

DEVELOPING LOCAL POTENTIAL-BASED ENTREPRENEURSHIP MODEL IN KANGEAN ISLANDS

Uswatun Hasanah
Universitas Trunojoyo Madura
uswah_entre@yahoo.com

Ahmad Arsyad Munir
Universitas Trunojoyo Madura

Abstract

Rural development has been a spotlight during 2015 – 2019. There are Two issues in the development of rural communities. First, the fact that in the past two decades is the development has only been focused on urban areas while in general our country consists of rural areas. The second issue is that despite various efforts and rural development programs initiated by the government in the New Order era, the socio-economic conditions of rural communities are still very far from the expected. The study aimed to develop local potential-based entrepreneurship model in Kangean islands. The development of the model became a model of rural settlement issues, particularly on islands. Entrepreneurship development model included upstream downstream of local potentials capable of being expanded in agricultural and marketing sectors to become one of the tourism objects. This study used multi-methods analysis by applying Location Quotient (LQ) method, SWOT analysis, trend analysis, and analysis of Community Economic Empowerment in agriculture and marine. The strategic value and objective of the study was to provide important information on the local potentials in Kangean islands. The results of the study indicated that the local potentials in agricultural and marine sectors could be used as tourism object. The Development model of local potential-based tourism object was intended to promote local potentials while maintaining the local wisdom, such as the character and local cultures.

Keywords: entrepreneurship, local potential, location quotient, SWOT analysis, trend analysis.

Abstrak

Pembangunan desa khususnya menjadi sorotan pada periode 2015 – 2019, dalam pembangunan masyarakat desa terdapat dua permasalahan yaitu : pertama, dalam dua dasawarsa terakhir, perkembangan pembangunan hanya fokus di daerah perkotaan sementara secara umum negara kita Indonesia masih didominasi oleh pedesaan. Kedua, kendati pada masa pemerintahan Orde Baru telah mencanangkan berbagai upaya kebijaksanaan dan program pembangunan pedesaan, tetapi secara riil bahwa kondisi social ekonomi masyarakat pedesaan masih sangat jauh dari yang diharapkan (memprihatinkan). Penelitian mengenai model pengembangan entrepreneurship berbasis potensi lokal desa di kepulauan Kangean. Pengembangan model tersebut menjadi sebuah model penyelesaian permasalahan pedesaan, khususnya di kepulauan. Model pengembangan entrepreneurship mencakup hulu hilirisasi potensi-potensi desa yang mampu dikembangkan dalam sektor pertanian dan pemasaran sehingga menjadi salah satu objek wisata yang menarik. Metode penelitian ini menerapkan beberapa metode analisis (multi-methods analysis) yaitu dengan mengaplikasikan beberapa metode yaitu metode Location Quotient (LQ), analisis SWOT, analisis Trend, dan analisis Pemberdayaan Ekonomi Masyarakat pada sub-sektor pertanian dan kelautan. Penelitian ini memiliki nilai dan tujuan strategis dalam memberikan informasi penting mengenai potensi

desa di pulau Kangean. Hasil penelitian ini menunjukkan bahwa terdapat potensi desa di sektor pertanian dan kelautan yang dapat dijadikan objek wisata yang berbasis potensi desa. Model pengembangan objek wisata berbasis potensi desa dimaksudkan untuk mengangkat segala potensi desa dengan tetap mempertahankan kearifan lokal di dalamnya, seperti karakter dan budaya-budaya setempat.

Kata Kunci: entrepreneurship, potensi lokal, loqation quotion, analisis SWOT, analisis trend.
JEL: O1

1. Research Background

Indonesian territory consists mostly of water, with an area of about 5.8 million km², and has the potential of fishery resources of 6.4 million tons/year. Fishermen, as the heir to the maritime culture who yield the fishery resources, have not obtained satisfactory yields. This is because the fishermen still use simple method so that the yield is not optimal. Therefore, the management of potential resources is necessary for the realization of sustainable marine ecosystem in the islands in order to improve social welfare. One way to improve social welfare through the development of local potential-based entrepreneurship model issuing marine resources on a regular basis and with dependency feeling (sallatang, et.al, 1999), particularly in Madura as the communities' life principle is "asapokangenabentalombek" which means the wind is our blanket and the wave is our cushion, indicating that the majority of Madurese is fishermen.

In addition to the life principle, the construction of Suramadu is also a reference in determining the model of marine community empowerment. In Bangkalan, there were 12.626 fishermen, 698 farmers. While in Sampang, the number of fishermen was 11.031 and the number of farmers was 1.499 farmers. In Pamekasan, there were 6.074 fishermen and 677 farmers. While in Sumenep, the fishermen amounted to 21.176 people and the farmers amounted to 646 people. Fish catching and fish farming on the coast of Madura in 2013 reached Rp. 1.9 trillion. It indicated that fishery was potential to be developed in the era of regional autonomy. The figure was inversely proportional to the well-being of coastal communities.

The marine potentials should be directly proportional to the communities' social welfare. Therefore, the pattern of community development is necessary to build the economic autonomy of the community. If the economic autonomy is established, the level of social welfare is improved. Loekman Soetrisno (1988), in his article entitled *Negara dan Peranannya dalam Menciptakan Pembangunan Desa yang Mandiri* (The State and Its Roles in Creating a Self-Reliant Rural Development - 1988) suggested that in the context of rural development in Indonesia, the concept of autonomy was wider than financing the development. Autonomy means a change of power between rural communities and the state in determining the direction and purpose of social change in the community, especially in the islands.

Loekman Soetrisno further clarified that a development was a success not only when it raised the living standards, but also to which extent the development could lead to the willingness and ability of community to be self reliant. The willingness here refers to the willingness of the community to create a development and preserve as well as develop the results of the development, both internal and external development, both coming from their own efforts or from external factor such as marine resources.

One way to build the autonomy of marine community is through entrepreneurship. Some experts define entrepreneurship as a creative effort to create a value of something unavailable into available and can be utilized by many people. All this time, the ocean has potentials but they were not optimally utilized because the majority of the fishermen sell their catches raw, without value added to raise the economic value of the resources.

Community empowerment is an attempt to actualize the potentials of the

community. Thus, community empowerment approach in the development of coastal communities emphasizes the importance of self reliant community, as a system of self organizing. Such community empowerment approach is certainly expected that an individual is the actor of their own lives rather than simply an object (Moebyarto, 1996 in Wahyono, 2001).

Community empowerment approach which is people-centered development as become the basis of insight into community based management, a mechanism of people-centered development plan that emphasizes technology of social learning and strategy of program formulation. The objective of the approach is to improve the ability of the community in actualization (empowerment). In this regard, Moebyarto (1999) suggests the characteristics of people-centered community based management approach, which includes: First, decisions and initiatives to meet the needs of local communities which are made at the local level by community members who are acknowledged as participants in the decision-making process. Second, the main focus of community based management which is to strengthen the ability of poor community in utilizing their assets in order to meet their needs. Third, these approach which has a great tolerance towards variations. Therefore, the approach acknowledges the meaning of individual choice and decentralized decision-making process. Fourth, Institutional culture which is characterized by autonomous organizations which interact with each other to provide feedback for the implementation in order to conduct self evaluation at every level of the organization. The last, the existence of coalition and communication network among entrepreneurs and autonomous local organizations which includes beneficiaries, local government, and local banks, to be the basis for any activities aimed at strengthening the supervision and control of the community on a variety of existing sources and the ability of local communities to manage resources.

According to Sumodiningrat (1999), community empowerment is an effort for the community's self reliance through the embodiment of their potential abilities. Community empowerment involves the community as the empowered and those who are concerned with the community. All this time, the benefits of the empowerment had not been fully perceived by the community. Many empowerment did not run optimally. Therefore, entrepreneurship based empowerment model is necessary.

Entrepreneurship is a mental attitude and an active nature in an effort to increase revenue through business activities. In addition, entrepreneurship is the ability to be creative and innovative which serves as the basis and resource to find opportunities for success. According to Peggy A. Lambing & Charles R. Kuehl in *Entrepreneurship* (1999), entrepreneurship is a creative effort to create a value from something unavailable to be available and meaningful.

Efforts to empower the community should consider three things (Sumodiningrat, Gunawan, 2002); First, creating an atmosphere that enables the potentials of the community to develop (enabling). The starting point is the recognition that every human being, every community, has potentials to be developed. No community is completely without power otherwise the community would be extinct. Empowerment is an attempt to build the power by encouraging motivating, raising awareness of their potentials and developing them.

Second, reinforcing the potentials and the power of the community (empowering). More positive steps should be taken rather than just creating an atmosphere that enables the potentials of the community to develop. This reinforcement includes real steps and involves the provision of inputs, as well as access to opportunities that will make the community empowered. Empowerment reinforces not only the community members but also the institutions. Instilling values of modern culture, such as hard work, economical, transparency, and accountability is a fundamental part of empowerment.

Another fundamental part of empowerment is reforming social institutions and their integration into development activities and the role of the community members in the integration. The important thing here is to increase people's participation in decision-making

process concerning the community. Therefore, community empowerment is closely related to stabilization, acculturation, and the practice of democracy.

Third, empowering also means to protect. In the process of empowerment, the weak must not be weaker due to lack of power in dealing with the strong.

Therefore, protection to the weak is fundamental in the concept of community empowerment. To protect does not mean to isolate from interaction. Isolation will actually dwarf the small and weaken the weak. Protecting should be seen as an attempt to prevent unfair competition and exploitation of the strong over the weak. Community empowerment must not make the community dependent on charity. Basically, what the community obtains from the empowerment should be coming from their efforts (whose results can be disputed with other parties). Thus, the final objective is to create a self reliant community, enable the community, and develop the ability to be advanced toward a better life on an ongoing basis.

Empowerment of marine communities is a process of intervention to awaken the Indonesian community. Entrepreneurship-based empowerment has the potential to motivate community to become more empowered. Entrepreneurship has been widely carried out as one of the strategies or models in community empowerment.

Community empowerment of entrepreneurs in the field of creative industry is carried out through the following process: First, conditioning is awareness and habituation process to build business-conscious individuals. The process is carried out in stages, starting from building a mindset to the creation of business idea. Individuals who do not have interest in business will be interested in creating the business idea. Second is to make a business plan. The process is a step in fostering entrepreneurial competencies, how to start a business, how to proceed with designing a systematic and implementable business. Third is mentoring. The process includes how to provide strategies and best practices to every individual who will start their business. Mentoring is a process of improving and directing towards the implementation of sustainable business. Mentoring can be conducted by entrepreneur or experienced entrepreneur partnering with beginner entrepreneur, thus creating a good learning process. The last is evaluation. As the business run may not always be a success, the business should be evaluated on a regular basis by the owner, team of experts, and fellow entrepreneurs.

2. Research Method

This study used multi-methods analysis by applying Location Quotient (LQ) method, SWOT analysis, trend analysis, and analysis of Community Economic Empowerment in agriculture and marine. The objective of this study was to provide important information on local potentials in Kangean islands. The data collection for each case study was emphasized more on the development and the use of semi-structured interviews with decision-makers such as officials of community groups. Primary data were collected through field study, questionnaires and interviews with experts and stakeholders. In order to support the primary data, Focus Group Discussion for stakeholders was conducted. Furthermore, secondary data collection was carried out through literature study of books, reports, documents, and relevant publications.

The advantage of using the interview is more focused and profound. On the other hand, the interview has weaknesses which include bias response, bias questions and inaccurate response. In order to eliminate the weaknesses of the interview, early stages of brainstorming, spreading questionnaires and rechecking responses were conducted to make sure the actual response.

In carrying out qualitative analysis (What-If Analysis) with in-depth interviews, there were several procedures, namely: (1) Defining the activities or aspects to be analyzed, (2) Defining problems of the aspects to be analyzed, (3) Dividing the aspects to be analyzed into more specific categories, (4) Making What-If questions for each element of the aspects to be analyzed, (5) Requesting response of each What-If questions to targets, policy makers, subjects

of the policy, etc, (6) Drawing a conclusion based on the results obtained for the purpose of recommendations. Data analysis was carried out in several stages, in accordance with the objectives of the study and the results to be obtained (Cooper & Schindler, 2003): first, qualitative descriptive analysis was carried out to analyze the effectiveness, efficiency, and criteria of identification of the role of marine community empowerment. Second, inferential analysis was carried out to determine the dominant variable in the identification of empowering role in improving the economic autonomy to analyze the entrepreneur-based marine community empowerment model in building economic autonomy. Third, Interpretative Structural Modeling analysis was carried out to analyze institutions, obstacles, and necessary programs, as well as the strategy of the future program. This analysis was preceded by need assessment toward the stakeholders.

3. Result and Discussion

Kangean Islands are a group of islands in the easternmost of Madura. The archipelago is an area of 487 km² which consists of 60 islands. Among the islands, the largest islands are Kangean (188 km²), Paliat, and Sepanjang. The area is divided into three sub-districts, namely Arjasa, Sapeken, and Raas. Kangean Island consists of wetland and dryland. The dryland is 37.501,10 ha (81.35%) spread across 28 villages, while the wetland is 8.594,90 ha (18.65%) spread across 25 villages. The largest village is Saobi with an area of 10.767 ha, consisting of 116 ha (1.08%) of wetland and 10.651 ha (98.9%) of dryland. The second largest village is Kolokolo which has a total area of 5.741 ha consisting of 1.134 ha (19.75%) of wetland and 4.607 ha (80.25%) of dryland. There are five villages which have a total area of over than 2.000 ha and less than 4.000 ha, namely Gelaman (3.934 ha), Pajanangger (2.915 ha), Kangayan (2.798 ha), Batuputih (2.897 ha) and Sawahsumur (2.200 ha). Other villages mostly have a total area of less than 1000 ha. There are also villages which have a total area of less than 100 ha, such as Laok Jangjang (81 ha) and Sumberangka (58 ha). Kangean Island is part of Sumenep district.

Fishery is the source of income for most of the population in Kangean Island. Fish farming is also conducted on land with an area of 48 ha of ponds and 54 ha of aquaculture. In terms of productivity, the ponds provide higher yields with as many as 22 tons per year, while aquaculture only produces about 5 tons per year, so that the productivity of is 0.46 tons per ha per year for the pond and 0.9 tons per ha per year for freshwater fish farming.

The products of fisheries sector are mostly from fish caught from the sea. In 2015, 1.615 tons of fish were caught from the sea. The amount of fish produced by the fisheries sector in Kangean Island in 2015 was 1.340 tons. Kangean Island is projected to be a marine tourism area in Sumenep district. It takes 3 hours to get to Kangean Island from Kalianget port in Sumenep by fast boat (express) and it takes 8-10 hours by regular boat. In addition to its beautiful underwater scenery, the island has naturally beautiful beaches and mangrove forests. The ocean is very clear with quiet stream and various fishes and coral reefs.

Community involvement in tourism management is highly active. 83% of the respondents (based on interviews) reported that the community was involved in the tourism management. Community involvement in the management of marine tourism in Kangean Island is very important and appropriate, given the fact that the role of the government in the region is still minimal (no personnel is stationed in the island). Moreover, the aims of the management of marine tourism are public welfare, cultural integrity and preserving the biological diversity. Community involvement in tourism management has several benefits, including: (1) increasing the income of local communities, (2) preserving the coastal resources and (3) maintaining the cultural integrity. Therefore, community-based management is essential to be maintained and adapted to the concept of co-management (partnership between the community, government and other relevant stakeholders). This is in accordance with the

statement of Moscardo and Kim (1990) that a sustainable tourism should focus on increasing the welfare of local communities, ensuring intergenerational and intergenerational beauty, preserving biological diversity and ecological system, ensuring cultural integrity.

However, the natural resources available do not contribute much to the economy of the communities in Kangean Island. The community members prefer to be a migrant worker in Malaysia and wander into other regions such as Kalimantan and Lombok. Other community is divided into East Kangean, largely depends on the sea, and West Kangean, mostly farming crops such as rice, corn and green beans.

Entrepreneurship based empowerment is the right model to be applied in order to optimize natural resources, so that the benefits can be received by the community. Entrepreneurship is a mental attitude and an active nature in an effort to increase revenue through business activities. In addition, entrepreneurship is the ability to be creative and innovative which serves as the basis and resource to find opportunities for success. According to Peggy A. Lambing & Charles R. Kuehl in Entrepreneurship (1999), entrepreneurship is a creative effort to create a value from something unavailable to be available and meaningful.

Efforts to empower the community should consider three things (Sumodiningrat, Gunawan, 2002); first, creating an atmosphere that enables the potentials of the community to develop (enabling). The starting point is the recognition that every human being, every community, has potentials to be developed. No community is completely without power otherwise the community would be extinct. Empowerment is an attempt to build the power by encouraging motivating, raising awareness of their potentials and developing them.

Second is reinforcing the potentials and the power of the community (empowering). More positive steps should be taken rather than just creating an atmosphere that enables the potentials of the community to develop. This reinforcement includes real steps and involves the provision of inputs, as well as access to opportunities that will make the community empowered. Empowerment reinforces not only the community members but also the institutions. Instilling values of modern culture, such as hard work, economical, transparency, and accountability is a fundamental part of empowerment.

Another fundamental part of empowerment is reforming social institutions and their integration into development activities and the role of the community members in the integration. The important thing here is to increase people's participation in decision-making process concerning the community. Therefore, community empowerment is closely related to stabilization, acculturation, and the practice of democracy. Third, empowering also means to protect. In the process of empowerment, the weak must not be weaker due to lack of power in dealing with the strong.

Therefore, protection to the weak is fundamental in the concept of community empowerment. To protect does not mean to isolate from interaction. Isolation will actually dwarf the small and weaken the weak. Protecting should be seen as an attempt to prevent unfair competition and exploitation of the strong over the weak. Community empowerment must not make the community dependent on charity. Basically, what the community obtains from the empowerment should be coming from their efforts (whose results can be disputed with other parties). Thus, the final objective is to create a self-reliant community, enable the community, and develop the ability to be advanced toward a better life on an ongoing basis

4. Conclusion

The development local potential-based entrepreneurship model in Kangean Islands is one alternative of community empowerment in optimizing the utilization of the potentials and natural resources. Potentials available in Kangean island, such as the beautiful mangrove

forests, beautiful coral reefs and clear waters, are potential to be developed into marine tourism.

References

- Chaniago A. 1987. *Perkoperasian Indonesia*. Bandung: Penerbit Angkasa
- Gibson D. 2001. Poverty Reduction in Indonesia Through Scaling-Up Grameen Bank-type Microfinance. *Publish presentation for AusAID-Australia*.
- Jansson T. 2001. Inter American Development Bank, Sustainable Development Departement, Micro Small and Medium Enterprise. *Microfinance : From Village to Wall Street*.
- Khun J. 1987. Cooperative Organization for Rural Development, Organization and management Aspect. *Working paper*. West Gemarny: Malburg.
- Ledgerwood J. 1999. *Sustainable Banking With The Poor*. Microfinance Handbook. Washington: World Bank.
- Robinson MS. 2001. Sustainable Microfinance at The Bank Rakyat Indonesia : The Economic and Social Profit. *Workshop on Institutional Commercial Microfinance for Working Poor*.
- Rozi, Hendri. 1997. *Kapan dan Bilamana Berkoperasi*. Riau: Unri-Press.
- Danim, S. 2004. *Motivasi, Kepemimpinan dan Efektivitas Kelompok*. Jakarta: Penerbit Gramedia.
- Surjandari, DA. 2004. Evaluasi terhadap Lembaga Pembiayaan Mikro Yang Beroperasi Dengan Pendekatan Institusi (Studi Pada BRI Jawa Timur). *Working paper*.
- Tambunan, T. 2001. *Perekonomian Indonesia Teori dan Temuan Empiris*. Jakarta: Penerbit Ghalia Indonesia.
- Teuku, S. 2008. Koperasi Menuju Budaya yang Berdaya Saing. *Harian Kompas 2008*
- Yustika, AE. 2006. *EkonomiKelembagaan (Definisi, Teori dan Strategi)*. Malang: Penerbit Bayumedia.