

THE DEVELOPMENT OF MODEL EMPOWERMENT POOR SOCIETY IN COASTAL AREA THROUGH NET MARKETING FISHERY PRODUCT IN EAST JAVA

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ABSTRACT

Marketing net fishermen catch fish to be one thing that is very important to improve the lives of the fishermen, this means providing ample opportunity for poor residents of coastal areas to undertake productive economic and social activities so as to produce higher value-added and income greater concern for the ease of obtaining resources, utilizing advances in technology, utilizing continuous market, as well as get services from a variety of sources of financing

Coastal and marine resources have contributed substantially in economic growth in East Java. Capture fisheries production in East Java province in 2009 was 390,251.56 tons. Fisheries export volume reached 188,979.76 tons worth U.S. \$ 503,979.07 thousand. Nevertheless in the socio-economic life of fishing communities that most of them, especially the fishermen belonging to labor or small fishermen, living in poverty puddle.

This study wanted to examine comprehensively about the Development Model of empowerment of the poor coastal areas through marketing net fisheries in East Java. So that the efforts to cultivate fisheries sector through the coastal community empowerment needs to be implemented. Research targets in the first year is Making Model Development using a qualitative approach. Data was collected through a quick survey, FGD, indept interview and observation.

Results achieved: Net Marketing is growing in the coastal cluster in East Java, usually after a fisherman caught any fish, they then tried to sell their catch themselves to local consumers by way of barter or with a certain money value, this activity is not well organized and less efisen and not productive, fish quality is not maintained so that fish prices tend to decline. TPI (Fish Auction) plays an important role in a fishing port and need to be managed as well as possible in order to achieve optimum benefits. However, there are still many who do not meet the requirements of TPI.

Keywords: Model Empowerment of the Poor, Coastal Region, Net Marketing

INTRODUCTION

Catches in the fisheries sector, East Java has a potential of 1.7 million tonnes per year. Sustainable potential 804,612.8 tons per year, but only used 453,034.05 tons per year or 56.30 % of the existing potential. Total catch was mostly (approximately 87.98 %) obtained from the fishing effort in the northern coastal region, the rest (12.12 %) obtained from catching on the south coast (Lukito, 2009).

According to World Bank standards of poor families are families who earn less than 2 dollars per day. Fishing villages and coastal communities, in general, is part of a group of poor people who are at the lowest level and often the first victims who suffer most from helplessness and vulnerability. Various studies have been conducted found that the fishermen

(traditionally) not only have to deal daily with income uncertainty and stress fish bad season long, but more than that they also often have to deal with the pressures and forms of exploitation that occur together with modernization process in the development of the fisheries sector (Kusnadi, 2002).

Poor fishermen are part of the coastal communities that are socio- economically vulnerable, have no savings, less or no education, and poverty often face strong pressure due to various limitations and the influence of structural factors in the vicinity. Due to limitations of technology and production assets owned, cruising poor fishermen in Coast region is generally limited, and the implications for the amount and type of fish catch increasingly diminished. The average income of poor fishermen is very small and only a mediocre to meet the needs of daily life, even the most underprivileged are forced to live.
(<http://kangirwan.wordpress.com/2008>)

For the poor fishermen families, and the role of government funding support is very strategic and functional to support them develop cultural diversification and development of marketing net.

One of the government's efforts to improve the lives of fishermen is to establish Fishermen Exchange (NTN). Ministry of Maritime Affairs and Fisheries (MMAF) in collaboration with the Central Statistics Agency (BPS) since 2008 have been to calculate NTN per province. While in East Java (East Java) NTN determination made earlier, which is funded by the 2006 provincial budget. The coastal community which is often categorized the majority of the poor people, the exchange rate is expected to have a size that is more accurate and objective. With NTN fishing conditions can be more clearly seen every month, either in drought or harvest season. The level of welfare of workers in the maritime and fisheries will be easier to detect, including various economic factors that affect

POTENTIAL FISHERIES IN EAST JAVA

According to the potential of fisheries resources are available, then the increase in the contribution of Marine and Fisheries Sub-Sector in Banyuwangi implemented through efforts peningkayan diversification, intensification, extensification and rehabilitation that includes fishing effort in marine, freshwater aquaculture, brackish water, marine and arrests in public waters, rehabilitation of mangrove forests, and coral reefs. Development to meet the production and consumption of raw materials in the domestic industry, while komoditas - commodities that have a good market abroad are directed to export.

To improve the productivity of fishermen, Jember District Government through the relevant Department seeking breakthroughs, such as developing marine fish commodities, increase knowledge and skills through education and training of fishermen catching fish, as well as maternity empower fishermen to use the Cool Box in order to maintain the quality of marine fish. Commodities developed sea fish include tuna fish, pomfret, mackerel, grouper, small shrimp and shrimp baron (lobster). Besides that, Jember still has the potential export quality and are still cultivated. The potential of the export quality is "Terasi" which has been packed and ready to cook / eat.

Jember is rich with a variety of potential especially in the field of marine fisheries development seems to last year 's starting five accounted East Java level. It was thanks to the success of the fish farmers of the village district Mojomulyo Puger who do aquaculture farming in the form of catfish farming. Even with an area of approximately 100 acres that farmers are able to work on 20 acres can produce 3-6 tons of catfish per day that are likely to

be able to produce even greater when 100 hectares of area was explored by farmers likely will overflow production.

Policies in order to utilize the fish resources and potential exploration in Malang in 2012 aimed at increasing the production and productivity of fisheries, increased fish consumption needs, adding value and marketing of fishery products, as well as increasing the capacity of fishing communities. To realize growth in the field of marine and fisheries through strategic programs such as:

1. Development of production centres fisheries and aquaculture.
2. Development of management and marketing of fishery products.
3. Management and control of marine resources and fisheries.
4. Empowerment of human resources and marine fisheries.

Marine fishery is the largest fishery producer in Malang, in 2012 to $\pm 86\%$ of the total fisheries production. Various attempts have been made in order to increase the productivity of fisheries, such as counselling fishermen and fishing facilities and infrastructure development such as fishing gear, fishing tools such as FADs and GPS, as well as infrastructure development fisherman and infrastructure repair fishing boats. Besides marine capture fisheries do well in public waters, ie rivers, swamps and reservoirs. Potential reservoirs in Malang, among others Reservoir Selorejo in Ngantang, Sengguruh Reservoir in District Kepanjen and performances, Lahor Reservoir in District Kromengan and Sumberpucung, as well as in the District Sumberpucung Karangates Reservoir, Pagak and Kalipare.

In the area of greatest potential use of fish processing found in fish processing, the products produced from fish processing businesses include boiled, dried fish, shredded fish, and other species. Potential contained in the largest fish processing sub Sumbermanjing Wetan especially Tambakrejo Village.

Terri has the largest fishing port after Cilacap on the south coast of Java island. Development potential of the fishery began direalisasikan port development Prigi shore fishery exports with financial support amounting to Rp 120 billion from the state budget. Disbursement is expected to alleviate the poverty of the local fishermen. There are many natural resources in Psychology undeveloped because of lack of interest in investing in Psychology. Cheap labor and transportation improvements are a major asset that can be offered Kab Psychology. Most types of fish from marine fisheries districts Terri was kind Lemuru, Layang and Cob. Kite types of fish, fish and fish Lemuru Tembang is Palagis fish that live at sea level, with clear sea water with salinity levels of the water more than 3.5% and usually in waters located some distance away from the boundary of the beach. To catch these fish species required considerable equipment, in addition to large-sized vessels also fishing gear such as nets big enough anyway.

Pacitan waters adjacent to Ocean Indonesia have a rocky bottom waters with big waves. But these waters have a very big potential of fisheries and abundant. 70.709 km long beach and sea area of authority of 523.82 km cluster of coral in the waters around the bay Pacitan useful as a fish shelter, shelter, breeding, foraging and others. This makes the waters Pacitan be a good fishing ground. Fishing area is an area that has an abundance of fish stocks. State capture area is influenced by various factors such as temperature and salinity.

Pacitan including coastal areas of the south coast of Java, with a length of 70.709 km coastal and marine authority area of 523.82 km. Potential for sustainable marine fisheries resources Pacitan of 34 483 tonnes per year by type of fishery resources consist of:

Demersal fishery resources, namely: Layur Fish, Grouper, Snapper, Bawal, Next, Bambang, Shrimp Lobster, dll. Sumberdaya large pelagic fisheries, namely: Tuna, Skipjack, Tuna, Tengiri, Marlin. Small pelagic fishery resources, namely: Selar, Layang, etc. Pacitan of fisheries in 2005 reached 1559.6 tons or 4.52 % of the sustainable potential.

NET MARKETING

Marketing of existing nets for several different products such as: boiled fish products are used for three channel pattern, which includes the pattern 1 (fisherman - Orion - pemindang - Muncar market retailers), pattern 2 (fisherman - Orion - pemindang - wholesalers Market last was - retailers) and pattern 3 (fisherman - pemindang - Market last was a wholesaler - retailer).

Marketing channels for salted fish products lemuru include pattern 1 (fisherman - salting - Orion - Market retailers Muncar) and pattern 2 (fisherman - salting - Orion - Market last was a wholesaler - retailer).

Thus the marketing of fish products and fish boiled with salted lemuru Muncar market last was a reference that market integration can be said to have reached the market in both the short and long term. This is because price changes are not spread information in a transparent manner in the two markets.

KUD Mino last was with the institution Fish Auction (TPI) can be said to have played a role in improving the bargaining position of fishers (bargaining position), this is because during this hal TPI only prestigious as collecting the fees of production. Buying and selling fish auctions held outside, so fishermen cannot transparently determine the price that goes according to market forces.

Marketing of fresh fish and canned fish Made Raw Fish, Sardine Canning Industry Products, Industrial Processing: Fish Meal Products, Pindang, Fish Oil, Abon, Cold Storage: Frozen Fresh Fish, Processing Waste : Forage Products, Catching Fish : Tuna Fish Products, supporters : Fish Production 9718.2 tons / year.

Marketing netting fish in Jember among others through the fish auction place Puger, which in TPI Puger as among other places: Fishing Boat Harbour, Fishing Boats Simply Available, Ice Factory, and Petrol Station for Fishermen.

Is Fish Landing Base (GN) is located between the Puger Jember District and District Wuluhan Puger precisely at the junction between the river mouth and river Bedadung Besini and at 1130.06 position '.40 "E and 080.08 '.17 " LS. PPI Puger has strategic value to explore the potential of marine fisheries, fishermen empowerment and regional development. Seafood or fish species in PPI Puger disaratkan include: Lemuru, Cob, Layang, Skipjack, Selar, Cob Komo, Manyung, squid, Suluk, Gampungan, Selengseng, Layur, Tembang, rebon Shrimp, Red Tails, Peperek, Kunira.

Exposure to strong winds that hit mainland West Monsoon and Indian Ocean this past holiday Sendangbiru make thousands of fishermen at sea. As a result, activity, fish auction in TPI (Fish Auction) cottage Dadap decreased. This makes the price of fish increased due to scarcity of fish. Since the weather worsened the fishermen were reluctant to go to sea for fear the boat upside down. While the fishermen are desperate to go to sea turns back the Department of Marine and Fisheries Malang Regency desirous improve fishery products in the region. Good quality fisheries products as well as fresh water fishing, especially the quality of fishery products in the region Sendangbiru.

The fisherman catches not treat them well. For example, starting from palkanisasi system availability and storage of fish with ice. That caused a lot of quality fish than expected. "Fish out of order so that the product and the selling price to be dropped".

Handling on one day fishing the fisherman fishermen fishing in the sea length not more than 12-24 hours a day. Usually use purse seine fishing gear, gill nets, payang, nets klitik, beach seine, etc..Hasi fish catch is fish lemuru, cob, overpasses, peperek, kwee, slengseng, trevally, bloating, Awon - Awon, salmon, and so on. Stages handling the fish in TPI Prigi VAT include demolition of the ship, handling fish in TPI, handling merchant.

At each handling the fish one day fishing does not use ice. Fishermen long day fishing in VAT Prigi using fishing gear types namely Trolling lines (Rumpon) and Fishing prawi (Long line) to the fishing ground area more than 35 miles. Long trip trolling and catching an average of 5 days and if it does not get the fish continued until 1 week until supplies run out. This type of fishing gear is a type of tuna, skipjack, lemadang, kwee, voyage, etc..Handling the fish in TPI Prigi VAT includes demolition of the ship, handling at TPI, in the handling of large traders. Because of the time required in the operating time, the handling of the fish long day fishing is better than the handling of fish by fishermen fishing one day.

Coastal fishing ports (PPP) Tamperan located north-west of East Java Province, located 276 km from the city of Surabaya, bordering Central Java province and ± 140 km from Yogyakarta. Geographically located between 08013'30 " South latitude da 110004 ' east longitude.

Original plan fishing port development in Pacitan only designed for Type D or Base Port Fish Perndaratan given at that time was still a little fleet size and the size of the boat also landed beukuran too small, but with the demands of society and also with the potential for sustainable marine fisheries resources Pacitan amounted to 34 483 tonnes per year by type of fishery resources consist of:

- a. Demersal fishery resources, namely: Layur Fish, Grouper, Snapper, Bawal, Next, Bambang, Shrimp Lobster, Manyung, and others.
- b. Large pelagic fishery resources, namely: Tuna, Skipjack, Tuna, Tengiri, and Marlin.
- c. Resource small pelagic fisheries are: Selar, Layang, Lemuru, and others.

POST-HARVEST DEVELOPMENT AND MARKETING

In the field of Post Harvest, Product Development and Quality of Fishery Products Processing need further enhanced, both to commodity exports and domestically consumed. Pengkatan coaching efforts against raw material has dikembangka cold chain system (Cold Chain System) is right next to the sanitation and hygieni factors that must be taken seriously by all processing units.

For fish processing in traditional, supporting them in doing through increased processing capabilities in the management of fishery products and processing techniques. This is done by providing training, outreach and demonstration and introduction / diversification processing. With the coaching, the skills of traditional fishermen and processors will also increase so that fishermen and processors have more alternatives in marketing their products.

With the final product that is getting better and diversification program, it is expected to increase fish consumption. In addition, the construction and rehabilitation of fishing harbours and fish landing bases are equipped with a fish auction facility, intended also to improve the marketing of fishery product.

FISHERMEN EXCHANGE EAST JAVA

Fishermen Exchange (NTN) of East Java in February 2013 decreased by 0.30 percent compared to January 2013. NTN month decline is due to the price received by fishermen index rose only 0.07 percent less than the rise in the prices paid index increased fishing by 0.37 percent. NTN development in February 2013 to December 2012 (cumulative calendar year 2013) increased by 1.38 percent. While the development of NTN in February 2013 to February 2012 (year-on -year) increased by 4.89 percent. This is because the index of prices received by fishermen has increased by 9.91 per cent while the prices paid index rose by fishermen only 4.78 percent.

CONCLUSION

Marketing webs growing on the beach in East Java clusters usually after a fisherman caught any fish, they then tried to sell their catch themselves to local consumers by way of barter or with a certain money value, this activity is not well organized and less efisien and unproductive, quality fish is not maintained so that fish prices tend to decline.

TPI (Fish Auction) plays an important role in a fishing port and need to be managed as well as possible in order to achieve optimum benefits. However, there are still many who do not meet the requirements of TPI.

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