang, *BENEFIT Jurnal Manajemen dan Bisnis,* Volume 17 Nomor 1, Juni 2013.
13. Kusnadi, 2002, *Konflik Sosial Nelayan, Kemiskinan dan Perebutan Sumberdaya Perikanan* (Yogyakarta: LKiS, 2002).
14. Lucky Zamzami dan Akifumi Iwabuchi, (2020), Social Formation of Peasants Fishermen under Peripheral Capitalism in West Coastal Indonesia, *MIMBAR*, Vol. 36 No. 2nd, Universitas Islam Bandung, 2020
15. Merriam, Sharan B., 2002, *Introduction to Qualitative Research.* JOSEY-BASS, A Wiley Company - San Fransisco.

© 2022 Global Journals

16. Murcott, 2007, C0-Evolutionary Design for Development: Influences Shaping Engineering Disugn and Implementation in Nepal Aung The Global Village. *Journal of International Development* J. Int. Dev. 19, 123–144 (2007) Published online in Wiley Inter Science (www.interscience.wiley.com) DOI: 10.1002/jid.1353
17. Razali, 2004, Strategi Pemberdayaan Masyarakat Pesisir dan Laut, *Jurnal Pemberdayaan Komunitas,* Mei 2004, Volume 3, Nomor 2.
18. Roslinawati, 2013, Persepsi Masyarakat Pesisir Terhadap Program PEMP, *Jurnal Academica,* FISIP Untad, Volume 5 Nomor 2, Oktober 2013.
19. Rukin, 2015 Pariwisata Pesisir Sebagai Salah Satu Alternatif Pemberdayaan Perekonomian Masyarakat Desa Pesisir. *Jurnal Ilmiah Sosial & Humaniora, 9 (1): 36-46.* Universitas Surabaya, 2015.
20. Rukin, 2016, *Coastal Rural Community Development in Sidoarjo*, University of Jember, 2016.
21. Rukin, Rahman B, Toha A, & Gianawati ND, 2018, Coastal rural community economic development as a poverty reduction efforts. *The International Journal of Social Sciences and Humanities Invention, Volume 5 Issues 4 page 4627-4633. DOI: 10. 18535/ijsshi/v5i4.12, ISSN: 2349-2031, 2018*, THEIJSSHI.
22. Rukin, 2018, Economic development as a way to fight against poverty in a coastal society, *Journal Masyarakat, Kebudayaan & Politik*, Volume 31 Issues 2 page 230-240. Universitas Airlangga, 2018.
23. Rukin, 2019, *Pembangunan Perekonomian Masyarakat Desa Mandiri,* ISBN: 978-602-5815-40-9, Penerbit Zifatama Jawara, Sidoarjo, 2019.
24. Rukin, 2019, An Alternative for Economic Empowerment of Coastal Village, *Global Journal of Human Social Science:* Volume 19 Issue 6 Version 1.0 Tahun 2019.
25. Rukin, 2020, Pembangunan Perekonomian Masyarakat Desa Pesisir Sebagai Upaya Peningkatan Kesejahteraan, *Jurnal Sosial Humaniora, JSH Volume 11 Nomor 1: 1-103, April 2020,* Universitas Djuanda Bogor, 2020.
26. Rukin, 2021, *Metodologi Penelitian Kualitatif edisi Revisi,* ISBN: 978-623-6955-89-5, Penerbit CV. Jakad Media Publishing, 2021.
27. Rukin, 2021, *Pembangunan Pedesaan Melalui Badan Usaha Milik Desa,* ISBN: 978-623-328-037-2, Penerbit Bumi Aksara Jakarta, 2021.
28. Sara, 2014, *Coastal Management. Maintaining idea Coastal Assets and Nation-Building Solutions*. Alfabeta Bandung.
29. Said, Umar, 2019, *Inovasi Kebijakan Pendidikan Kejuruan Berbasis Enterpreneur,* ISBN: 978-602-5815-63-8, Penerbit Zifatama Jawara, 2019.
30. Trisbiantoro, 2013, Model Pemberdayaan Masyarakat Kawasan Pesisir Kecamatan Watulimo, Kabupaten Trenggalek. *Jurnal Mitra Ekonomi dan Manajemen Bisnis,* Volume 4 Nomor 1 April 2013.

© 2022 Global Journals