



Empowerment of Coastal Communities through Socialization Of Entrepreneurship and MSME Development For The Economic Independence Of Communities, Pontang Sub-District, Serang Regency

Helmi Yazid^{1*}, Iis Ismawati²

^{1,2} Faculty of Economics and Business, University of Sultan Ageng Tirtayasa

helmiyazid@untirta.ac.id^{1*})

Abstrak

Untuk meningkatkan kemandirian ekonomi masyarakat Desa Domas Kecamatan Pontang Kabupaten Serang perlu dilakukan sosialisasi tentang kewirausahaan dan pengembangan UMKM. Metode yang digunakan dalam pemberdayaan adalah pemberdayaan partisipatif aktif ibu dan remaja dengan mentransfer pengetahuan dan pemahaman tentang cara dan strategi berwirausaha dan mengembangkan UMKM untuk meningkatkan kemandirian ekonomi masyarakat pesisir melalui penyuluhan dan pendampingan. Kegiatan ini melibatkan Dosen, Mahasiswa, Pemerintah Desa sebagai mitra dan kelompok sasaran.

Kata kunci: Kewirausahaan, Pengembangan UMKM, Kemandirian Ekonomi

Abstract

To increase the economic independence of the people of Domas Village, Pontang District, Serang Regency, it is necessary to conduct socialization on entrepreneurship and the development of MSMEs. The method used in empowerment is active participatory empowerment of mothers and adolescents by transferring knowledge and understanding about ways and strategies for entrepreneurship and developing MSMEs to increase the economic independence of coastal communities through counseling and mentoring. This activity involves Lecturers, Students, Village Government as partners and target groups.

Keywords: Entrepreneurship, MSME Development, Economic Independence



Introduction

The dependence of Serang fishermen, especially Pontang District, Domas Village on the sea, is one of the factors that causes relatively stagnant development. Where this can ultimately have an impact which is still a phenomenon in most coastal areas of Serang district, namely poverty. This is in accordance with Pramono's (2005) statement that people who live in coastal areas, especially fishing communities, are often categorized as ordinary and backward people.

Coastal or marine resources with high productivity are basically expected to play an important role in overcoming poverty. Therefore, it is necessary to understand the factors that cause fishermen's poverty and alternative solutions. A coastal community empowerment program is needed that can be realized through community economic independence. One of the programs that can help fishermen's families is entrepreneurship activities and MSME development.

Many MSME actors manage their businesses without having basic knowledge and skills regarding good business management and financial management. Not infrequently a business is only run by relying on instinct and experience. Aspects of business management which include business planning, organizing, implementing, and controlling the business become something that is rarely considered; even though it is very important in building and developing a business.

Likewise with business financial management; Many MSMEs do not do formal bookkeeping for their business. Profit calculation is often done simply without doing an adequate cost analysis. For example, businesses that use raw materials/raw materials taken from own land and involve their own family members, usually do not include these components as raw material costs and labor costs in the formal calculation of costs. The youth group is a productive age group that has great potential to become a driving force for the Indonesian economy. The spirit of entrepreneurship supported by knowledge and technical skills is expected to provide provisions in starting and developing a business.

Community empowerment through entrepreneurship socialization and MSME development in increasing community economic independence is difficult to develop, this is due to the lack of community participation, especially women and youth in various activities that will involve them. Several problems in the integration of women and youth in marine and fisheries development, among others, the state of education which is generally very low, female workers are often not assessed, there are still socio-cultural values of the community as an obstacle to the active participation of women and youth. On the other hand, women, especially wives, have the potential to improve the family's economy. This is in accordance with Kusnadi (2006) which states that one of the elements of social potential to increase the income of coastal communities is women, especially fishermen's wives. Based on the explanation above, it is necessary to empower coastal women, especially fishermen's wives, to improve the economy of fishermen's families..

Implementation Method

The implementation of Community Service (PPM) will basically be carried out using a participatory method as a method that is very close to the community empowerment learning method. Empowerment techniques and methods that will be applied in entrepreneurship activities and the development of MSMEs by utilizing fish catches are used as entrepreneurship-based fishery products processing with counseling methods and

direct practice in the field.

The activity will begin with counseling on the handling of fishery products, fortification and diversification of fishery products, techniques for processing fishery products from the raw material selection stage, techniques for implementing business management or entrepreneurship (theory and practice) (direct testing with manufacturing techniques). The mentoring activity involved lecturers, students, the community of PKK mothers and fishermen's wives.

Result and Discussion

At this stage, community identification was carried out in the Pontang sub-district which consisted of 11 villages namely Domas, Kaserangan, Kelapian, Kubang Kuji, Linduk, Pontang, Pulo Kencana, Singarajan, Sukajaya, Suknegara and Wanayasa villages. Most of the Pontang people work as farmers and fishermen. Based on the results of discussions with the community, there are many people who have not been moved to become entrepreneurs.

Discussions with the community were carried out to provide direction to the community about the importance of entrepreneurship and developing businesses in the online world. Internet information technology that will help obtain raw materials and merchandise as well as sell merchandise more broadly has no regional and state boundaries, so that production costs are cheaper because raw materials are cheaper and the market is wider.

Counseling on entrepreneurship of fishermen's wives in improving the economy of fishermen's families and developing MSMEs. At this stage, people get socialization about entrepreneurship and how to develop a business online.



Figure 1. Socialization of the Importance of Entrepreneurship and MSME Development

MSME Development through Digital Market. At this stage it is hoped that each MSME actor is willing to carry out business development through internet media.



Figure 2. MSME Development in Digital Media

Evaluation and Monitoring. At this stage the implementation team measures the success of the community in understanding entrepreneurship and developing MSMEs through digital media for the sustainability of their business. Based on the results of discussions with the community, the community is enthusiastic about MSMEs doing sales and other activities using digital marketing in the market place because:

1. The MSME community can increase productivity, besides that the internet can be used as a means of communicating with other suppliers or stakeholders who are far away to find raw materials easily and quickly. If MSME actors have sufficient business, then the production process starts from the acquisition of raw materials and production can run well. In addition, MSME actors do not only focus on production but can also diversify their business by selling and producing other merchandise. This activity is expected to increase the income of MSME actors.
2. MSME actors can communicate with consumers, producers, and other traders or stakeholders who are far away to carry out marketing functions. MSME actors can market their wares easily and quickly. This is because MSME actors sell a variety of products so that their income can increase from the various products sold. MSME actors need modern business management and marketing, one of which is online sales and/or using social media to market them, so that their marketing is broad and the income is

maximized.

Conclusion

Group For fishermen's wives and MSME actors, knowledge about the importance of entrepreneurship to increase community economic independence. entrepreneurial skills and develop MSMEs to help the community's economic independence.

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