

THE EMPOWERMENT OF ECONOMIC SOCIETY THROUGH THE GROUPING SEAWEED FARMERS IN GELUNG BEACH

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abstract

Situbondo has ± 168 km. Situbondo as one of the districts that has large potential of marine resources and fisheries, especially commodity seaweed commodities. Therefore Situbondo has great chance to boost revenue through marine and fisheries sector. Bun village as well as coastal and central areas of seaweed production is not formed yet a farmers' groups seaweed. Seaweed farmers limitations in terms of institutional strengthening made any aspirations or community issues related to grass farming business activities both at the pre-production and production. Post-production has not even totally channeled causing many farmers often encounter various obstacles especially in sub-economic system.

Keywords: Seaweed, Grouping, Seaweed Farmers, Gelung Beach

I. INTRODUCTION

1.1. Background

Situbondo has a ± 168 km beach. It is one of the districts that has large potential of marine resources and fisheries, especially for seaweed commodities named *Echeuma Situbondo cottoni*. Because it has a great chance to boost revenue through marine and fisheries sector. This is apparent from the seriousness of the government in spurring Situbondo marine and fisheries development activities by placing it in the priority sectors of Regional Planning.

The types of seaweed that has economic value and has been cultivated is *Echeuma* sp and Red *Gracilaria* sp. Beside of algal species was also *Gelidium* sp, *Sargassum* sp and *Echeuma Turbinaria* sp cultivated in coastal waters, being *Gracilaria* sp already can be cultivated in ponds.

Seaweed farmers as one of the development of marine and fisheries export commodities produce need attention and seriously coaching and sustainable in order to produce a good product. For producing seaweed which can compete in the market need the professionalism management.

Business management can be realized if the seaweed business is done by qualified human resources since these commodities are vulnerable to quality and marketing.

Constraints faced by farmers or seaweed farmers are poor quality seaweed which is derived because of their inability to maintain until 40-45 days are experiencing hair loss caused by age maintenance, The venture capital difficulties that farmers are often forced farmers to sell seaweed at the age of 30 days at the above mentioned conditions aggravated by marketing situation during the harvest sea where rumut prices drastically dropped the price range per kilogram wet Rp.900, - being on time - no time during the harvest price per kilogram wet can reach R.2.300,-the erratic price fluctuations and price of the collectors game lead farmers suffered losses. situation like this in almost every year of natural farmers.

And the more ironic that the Village bun apart as one of cultivation of seaweed also known as the beach resort of Patek but based on preliminary surveys have not established the existence of public institutions especially seaweed farmer groups as a container that can be used for the aspiration of channeling all the desires or needs as well as the problems faced by farmers.

Management of production, marketing and activities carried out individually or productive business difficulties faced with the problem of capital, price volatility and limited marketing channels.

If individual farmers farming will continue to be on the weaker side because individual farmers will manage a small arable farm with extensive and scattered and low capital holdings. So, the government needs to pay attention to institutional strengthening through kelompoktani due to the farmer groups will be more powerful, in terms of both its institutional and capital.

That need to be built on farmers is awareness in community / group that grew on the basis of need, rather than coercion and encouragement of specific projects. The aim is (1) to organize farmers in force in asserting their rights, (2) gain bargaining power and accurate market information, especially relating to the price of agricultural products and (3) play a role in negotiating and determining the prices of agricultural products produced by its members (Masmulyadi 2007).

1.2. problems

The issues that will be examined in this study are:

Bun village as well as coastal and central areas of seaweed production has not yet formed a container or farmer groups seaweed, seaweed farmers limitations in terms of institutional strengthening cause any aspirations or community issues related to grass farming business activities both at the pre-production, production and post-production has not even totally channeled causing many farmers often encounter various obstacles especially in sub-economic system.

1.3. Research Objectives

To establish institutions in this regard is the seaweed farmer groups in order to have the bargaining power in their business activities

1.4 Out Come

1. Farmer organization has strategic value in mobilizing rural agribusiness system. For that all the available resources in the village need to be optimized in order to increase the income of farm families. With the formation of institutional or seaweed farmer groups can strengthen the bargaining position in marketing petani.terutama
2. Seaweed farmers in order to increase capital investment by working with stakeholders and increase farmers' income seaweed

II. LITERATURE REVIEW

In the context of agribusiness systems, sub-systems as well as on farm (aquaculture) and sub-system off the farm (both in the upstream and the provision of input factors in downstream processing and marketing) contained sub-system support (supporting service sub-system). Activity in this sub-system support includes education, training and extension services, research and development, capital and insurance, advocacy and legal aspects of procurement rules that favor. In general, sub-systems supporting this should be interpreted as activities that are run by the government. Because of course, individual farmers will not be able to perform that role. However, if the farmer is engaged in a form of a solid partnership, but not impossible various sub-systems supporting these activities they can execute well. (Anonimous, 2010)

In the journal Sesbany 2010, the Institute was born in the countryside to meet the social needs of the community. Nature is not linear, but rather an individual members' needs, such as: physical needs, safety needs, the need for social relationships, recognition, and development of recognition. The main benefits of the institution is to accommodate the needs of one side of the social life of the community, and as a social control, so that each person can adjust their behavior according to the will of the people (Elizabeth and the Dervish, 2003).

Principles that must be met by a farmer organization that still exist and are ongoing:

1. The principle of autonomy (locally specific).

Understanding the principle of autonomy here can be divided into two forms, namely:

A. individual autonomy

At low levels, the meaning of the principle of autonomy is referring to the individual as the embodiment of the desire to be free is inherent in human beings as one of the most precious gift of the creator (Basri, 2005). Freedom is what allows individuals to be autonomous so that they can actualize all potential best in him optimally.

Autonomous individuals who will form the next young autonomous community, and finally an independent nation, and superior (Syahyuti, 2007).

- B. Village autonomy (locally specific).
- C. Institutional development in rural villages adapted to the potential itself (locally specific). Indonesian villages, in addition to varying in plurality systems, values, and culture; also has a background long history and diverse as well. Institutions, including the organization, and the devices require adjustments to the rules and laws so that the opportunity for every citizen to act as the core subject in the development of the movement can grow in all areas of life. In addition, it should also memperhatikan order elements. Thing live in the village, whether in the form elements (soft element) as human beings with value systems, institutional, and teknostrukturnya, as well as the form elements (hard element) as the natural environment and its resources , is a dynamic identity senantiasa adapt or grow and develop (Syahyuti, 2007).

2. The principle of empowerment.

Bagaimana seek empowerment of individuals, groups, or communities try to control their own lives and seek to shape the future in accordance with their wishes. The main core of empowerment is the achievement of independence (Payne, 1997).

Empowerment means preparing for the villagers to strengthen themselves and their groups in a variety of ways, ranging from a matter of institutional, leadership, socio-economic, political and cultural base by using their own (Taylor and Mckenzie, 1992). On the process of empowerment, there are two basic principles that must be followed (Saptana, et al, 2003), namely:

- A. Create space or opportunities for people to develop themselves independently and by way of his own choosing.
- B. Motivating people have the ability to utilize the space or the opportunities created. This policy translates for example in the field of economics in the form of increased public accessibility to the factors of production and the market, while in political science in the form of options are available for people to channel their aspirations. On the other hand, institutional empowerment in the future need to be directed to be oriented to: a). Concession commodities (food / non-food) are the most profitable, b). Economic scale and labor-intensive technology, c). Win-win partnership mutually with kolehial, d). Created upstream-downstream interdependencies, e). Developed and institutionalized capital loans (banks, cooperatives, farmer), f). Cooperative, competitive and transparent through business information systems, g). Take advantage of opportunities in each subsystem agribusiness, and h). HR support educated, rational, independent, informative, communicative, and participatory (innovative) (Elizabeth, 2007).

3. The principle of local autonomy.

Approach to development through the eyes of local independence implies that all stages in the process of empowerment should be decentralized. Empowerment is based on a decentralized approach will foster autonomous conditions, where each component will still exist with a variety of diversity (diversity) which contains (Amin, 2005).

Failure of institutional development for farmers is one of them due to ignoring local institutions that live in rural areas, because they do not have sufficient economic life. Institutional characteristics in traditional societies in which economic activity is embedded in kinship and community institutions. Economic fulfillment is the responsibility of genealogical communal groups. The main characteristic of traditional institutions is a bit institutional, but many functions. Unlike the case with the modern society is characterized by the emergence of many institutions with specific functions and narrow-narrow (Saptana, et al, 2003).

Local independence suggests that more appropriate when viewed development as a process of adaptation-creative society rather than as a series of efforts mechanistic refers to a plan drawn up systematically. Local self-reliance also confirmed that the organization should be managed with more emphasis than the spirit of participation and dialogue as practiced strict control over this (Amin, 2005).

III. RESEARCH METHODOLOGY

3.1 Research Sites

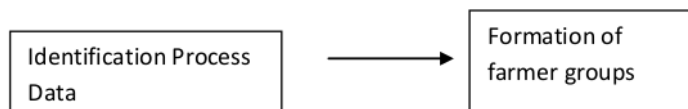
Research location specified intentionally (purposive method) is the village of Bun District Panarukan Situbondo with the site representative for consideration in doing research

3.2 Data Collection Techniques

For the purposes of achieving the objectives penelilitian identifying and documenting the data seaweed farmers in the village of Bun District Panarukan Situbondo.

3.3 Qualitative Data Analysis Techniques Diskriptif

3.4 Qualitative Data Analysis Techniques Diskriptif



IV. DESCRIPTION AREA RESEARCH

4.1 Description of region

Sub Gelung village Panarukan Situbondo. Located 11 KM from the city center Situbondo. Bun village has an area of 383 ha, Geographical conditions as follows: The height of 4 meters above

sea level, rainfall average - average 5.87 mm / yr, a plain topography, beaches and, in 1391 Human Resource KK (1951 men, women 1974), Village Potential a 36.660 m2 pond fishing, beach 19.60 km, and ± 55 ha of agricultural fields, upland 13.2 Ha. Peternakan include cows, buffalo, goats, there are also home ayam. Selain cracker industry, glutinous rice, bun village is the specific village because in addition to the above also has a potential tourist spot famous for its beach yaws

V. RESULTS AND DISCUSSION

5.1 Potential Social Demography

Village Gelung than as village agriculture is also known as a village fisherman and industry, where most of the population earns a meager living by farming in rice fields as other farmers seaweed and fishing and working in the home industry such as crackers and glutinous rice, for more detail can be seen in the table below this

Table 5.1 Distribution Villagers Gelung based Livelihood

No	Discription	total	Persentase
1.	Farmer / fisherman	352 Orang	9
2.	Service sector workers / trade	2.560 Orang	65
3.	Workers sector agro-industry	22 Orang	0.6
4	does not work	991 Orang	25
	total	3925	100

Secondary data sources processed, 2010

5.2 potential Fisheries

As we all know that having Situbondo ± 168 km long beach is a district that has the potential of marine resources and fisheries are quite large. Village bun as one of the suppliers of seafood and marine capture fisheries as hasi or production of seaweed cultivation, with thus has contributed also to spur revenue. Seaweeds provide a substantial contribution in the velocity of money in this village, as for the type of seaweed potential and suitable to be developed is kind Euchema Cottoni.

5.3 Economic Potential

Gelung village including one of the villages that are quite unique and diverse livelihoods, as noted above, the development of the industrial sector is significant and likely to be stable, while the home industry activities in question here is the making of fish crackers and glutinous rice which in certain seasons such as Eid demand for both the range of products is rising sharply and the number of home advantage to the industry (20 people that stir / attempted manufacture of fish and glutinous rice crackers) in the village of bun that gives a significant meaning in economics than it can reduce high unemployment average of one home industry employs 4-6 people.

5.4 potential Institutional

As pointed out above in some communities Gelung work in agriculture and fisheries, particularly the collection of data from which to work and try seaweed farming as much as 244 people, but despite their numbers pretty much turns out they do not have a container or a public agency in this case clogs [ok laut. Berdasarkan grass farmer realities mentioned above, the mechanism through various meetings and both approaches will be undertaken to community leaders and religious leaders as well as through data collection then formed six groups of seaweed farmers. With the inception of seaweed farming group in the village there are many benefits bun or benefits in get (value add)

First: Those farmers seaweed or seaweed farmers have aspirations or container for problems related both to technical problems aquaculture production and marketing issues. Farmers have a better bargaining position because members can sell their products through the group and the chairman keompok coordinate their sales proceeds for the sale to the collectors at a high price and is different from the situation before a seaweed farmer groups, where farmers sell their products individually in middlemen so that they exist in a weak position because of all the middlemen are playing price so it is not uncommon to farmers suffered losses. Especially at harvest time in months - April, May, June over products made farmers helpless against the middlemen who generally they bid price of grass wet sea up to Rp.900, -/kg, the average production of 1-2 KW per rack could be more depending on the quality

While it was at times wet seaweed prices could reach Rp.2.500, - / kg. Biaya production per rack in one cycle (age 35-45 days) between Rp 400.000 - Rp. 500.000, - with a simple analysis, if the production of seaweed 2 kw / rack x Rp. 900/kg = Rp 180.000 while the cost to be in spend between Rp 300.000, - to Rp 400.000, - thousand. Already can be sure the farmers will suffer losses.

Picture above shows how the weak bargaining position of farmers, but the above conditions are not only experienced by farmers in the village of Bun course but in general this has been revealed by similar previous researchers as well as by Sesbany, 2010 (in the journal). Fundamental problem for the majority of Indonesian farmers is powerlessness in negotiating the price of their products. Farmers 'bargaining position' has been generally weak, this is one of the obstacles in an effort to increase farmers' income. According to Branson and Douglas (1983), the weak bargaining position of farmers is generally caused less farmers get / have access to markets, market information and inadequate capital.

Difficulties farmers sell their produce because they do not have their own marketing channels, as a result of farmers using slash-sale system. With this system as much as 40% of the sales of crops belong to brokers

5
Increased agricultural productivity is no longer a guarantee of a decent benefit for farmers in the absence of equality of income among farmers engaged in on-farm sub-systems with the agribusiness sub-sectors in the upstream and downstream. Income equality can only be achieved by increasing the bargaining power of farmers. This can be done if the farmers do not walk alone, but gathering strength in an agency that actually is capable of delivering their aspirations. Therefore the agricultural extension should be more focused on building institutions. The agency can only act if the optimal growth and development is controlled entirely by the farmers so that farmers have been subjected to the process (Jamal, 2008).

Increase farmers' bargaining position can improve access of rural communities in economic activities fair, so that form gaps and losses suffered by the farmers can be avoided. According Akhmad (2007), efforts should be made to increase the bargaining power of farmers farmers are to:

- 1
a. Consolidation of farmers in one container to unify the economic movement in any agricultural chain, from pre-production to marketing. The first such consolidation is done with kolektifikasi all processes in the agricultural chain, covering capital kolektifikasi, kolektifikasi production, and marketing kolektifikasi. Kolektifikasi capital is the collective effort to build up capital and self-help, such as the movement of productive savings that requires members to keep saving and borrowing as capital production, not consumption. This is done in order to meet working capital at the beginning of the growing season can be full of themselves, and reduce dependence on credit and debt bondage middleman.
- 1
b. Kolektifikasi production, ie production planning collectively to determine the patterns, the type, quantity and collective production cycle. This needs to be done in order to achieve production efficiency with which large-scale production from many manufacturers. Can be achieved due to the efficiency of larger scale and coordinated cost savings can be made in the fulfillment of the factors of production, and ease in managing production, for example in the treatment of pests and diseases. This step can also avoid unhealthy competition among the manufacturers that it would be detrimental, such as in irrigation and planting schedule.
- c. Kolektifikasi in the marketing of agricultural products. This is done to achieve cost efficiency of marketing with a large quantity scale, and increase bargaining power producer in the trade of agricultural products. Kolektifikasi marketing is done to erode the nets middlemen in suppressing the bargaining position of farmers in the individual pricing. Kolektifikasi effort is not meant to remove the role and position traders distributor in the marketing chain, but its main purpose is to change the pattern of relationships that hurt farmers and manufacturers to make more efficient distribution pattern with chain trimming unprofitable trade system.
Therefore, the necessary institutional rural economy that can provide power for farmers (high bargaining power). Agricultural institutions in this case is able to provide answers to the above problems. Strengthening farmers' bargaining position through an

institutional urgent need and is absolutely required by the farmer, so that they can compete in carrying out farming activities and to improve the welfare of her life.

Institutional development through agriculture farmers / farmer groups is a deliberate effort to empower a conscious and earnest farmers through joint efforts to improve the diversity of rural economic system. Towards the empowerment of farmers will be adjusted to the deal that has been formulated. With high participation of the farmer organization, is expected fostering a sense of community for all activities carried out Second: The results of the field survey showed that the average farmer complained of a lack of capital so that the majority of their business is very difficult to grow and many of them were in debt to banks Aren every day around the village, where the Bank is implementing Aren rate highly even higher than commercial rates set by the government banks. Their reasons varied, but used borrowed to meet consumer needs also to venture capital.

With the formation of farmer groups is the seaweed farmers through the group may apply for credit to the government, the government injection of funds for business purposes with the hope of seaweed farming will increasingly berkembang.Sedang other expectations of seaweed farmers that the serious attention of government to tackle this issue through the disbursement of grants or assistance.

VI. CONCLUSIONS AND RECOMMENDATIONS

6.1. CONCLUSIONS

- Establishment of seaweed farmer groups have a positive impact on the value-added farmers' bargaining position.
- Formed 6 seaweed farmer groups

6.2 RECOMMENDATIONS

With the formation of farmer groups expected to seaweed in front of the sustainability programs of the stakeholders so that what is expected and what has been created will not be in vain.

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GENERAL COMMENTS

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