



## EMPOWERMENT OF FISHERMEN COMMUNITY JOINT BUSINESS GROUP (KUB) - A 2018 CASE STUDY ON FISHING BOAT RELIEF IN KUSAN HILIR DISTRICT, SOUTH BORNEO, INDONESIA<sup>i</sup>

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### **Abstract:**

Tanah Bumbu Regency is a district in South Kalimantan Province where most of the population live in coastal areas. In general, coastal communities depend on the utilization and management of fishery resources, such as fishermen, fish cultivators, fish processors and fish traders. This shows that residents in Tanah Bumbu Regency, especially those located right on the coast such as Kusan Hilir sub-district, must rely on the economy and development in the marine sector, especially those who work as fishermen. The purpose of this research is to find out how the empowerment of the community and fishermen groups in the fishing boat relief program, as well as knowing the supporting factors and obstacles to the implementation of the fishing boat relief program so that in its development KUB (Joint Business Group) can increase the income of its group members in Kusan Hilir District, Tanah Bumbu Regency. This research method is carried out with a descriptive evaluative approach which is intended to evaluate the empowerment of fishing boat relief using KUB. The results showed that the large fishery potential of Tanah Bumbu Regency made the fisheries sub-sector a strategic value in the regional and inter-regency economic map. All sub-districts in Tanah Bumbu Regency have a minimum of one fishery potential (marine waters, public waters and cultivation). Marine cultivation has the most dominant influence, this shows that if marine cultivation production is increased it will increase people's income, especially with the intermediary of the Joint Business Group (KUB). Empowerment of coastal fishing families with KUB programs, such as boat relief, rice relief, direct cash relief, with the aim that fishermen develop their businesses and become better individuals. From these roles the assistant is able to provide guidance and direction to the members of the KUB Mekar Buana and Buih Pesisir, Kusan

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Hilir village, which results in increased empowerment of coastal communities in Kusan Hilir District, Tanah Bumbu Regency.

**Keywords:** empowerment, KUB, fishermen, Kusan Hilir

## 1. Introduction

Tanah Bumbu Regency is a district in South Kalimantan Province where most of the population live in coastal areas. In general, coastal communities depend on the utilization and management of fishery resources, like being fishermen, fish cultivators, fish processors and fish traders. It represents the population in Tanah Bumbu Regency, especially those who lived exactly on the coast such as Kusan Hilir sub-district, must rely on the economy and development in marine sector, mainly for those who work as fishermen.

According to Hassanudin, et al (2013), general conditions and problems were experienced by fishermen are as follows: isolated coastal villages, limited basic service facilities (including physical infrastructure), poorly maintained environmental conditions, unqualified health standard requirements, and low-income communities. It happens because of the technology which does not support large-scale of fisheries, the ownership of fishing equipment is limited, equity problems due to the scarcity of financial institutions, also low education and knowledge. So, we can conclude that the main problem commonly experienced by coastal communities is poverty.

The fishing community is identical with poverty caused by economic factors, specifically lack of capital owned by the fishermen, lack of technology, low market access and low public participation in the processing of natural and non-economic resources or commonly referred as social factors such as high population growth, low levels of education, and low levels of health as well as other reasons like public facilities and infrastructure in coastal areas (Prakoso, 2013). According to Rahmatika et al. (2013: 2), the low income of fishermen which has an impact on poverty is due to the instability of the fishes caught by fishermen. This factor is supported by inadequate facilities and infrastructure, climate, and the existence of middlemen who buy fishermen's catch with relatively cheap budget.

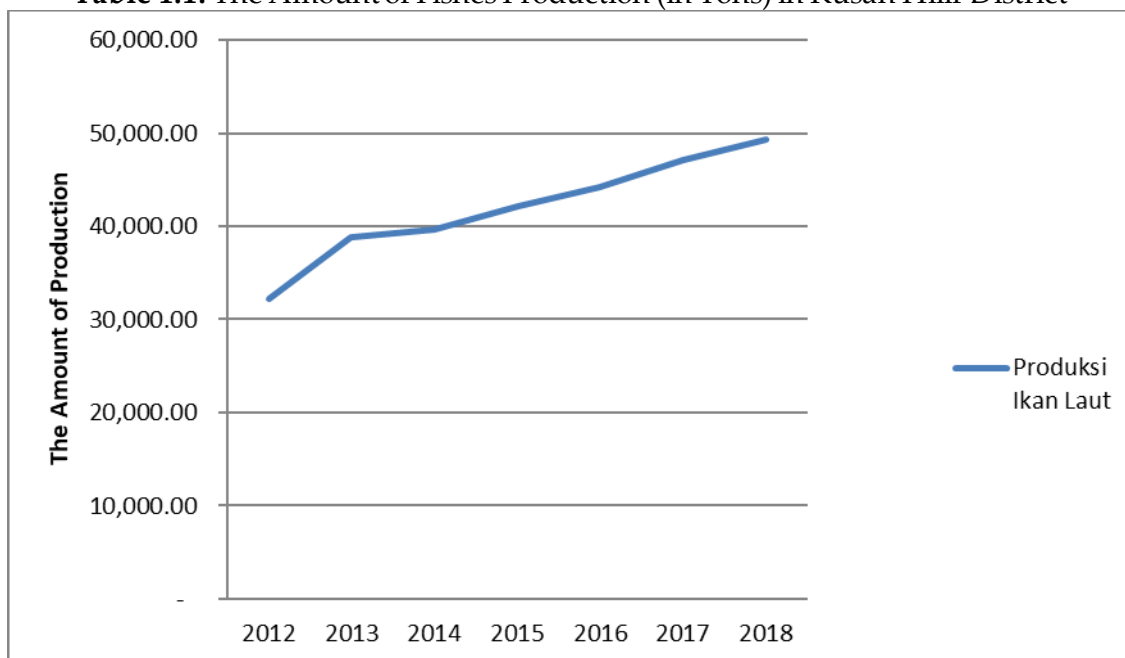
Therefore, there is a program need to be held to increase development and economic stimulus for local communities, such as the fishing boat assistance program. Through the Joint Business Group (KUB) which refers to community empowerment and also as a partnership program between the Ministry of Energy and Mineral Resources and Commission VII DPR RI, it provides fishing vessels for target fishermen in Tanah Bumbu Regency. For example, a report published in [kalsel.antaranews.com](http://kalsel.antaranews.com) stated that the Regional Government of Tanah Bumbu, South Kalimantan, has distributed the conversion assist packages from BBM to BBG for the fishermen who live in Salimuran Village, Kusan Hilir District. Altogether, there are 1135 packages of conversion that will be distributed, with details namely Batulicin District 19 packages, Simpang Empat 31

packages, Kusan Hilir District 851 packages, Kusan Hulu District 120 packages, Sungai Loban District 67 packages, and Satui District 47 packages. This is intended to support and increase the productivity of fishermen in Tanah Bumbu, especially in Kusan Hilir District which has received the most assist packages.

For years, coastal areas with marine activities, both fishermen and fish cultivation in the sea, are synonymous with poverty. Fisheries and marine development in the future must be carried out more wisely, effectively and efficiently, so that the development in the fisheries and marine sub-sector are not only to pursue the economic growth, but also can provide welfare for fisheries development actors fairly and continuously. The supporting capacity and environmental quality should be maintained in a balanced manner so that fisheries and marine development can be carried out in a sustainable manner. Fishermen are people who actively carry out work in fishing operations and other aquatic animals or aquatic plants. The level of fishermen's welfare is determined by the catches. The amount of catch can reflect the amount of income will be received and this income is mostly for family consumption needs or minimum physical needs (Suarjono, 2008).

The fisheries sub-sector is one of the leading sectors of the Tanah Bumbu Regency Government especially in Kusan Hilir District, because it has quite large potential in the marine sector so that the potential is explored and developed in order to make the fisheries sub-sector in Kusan Hilir District produce fish in large amounts. It can be shown by Table 1.1

**Table 1.1:** The Amount of Fishes Production (in Tons) in Kusan Hilir District



Sources: Processed data by researcher, 2019.

Table 1.1 shows that the amount of marine fish production in Tanah Bumbu Regency in 2012 was 32,180.40 tons. In 2013 the amount of production experienced a

significant increase of 38,787.10 tons due to the first time ship assistance in Tanah Bumbu Regency was carried out by the local government. In 2014 the Tanah Bumbu Regency there is also an increase in production volume, but only for 39,669.80 tons. In 2015 the increase of production volume was 42,110.71 tons, and in 2018 it got a production result of 49,287.10 tons. This increase shows that from 2015 to 2018, during the past 4 years after the implementation of the Tanah Bumbu Regency fishing boat assistance program, the number of productions has increased but not as significant as the initial ship assistance through KUB which was implemented for the first time. The progress of the fisheries sub-sector in Tanah Bumbu Regency, one of which is in Kusan Hilir Subdistrict, does not rule out the possibility of welfare guarantee of the coastal community, but we should pay attention to its effectiveness because it has not experienced a significant increase.

Kusan Hilir Subdistrict, which most of natural conditions are sea and river areas, leads some of its society work as fishermen. The coastal community in Kusan Hilir Subdistrict physically looks simply, which can be seen from the inadequate facilities and infrastructure, including no education gap exceeding the senior high school level owned by fishermen, the minimum costs to buy equipment set for fishing. Besides that, the catching tools that are used still classified as traditional tools which causes the fishermen are unable to increase production results so that give an impact on how low the level of income for coastal communities.

Low income will affect the survival of fishermen who are inadequate in fulfilling their daily needs, especially the needs for nutrition, education and health. The less nutrition needs have an impact on fishermen's health so that fishermen will not be productive at work. In this case, the government plays an important role in facilitating coastal communities in order to improve the welfare of coastal communities through community empowerment.

KUB is a non-legal entity or legal entity, in the form of a group formed by fishermen based on the agreement or deliberation of all members. They have a common desire to work together and be accountable collectively in order to increase the members' income. This group will later become a forum or place to develop the objectives of this program. The establishment of the KUB in Tanah Bumbu Regency is certainly a new step for fishing community to develop their welfare independently. The condition of the fishing community in this area deserves attention considering that most people depend on marine income. Limited costs and conditions that exist in this area are sometimes inadequate, for example traditional fishing gear, fishing boats that are not equipped with modern facilities, and even do not have FADs which are basically very helpful for fishing activities (Chorneles, 2013).

Good effectiveness at KUB for fishermen in coastal areas can make it easier for fishing communities to access adequate facilities and infrastructure. The ship's assistance is an alternative to create a coastal environment between fishermen with government assistance so that fishermen can focus on maintenance and management only. The assistances that provide quality of life aspects must be oriented towards economic aspects to support the needs, social aspects with regional characteristics with a group of society

with the same livelihood and maximizing the environmental resources they have. Therefore, researchers are interested in researching how the Empowerment of the Fishermen Community Joint Business Group (KUB), where the case study in this research is aimed to the fishing boat assistance program in Kusan Hilir District in 2018, especially in Kusan Hilir District, Tanah Bumbu Regency, which is a sub-district located on the coast.

Based on the things that have been stated above, the problem formula of this research is how the institutional empowerment for the ship assistance program is and what kind of supporting and inhibiting factors for the fishermen group who receiving the program in Kusan Hilir District, Tanah Bumbu Regency?

The purpose of this study was to determine how the empowerment of the community and fishermen groups in Kusan Hilir District, Tanah Bumbu Regency in the fishing boat assistance program. Another purpose is to find out the supporting factors and obstacles to the implementation of the fishing boat assistance program so that in its development the KUB (Joint Business Group) can increase the income of its community members.

The benefits of this research are for scientific / academic development. Also, as a material consideration for the local government, in this case for Tanah Bumbu Regency Marine and Fisheries Service, and other related agencies in formulating strategies and models for community empowerment, especially in capture fisheries.

## **2. Literature Review**

### **2.1 The Context of the Fishing Community**

Development is often interpreted as a transformative process in changing various conditions of society for the better condition. The most contrast condition which is a scourge in development is the problem of poverty. Poverty is a condition of deprivation and powerlessness in fulfilling basic needs due to the implications of economic, social, and cultural processes that are not constructive for improving the quality of life both in terms of prosperity and welfare. Based on the causes, poverty consists of three forms, namely natural poverty, structural poverty and cultural poverty (Sumodiningrat, 1998: 26).

Basically, the dynamics of fishermen's economic activities are determined by two economic actors, namely fishermen as producers of catches and investors as parties who promote their catches (Kusnadi, 2013: 33). The existence of ship owners in the context of the fishing community in Tanah Bumbu Regency has become the local economic institution for fishermen which not only operates in the domain of economic relations but also continues in the domain of fishermen's social relations.

Inequality in the structure of capital ownership and fishing gear are the dominant factor that causes fishermen to build relationships with the investors. The most basic structure of the fishing community is filled by fishermen laborers who generally have limited access to get production resources (fishing gear). On the other hand, for fishermen

who have limited production resources, the manpower and expertise are the only things they can sell to the investors in order to continue their existence. In other words, the relationship that is built and carried out with investors is a picture of the fishermen's functional adaptation to survive.

For fishing laborers, the relationships they develop with investors become a meaningful job opportunity to fulfill their needs. The existence of investors in the economic network of coastal fishermen is a common condition. Relationships with investors are built on two things, namely functional adaptations that regulate capital flows from investors to fishermen, and logical consequences in the form of commodity flows from fishermen to investors (Setiawan, 2012: 108).

## **2.2 The Concept of Institutional Fishermen Community Empowerment**

Basically, the economic structure of fishermen has been imbalanced based on the ownership of fishing gear infrastructure which functions as a source of income for fishermen. Fishermen are identical with limited assets (fishing gear infrastructure) so that the income obtained from fishing activities is very small and is not sufficient to fulfill the needs. On the other hand, the economic system for utilizing assets tends to be owned by a figure, but in economic relations with fishermen it creates more dependence than helping labor fishermen or catch fishermen. It happens because of the results obtained by labor fishermen are smaller than the effort or energy they spend.

For fishing laborers, compensation is one of income source that is expected to help them. However, in various cases, various programs and policies related to compensations have tended to fail to encourage the poor become independent due to the attribute of compensation, which is mostly used to fulfill consumption needs rather than to develop productive businesses. In order to improve fishermen's income sources, policies are needed that can encourage income distribution. This is because of the largest income composition from collecting fishermen are the contribution of fishing laborers. Therefore, the policy must be asset-based as an effort to minimize dependence on fishing laborers and as a form of income distribution through asset ownership restructuring, particularly fishing gear.

One of the essential factors in assets accumulation to achieve access and growth in the economic and social sphere are institutional factors. These institutional factors are important as an effort to create regulations both formally and informally in order to achieve common goals. The role of institution will have an impact on increasing the assets and capabilities of fishermen as an aspect of developing functional resources in achieving access to the economic growth. According to Usman (2012), institutional performance can be seen through examining three aspects, namely infrastructure, capacity, and economic networks as determinants of KUB institutional performance.

## **2.3 Infrastructure**

Policy is a development pattern commonly used in overcoming poverty problems. One of the general aspects of development policy is infrastructure problems. In fishing

communities, infrastructure problems, especially those related to boats and fishing gear, are very important as the economic development of fishermen (Usman, 2014). Infrastructure policies are useful for physical development and changes in the orientation of fishermen's production factors. The infrastructure policy in Fishing Boat Assistance is a manifestation of an asset-based welfare improvement program.

The process of community development that involves elements of change and renewal, there is at least two parties which play roles, namely parties from outside the community and society, in this case the government with various institutional instruments and programs, as well as internal parties, namely the community or society itself. (SoeKamaludin, 2009: 235). Infrastructure is a vital component in development. The provision of infrastructure by government is very important in order to reduce the economic pressure experienced by fishermen from other economic actors, especially for investors.

In the developmentalist point of view, infrastructure is a major prerequisite for development. Infrastructure is useful in accommodating the needs and interests of the community as objects of development. The most important aspect of fishing infrastructure includes fishing and sales infrastructure. Infrastructures for fishing community are in the form of motorboats, fishing gear, workshops and provision of other fishermen's needs. The most important sales infrastructure is the presence of TPI. The fishermen fishing and selling infrastructures are useful for restructuring the fishermen's economy process in reducing the level of dependence on middlemen. Basically, the fishing community is identical with the patron-client community. If fishermen control the oceans, then patrons generally control the market from selling fishermen's catch (Kusnadi, 2013: 33).

## **2.4 Capacity**

Capacity is an implication of socio-cultural processes in society. Therefore, community development must be oriented towards the capacity of individuals as actors who shape the society. Capacity development can be in the form of developing insights and increasing knowledge to respond to environmental dynamics, increasing skills, increasing access to information, and increasing access to decision making (SoeKamaludin, 2009: 252).

Another view of capacity refers to the form of intangible assets in the form of knowledge, skills, experiences that are useful in work and fostering ideas in the face of various challenges (Sherraden, 2006: 137). Human capital or personal capacity is very important to support the economic process, especially as a response to the various challenges and opportunities faced.

Capacity is related to the individual's ability to face various conditions, either potential or problem-solving oriented. Capacity development contains three main elements, namely human resource development, institutional development, and organizational development (SoeKamaludin, 2009: 255). Each of these elements will produce output in the form of personal capacity, community capacity and system

capacity. The operation of these three aspects will affect the response and adaptation to a policy. The capacity concept which is used in this study is capacity as a form of intangible asset according to Sherraden.

## **2.5 Economic Network**

The economic network aspect referred to this study is the whole of capital system up to marketing network that accommodates the sale of fishermen's catch. The flexibility of these economic networks in fisheries business is influenced by the arrangement of potential resources. A person or group who has the resources have control, small group binding strength, and greater opportunities for profit in network marketing (Rudiatin, 1997: 12).

According to Eisenstadt and Roniger, the economic network pattern of fishermen is generally divided into two forms, namely a vertical network that forms a patron-client relationship, a horizontal network that forms friendships, and variations of this pattern are neighborhood and brokerage relationships (in Rudiatin, 1997: 20). So far, the development process tends to be carried out by informal actors (vertically), namely the existence of middlemen and fish collectors. The existence of these middlemen has been able to acquire government development which implies that fishermen are unable to optimize their potential catch. The acquisition process of this development is the process of distributing services to fishermen by providing catch infrastructure such as ships and fishing gear and motorboats as well as fishing capital as well as a marketing network.

The economic networks patter in the form of patron-clients is generally regulated by a market mechanism that carries out regulations based on privileges for resource owners, while fishermen tend to be neglected (Siswanto, 2008: 80). The main factor causing control of economic networks by middlemen is the imbalance of resource ownership. All this time, the helplessness of fishermen is caused by weak control of capital, lack of access to markets, and the absence of infrastructure to accommodate fishermen. The fishermen dependence in economic networks on middlemen has implications for the low bargaining position of determining fishermen's pricing. Therefore, the poverty process of fishermen is not only related to the internal factor of fishermen's capacity, but also due to the unbalanced relationship (Yustika, 2003: 68).

## **2.6 Community Empowerment Theory**

Referring to Suharto (2009), empowerment is a series of activities to strengthen the power or empowerment of weak groups in society, including individuals who experience poverty problems. Empowerment refers to the ability of people, especially vulnerable and weak groups, so that they have the strength or ability to (a) fulfill their basic needs to reach a freedom, in the sense that they are not only free to express opinions, but free from hunger, free from ignorance, free from pain; (b) reach productive sources that enable them to increase their income and obtain the goods and services they need; and (c) participate in the development process and decisions that affect them (Suharto, 2009).



## 2.7 Stimulus Response Theory (S-R)

According to Hovland (1953 in Effendy 2003: 254), Stimulus Response Theory (S-R) defines training as a process of creating conditions and stimuli to generate responses so that knowledge, skills and attitudes can develop and create behavior changes to achieve specific goals. In response theory, there are elements that cannot be separated. The three elements are message (stimulus), communicant (organism) and effect (response). Each element has the following meaning:

### a. Message (stimulus, S)

Message is an important element in communication. Because it is a subject matter that the communicator wants to convey to the communicant. In public communication, messages are of immense value. It is the essence of a communication. Without a message, good communication between communicators and communicators will not be able to run.

### b. Communicant (Organism, O)

Attention, understanding, and acceptance of the communicant are elements that will receive the stimulus provided by the communicator. The attitude of communicant in responding to the stimuli received will be different. It depends on how each individual responding the stimulus. In studying about attitudes, there are three important variables to support the learning process, namely: attention, understanding, and acceptance. These three variables are important because they will determine how the response will be given by communicant after receiving stimulus.

The attitude here is referred to the tendency of act, think, perceive, and feel in dealing with objects, ideas, situations or values. Attitude is not behavior, but rather a tendency to behave in a certain way towards attitude object, thus in reality there is no standalone term. Attitude is also not just a record of the past, but also determines whether someone should agree or disagree with something, determine what is liked, or expected.

### c. Effect (Response, R)

Hosland's attitude change said that the process of changing behavior is essentially the same as learning process.

## 3. Material and Methods

This research was conducted using a descriptive evaluative research approach. On the implementation, this research is intended to evaluate empowerment of fishing boat assistance using KUB in Tanah Bumbu Regency, with target of the poor fishermen program. The results of research observation data obtained by using data collection methods or techniques from interviews which are important to reveal about the use of the Fishing Boat Assistance Program and related to the condition of ship infrastructure and fishing gear. It's also used to find general patterns from economic networks to fishermen capacity problems. This research also uses observation method which aims to reveal various information that cannot be accommodated through the use of interview guide instruments. The observation results are focused on daily activities in KUB

organization and fishermen's daily activities. Through this technique, the capacity can be traced at the personal, community, and system levels. Then documentation method is carried out in order to get a visual picture of the physical condition of the fishing boat assistance infrastructure, and KUB organizational activities.

The informants in this study were determined purposively by determining the criteria for the involvement of fishermen in KUB organization according to the researcher's point of view. It is done by prioritizing the credibility and accuracy of the information expected to be obtained in the field. The technique of selecting informants is carried out by identifying fishermen who are members of KUB, actively involved and known the manifestation of managing KUB, also known as beneficiaries' fishermen of ship assistance.

The informants in this study were scattered in five KUB in Kusan Hilir District. The selections of KUB are based on the representation of ship beneficiaries. Determining informants at each KUB is prioritized by fishermen who work in KUB management, either in the form of a chairman, secretary and treasurer. The aim is as a first step in exploring information on using programs in KUB. The preliminary information on using BLM-PUMP emphasizes efforts and activities of KUB in maintaining the continuity of KUB's organizational activities after receiving assistance. This information is useful for exploring the condition of KUB's infrastructure, capacity and economic network which will have an impact on using fishing boat assistance successfully by KUB.

In the context of Fishing Boat Assistance research program through KUB, the data obtained are mostly qualitative data in the form of statements, opinions from informants, data analysis. It refers to interactive model data analysis technique proposed by Miles and Huberman (in Sugiono, 2010) which includes 3 activities, namely: data reduction, presentation and drawing conclusions (verification).

The results of this category will be displayed later in the main table or the table of moral information research results to make the data found more detailed and maximal. Miles and Huberman (in Pawito, 2007) provide an alternative about using analysis technique which is usually called an interactive model. Then the techniques in analyzing data are divided into three techniques, namely, reduce data, present data, also draw and test conclusions. The data validation technique uses triangulation. Triangulation does not talk about finding the truth about certain phenomena, but rather emphasizes for adding insight and understanding about what the result will be obtained later by researcher.

#### **4. Results and Discussion**

Strategic issues analysis is one of the most important parts because it is used as the main basis for regional development. The important points of strategic issues will be faced regional development in the future. The development problems presented are problems in the administration of relevant government affairs or ultimately become the basis for formulation of a long-term regional development vision and mission. So, in this case, the researcher uses data analysis which is carried out by interpreting data in the form of text

and recordings as results of data collection. On process of analyzing the data in this study, the researcher will examine the data that has been obtained in the field then reduce it, present, verify and confirm the conclusions related to theories which are used. By doing this research, the researcher can find out what kind of utility and purpose in this research. Those are to dissect how KUB empowerment in fishing communities in Kusan Hilir District, Tanah Bumbu Regency.

#### **4.1 General Fishery Potential in Kusan Hilir District, Tanah Bumbu Regency**

The large fishery potential of Tanah Bumbu Regency has made the fisheries sub-sector a strategic value in this regional and inter-regency economic map. All sub-districts in Tanah Bumbu Regency have a minimum of one fishery potential (marine waters, public waters and cultivation). In 2015, the fishery production of Tanah Bumbu Regency based on type of waters reached 20,110.71 tons, brackish waters of 1,359.60 tons, public waters of 2,433.60 tons, and freshwater cultivation of 288.70 tons. Meanwhile, capture fisheries production during the period 2010 to 2017 has increased, where production in 2010 was 22,544.30 tons, in 2011 it increased to 28,677.00 tons, and in 2012 it again increased by 38,100.00 tons or exceeded the target which is set by the local government at 25,212 tonnes.

If we examine the regional income in Tanah Bumbu Regency which experienced positive growth in 2018, it can be seen that the ability of a region to create added value for a year periodically and significantly. GRDP figures can show how the development of a region's economic conditions was. From 2014 to 2015, the economic growth in Tanah Bumbu District tended to slow down, but then accelerated in subsequent periods. If it was viewed in the last 4 years, Tanah Bumbu's economic growth in 2017 was the largest, reaching more than 4 percent and was stagnant in 2018. This stagnant economic growth was due to coal production which was unable to increase higher than the previous year. There was a slight change occurred in the position of the leading sector. The transportation and warehousing sectors shifted to the fifth position which in 2018 was filled by the construction sector. After experiencing a slowdown in economic growth in 2016, the mining sector experienced an accelerated growth, reaching 1.71 percent in 2017 and 1.68 percent in 2018. Financial services became the sector with the largest growth, namely 10.88 percent. It shows that apart from natural potential in the form of mining, the regency of Tanah Bumbu is a natural potential producer in the form of fisheries and marine products. However, this was still not maximized due to the lack of effective empowerment and implementation that is still considered less than optimal in the fisheries sector and the lack of human resources (HR) in the coastal area which was the advancement inhibiting factor of fisheries potential in Tanah Bumbu Regency.

In addition, the potential for regional income and empowerment can be seen from the value of Gross Regional Domestic Income (PDRB) and the Human Development Index (IPM). Several indicators can be used to see how competitive the Tanah Bumbu District is in South Kalimantan Province, for example, Gross Regional Domestic Income (GRDP) and Human Development Index (IPM).

The IPM for Tanah Bumbu Regency in 2018 was 70.05. The IPM of Tanah Bumbu Regency is slightly below than South Kalimantan which is worth 70.17. Tanah Bumbu Regency is relatively superior to several other districts. The IPM in 2018 is in the fourth place after Banjarbaru City, Banjarmasin City, and Tabalong Regency. GRDP can also be a tool of comparison.

Besides IPM, this figure can describe the contribution of a district to the province economic growth. Banjarmasin city became the largest contributor with 17.67 percent. The next one was Kotabaru Regency with a contribution of 13.39 percent. Tanah Bumbu Regency is the third largest contributor to South Kalimantan's GRDP, with a percentage of 11.08 percent or 19,042 billion rupiah according to current prices. Despite having a large contribution, areas that rely on the mining sector such as Kotabaru, Tanah Bumbu, and Tabalong Regencies have experienced depressed GRDP growth, ranging from 3.78 to 4.88 percent in 2018. Meanwhile, the economic growth of Banjarmasin City tends to be stable with relying on the industrial, trade, transportation and financial services sectors with a performance of 6.90 percent.

#### **4.2 Water area of Kusan Hilir District, Tanah Bumbu Regency**

Several basic strategic steps regarding water areas need to be followed by the main strategy for achieving aquaculture production targets that can support the vision and mission of the Ministry of Marine Affairs and Fisheries successfully, namely: (1) Selection of cultivant species, (2) Use of superior parent / seed, (3) Provision of Adequate cultivation facilities and infrastructure (4) Increased competitiveness, (5) Control of pests and fish diseases, (6) Capital assistance.

In 2018, the sub-district that had the highest level of fishery production was Kusan Hilir District, which was able to contribute 1273 tons, consisting of marine fishery products of 9,654.42 tons, from public waters of 1,007.22 tons, from pond cultivation of 383.72 tons, pond of 427.05 tonnes, and cage 1.41 tonnes. Meanwhile, the total fishery production in Tanah Bumbu Regency itself was 38,099.12 tons. Of these, 90 percent of them are marine fishery production. The following is fishery and aquaculture production according to marine waters for each district per year from 2017 to 2018.

In addition, Kusan Hilir Subdistrict is also a sub-district that produces the most fishery products, including marine and public waters. On the other hand, fishery production in each sub-district in Tanah Bumbu Regency, Kusan Hilir District, is also a sub-district that has the highest production value compared to other sub-districts, amounting to IDR 136 billion in 2018

For the types of assistance provided by the central government, namely the number of ships measuring 5 - 10 GT, as many as 265 ships, 10 - 20 GT ships based on household ownership are only 4 units, for 20 - 30 GT vessels there are 11 more ships and 5 30 GT ships. From the number of ships listed in table 2. It can be seen that the distribution of ships in Kusan Hilir District is more due to the number of waters in Kusan Hilir District covering an area of 401.54 km<sup>2</sup>, the largest among the 10 Districts in Tanah Bumbu Regency.

A tactical step was taken by the Tanah Bumbu Regency government to provide stimulant assistance in the form of procuring 9 units of 5 GT Ships, 10 GT Ships for 5 units and 30 GT Ships for 2 units. Of the total assistance, all of these are distributed in Kusan Hilir District through the Joint Business Group (KUB) in every village located in the waters of Kusan Hilir District, through the fishing boat assistance program it is expected that the estimate or volume of fish production in Tanah Bumbu district will increase, because marine potential that is owned is very large. The boat assistance program for fishermen through KUB is expected to be able to raise the economy of the fishing community due to this program, in addition to focusing on the welfare of beneficiary group members, fishermen are also expected to be able to develop their capacity and maintain the sustainability of the groups that have been formed.

**Table 5.6:** List of Ship Aid Recipient Groups in Tanah Bumbu Regency in 2018

No	Names of KUB	Location (Districts)	Form of assistances
1	Mutiara Tanah Bumbu	Kusan Hilir	10 GT Ships
2	Julung – Julung	Kusan Hilir	10 GT Ships
3	Buih Pesisir	Kusan Hilir	10 GT Ships
4	Mekar Bersama	Kusan Hilir	10 GT Ships
5	Mekar Indah	Kusan Hilir	10 GT Ships
6	Mekar Buana	Kusan Hilir	30 GT Ships
7	Tunas Muda	Kusan Hilir	30 GT Ships
8	Baronang	Kusan Hilir	5 GT Ships
9	Tenggiri	Kusan Hilir	5 GT Ships
10	Aida	Kusan Hilir	5 GT Ships

**Source:** Department of Marine Affairs and Fisheries, Tanah Bumbu Regency 2019.

In this study, there are three joint business groups (KUB) receiving fishing boat assistance in Kusan Hilir District which are the objects of research, namely KUB Mutiara Tanah Bumbu in Kusan Hilir District, KUB Julung - Julung in Kusan Hilir District and Mekar Buana in Kusan Hilir District. Those are chosen by the representation of the KUB's activities and ship operations are still running until 2020.

### **4.3 Joint Business Group Empowerment (KUB) Programs for Fishermen Communities to Improve Their Welfare**

The Joint Business Group (KUB) in Tanah Bumbu Regency is a program of the Ministry of Social Affairs through the Social Welfare Program with the aim of increasing welfare or income, especially for fishermen community in the Kusan Hilir Environment. This group is carried out in empowering fishermen community. The considerations that underlie the choice of Joint Business Group (KUB) approach applied by the Ministry of Social Affairs are based on the fact that there are various limitations inherent in individuals with social welfare problems and fishing community. These limitations include the low level of education and the limited abilities and skills possessed so that there are many obstacles must be faced in earning a living or improving family welfare.

The “Mekar Buana” Joint Business Group (KUB) is one of the groups formed in Kusan Hilir District in 2014 by Mr. H Mawiah. The purpose of "Mekar Buana" Joint Business Group (KUB) is to build human resources who are prioritized from underprivileged fishermen's community and residents who do not have a job. It is done by placing the Joint Business Group (KUB) as a forum for the community to gain knowledge and skills in order to realize a quality of life and improve their welfare. Other goals include increasing the ability of members to interact socially with fellow members or other communities so as to generate social care and solidarity.

The "Mekar Buana" Joint Business Group (KUB) stands to really see the income from fishing in the sea and sea fish entrepreneurs in Tanah Bumbu Regency, especially in Kusan Hilir District. They have a very broad impact on the economic condition of the community. This condition can be seen from the reduced dynamics of microeconomic sector due to weak people's purchasing power and decreased productivity. From a social perspective, it can be seen from the large number of unemployed people or many residents who immigrated out of the Tanah Bumbu Regency area, especially those who live in coastal area in Kusan Hilir. Realizing this fact, the joint managers of the Subdistrict, District Government and Regional Government of Tanah Bumbu Regency are generally moved to make a small contribution as efforts to improve the welfare of the community, without having to leave the area by establishing a "Mekar Buana" Joint Business Group (KUB). This business is engaged in fisheries, such as fishermen.

By looking at the potential and resources that exist in a village, this effort can improve the quality of life of Pundata Kusan Hilir Village society in increasing their welfare. The communities in the Kusan Hilir Subdistrict Village who are included in the joint business group (KUB) have increased every year because it can be seen from the point of view from numbers of family living in the fisherman's house. In general, the fishermen's families who leave the houses are able to build their own houses. This is because since 2016, fishermen around the Mekar Buana KUB have received fishing boat assistance which until 2020 is still being cultivated and operationalized.

#### **4.4 Local Government Policies Towards Fishermen Communities in Implementing Joint Business Group Empowerment (KUB)**

The social problem that is always faced by the Kusan Hilir community is poverty. This poverty is still difficult thing to be overcome by the Local Government (PEMDA) and the province government. Therefore, seeing from this case, the government issued a policy through Social Welfare Program with the aim of increasing welfare standard of living or increasing the income of those who are less well off, especially for fishermen community in the Kusan Hilir Environment.

The resident said, *“With the existence of policies by government in the form of assistance for housing, poor rice, gas cylinders, direct cash assistance and fishing gear for the fishermen. I feel grateful especially because by this assistance I think life in the household can be fulfilled because they only focus with daily living cost, with the availability of facilities that we can use to find a living for the family.”*

Based on the explanation from informant above, the existence of policies issued by government in the form of ship assistance, shelter, poor rice, gas cylinders, direct cash assistance, and fishing gear assistance is very helpful in terms of economic problems for fishermen families, because in providing these facilities can make it easy for fishing community to make a living for their families.

#### **4.5 Supporting Factors and Inhibiting Factors in Implementing the KUB Program**

##### **A. Supporting Factors**

For supporting factors, there are several related parties who play a role in running this KUB program, such as:

- **Government**

The form government support is clear, namely tries to move quickly, as a form of response to the existence of Law No. 23 of 2014 concerning the Division of Roles between the Central, Provincial and District / City Governments. Based on the issue of the State Medium Term Development Plan (RPJMN) 2015-2019, one of which is the acceleration of poverty reduction and increased equity, so to respond to this issue, the Tanah Bumbu District government tries to implement the KUB program from the Ministry of Social Affairs in Tanah Bumbu Regency. The KUB program for fishermen is the form of support given by government to provide stimulant funds for business capital assistance to each member on behalf of the group, provides companions, and provides rewards for members who really develop their business. The reward is that they will be assisted to get assistance or loan funds from Microfinance Institutions (LKM) with small interest rates.

- **Society**

We often encounter that there is social jealousy between one community and another, especially jealousy in terms of getting help from the government. However, for the KUB program in Kusan Hilir village, this did not cause social jealousy. This is because the Kusan Hilir community realizes that those who are single parents must struggle to support their lives and their families. Also, according to their neighbors, they deserve to be helped. Most of them agree with this program. This is what makes it easier for the government to implement and develop the KUB program in Tanah Bumbu Regency.

- **KUB's Member**

All KUB members in Kusan Hilir District support this KUB program, because they feel being cared by the Government. The form of their support for this program is by the way they try to be responsible for the assistance that the government has given to them. This can be seen from all members who are trying to develop their business.

##### **B. Inhibiting Factors**

In carrying out its performance of KUB development in Kusan Hilir District, the Social Service of Tanah Spice Regency, especially the assistant, experienced several problems that hindered their performance in developing KUB. They are:

### **a. Internal Factors**

- **Human Resources (HR)**

One of the internal factors that inhibit the performance of the Tanah Bumbu District Social Service in the development of the MEKARBUANA KUB is Human Resources who take care of the development of the MEKAR BUANA KUB both within the organization and outside the organization. Human Resources that exist outside the organization are as assistants.

- **Fund**

Apart from the limited human resources, the factor that hinders the Social Service of Tanah spices district in developing KUB in Tanah spices Regency can be seen from the internal factor is Fund. Funds are a tool used to facilitate an activity therefore if the funds support it, the activities can run smoothly. In relation to the activities of Kub Mekar Buana, the funds given to groups are classified as small. One group received stimulant funds for business capital assistance of Rp 10,000,000.-. for each group consists of 5 members, so each member receives a stimulant fund for venture capital assistance of Rp 2,000,000.-. This is also seen as a hindrance by the chaperone. According to the assistant if there is a member whose business has not been able to develop, the assistant understands. Because according to the assistant members of the Mekar Buana Kub, they are fishermen who still need assistance for consumption purposes, especially with the assistance of Rp. 2,000,000, they must develop their business. The fund according to assistant is a small fund companion. Therefore, the Social Service of Tanah Bumbu District only assigns a companion to provide motivation in general and related to his business, not yet providing management training, due to limited funds.

### **b. External Factors**

- **Low Education of KUB Members and Management**

External factors which are an inhibiting factor in the development of Kub Mekar Buana in Kusan Hilir village are the low levels of education of Kub Mekar Buana members in Kusan Hilir village. The average member of the Mekar Buana Kub graduated from elementary school until senior high school. Because of this low education, the development of Kub Mekar Buana in the village of Kusan Hilir is not going well. Even though the KUB program is one of the empowerment programs whose aim is to improve the welfare of the beneficiaries for the better if the small funds can be applied accordingly. This is in accordance with the realization that not all members have been able to develop their business. This is due to their limited knowledge in the business world, such as their lack of skills for business management. They don't agree if management training is held, because they are already busy with their respective activities.

- **The role of Kub Mekar Buana facilitators is not yet optimal**

Apart from the low education of the members of the Mekar Buana Kub, another factor that hinders the development of the Mekar Buana Kub is the role of the companion. In terms of management the companion has played a full role. However, the activities to assist and guide members of the Mekar Buana Kub have not been optimal. The



companion should be able to provide guidance and mentoring on a regular basis. However, the realization due to the large number of mentors' schedules, and this is also taken into the Tanah Bumbu district Social Service, the Social Affairs Office schedules the assistants to provide guidance and assistance to members of the Kub Mekar Buana Kusan Hilir village are only 3 meetings in a year.

## 5. Discussion

In the Stimulus Response theory, according to Mead, studying symbols in human life is important due to the meaning shown. The forms such as objects, ideas, beliefs, people, values and conditions, can be recognized by humans (Rachmad, 2008: 66). Activities carried out by members of Kub Mekar Buana, Kusan Hilir village which contain symbols that play a role according to their meaning, such as routine meeting activities.

Routine meetings are interpreted as a place or forum for members of the KUB Mekar Buana Kusan Hilir village to be able to express and get solutions as well as guidance from their assistants. Here, the symbols in the KUB program are companions and activities. These symbols are interpreted by humans who give rise to meanings for these symbols. After knowing this meaning, it encourages someone to take a social action.

The members of KUB Mekar Buana in the village of Kusan Hilir interpret the symbol of companion as a motivator, facilitator, guide, etc. Activities are interpreted as a process or a companion method in implementing the KUB program, through routine gathering events, and requiring all members of the KUB Mekar Buana Kusan Hilir village to develop a business. From these interpretations emerge social action, namely implementing the KUB program. Assistants here are actors appointed by the local government to carry out the program. The way or process for assistants to implement the program is through activities that must be carried out by members of the KUB Mekar Buana Kusan Hilir village. These activities are carried out through interaction, namely communication both verbally and non-verbally. Verbal communication is shown as routine gathering activities. Meanwhile oral communication is shown via SMS. Implementing the KUB program is a social action because through the meaning of these symbols, the assistants and members of the KUB MEKAR BUANA Kusan Hilir village together realize the objectives of the KUB program in Tanah Bumbu Regency.

Society is basically dynamic, always changing along with times. In this life, there is a term known as modernization which is related to the changes that occur in people's lives. Modernization is defined as a change in the state of society from an old state to a new state with the hope that people's lives will be better and develop than before. The life of community in a village is still attached to the existence of a poor, simple life, and especially the life of fishermen in Kusan Hilir village who are marginalized by the surrounding community, thus encouraging the Mekar Buana in Kusan Hilir village to commit behavioral deviations until unfavorable images finally appear for the fishermen's community. This is also not free from a change. Changes can also be seen in routine gatherings, namely changing face-to-face activities into cellphones (HP).

## 6. Recommendations

As a closing in this research study on the role of KUB in improving the KUB Mekar Buana economy in Kusan Hilir village, the authors found several field findings that need attention. The findings are as follows:

- 1) On implementing the KUB program socialization, it is necessary that village assistants and officials can convey to all society of Kusan Hilir District, so that everyone can find out about the KUB program.
- 2) There is no monitoring and evaluation activity from the Local Government of Tanah Bumbu to all KUB members directly. So, it is necessary to hold a meeting directly between the Regional Government and all assistants, also members of the KUB, in order to make the government being able to know on firsthand how developments are, and what obstacles are experienced by members and also KUB Mekar Buana companions.
- 3) There is no training in soft skill and management improvement. So, for the formation of the next KUB, it would be nice if the Regional Government can provide trainings to all KUB members. With the aim of improving the soft skills of KUB members and making them independent in management matters, such as making proposals, activity reports and so on.

## 7. Conclusion

Based on the research that the author has studied in the field; the researcher can draw the following conclusions:

- 1) The Joint Business Group Program (KUB) for fishing community is an activity that bridges the community to get an increase in economic income, knowledge and skills through a group formed together under the auspices of the Social Service to improve the quality of human resources so that they are able to absorb labor and reduce unemployment. The implementation of the “Mekar Buana” Joint Business Group (KUB) program uses a strategy that includes members in activity management from planning to evaluation in order to achieve a common goal include improving the quality of knowledge and skills of members.
- 2) The policies carried out by the government for fishermen families in carrying out joint business groups are government policies issued by the Ministry of Social Affairs through the Social Welfare Program with the aim of increasing welfare or income, especially for fishermen community in the Kusan Hilir Environment. To overcome this condition through the empowerment of coastal fishing community, which is held by joint business group (KUB) programs, for example: ship assistance, rice assistance, direct cash assistance,
- 3) Factors that support the Fishermen's Welfare Improvement are seen from the climate or seasons in the area such as: when rainy season, the income of fishermen's community is not only from fishing but also can maintain seaweed

and trade, it's different in the dry season where the income of fishermen's community only from catches fishes. So, the existence of a business group with fishermen's community can increase the welfare of their families from maintaining the seaweed. The implementation of the KUB program in Kusan Hilir Village, Kusan Hilir District, Tanah Bumbu Regency, can be seen from the type of business and activities carried out by KUB. For the type of business carried out, all members of the KUB are categorized as designing efforts. Activities carried out are seen from business development activities and routine meetings. The business development activities of all KUB members have developed and advanced on average. For routine meeting activities, the group should have made the Social Solidarity Fee (IKS) but this has not been implemented due to certain factors. In addition, for carrying out these routine meeting activities, there are guidance and mentoring activities carried out by the companion. So, there are several companion roles, such as planner, mentor, facilitator, information provider, motivator and evaluator. From these roles, the assistants are able to provide guidance and direction to the members of KUB Buih Pesisir at Kusan Hilir village, and as the result they are able to develop their business and they are able to become better individuals. In addition, there is also the role of village officials who also assist assistants in the success of the KUB program.

- 4) The role of KUB in increasing the income of the members of KUB Buih Pesisir can be seen from the increase of the merchandise and various types of number of businesses, the high level of self-confidence after receiving stimulant funds for business capital assistance from the government, and as the final results they get after becoming members of KUB. Specifically, there is a positive change in their characteristics, the results of their sales, and so on.

### **Acknowledgements**

The author would like to thank Allah SWT for giving His grace and grace to us as servants who always hope for His guidance and guidance.

Thank you to both parents who always support for their prayers and love and my family, my wife and my children and my supervisor in master program, who has helped in opening insights, knowledge and suggestions that are very supportive in the process of writing works.

Thank you also to family, relatives, relatives who have joyfully supported the writing process. Hopefully this article is useful and becomes part of the contribution of public policy science.

### **Conflict of Interest Statement**

The authors declare no conflicts of interests.

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## Appendix

**Figure 1:** Economic Growth in Tanah Bumbu Regency in 2014-2018



Source: Regional Statistics of Tanah Bumbu Regency, 2019

**Figure 2:** Contribution of Districts / Cities to South Kalimantan's GRDP in 2018 (percent)



Source: Regional Statistics of Tanah Bumbu Regency, 2019

**Table 1:** GRDP of Tanah Bumbu Regency at Constant Prices by Business Field (Million Rupiah)

Kategori	Uraian	2014	2015	2016	2017	2018
(1)	(2)	(3)	(4)	(5)	(6)	(7)
A	Pertanian, Kehutanan, dan Perikanan	2,071,707.04	2,176,819.13	2,239,445.76	2,330,535.69	2,419,254.77
B	Pertambangan dan Penggalian	6,252,082.75	6,219,662.16	6,202,682.07	6,308,777.05	6,414,670.53
C	Industri Pengolahan	853,519.99	892,647.63	968,738.72	1,027,573.43	1,087,748.85
D	Pengadaan Listrik, Gas	4,377.62	5,451.62	5,743.12	6,010.30	6,544.15
E	Pengadaan Air	11,072.33	11,512.13	12,303.25	13,197.69	14,188.10
F	Konstruksi	706,207.73	738,907.99	776,016.91	815,671.37	858,365.36
G	Perdagangan Besar dan Eceran, dan Reparasi Mobil dan Sepeda Motor	718,763.80	777,751.16	857,257.98	936,124.28	1,014,834.48
H	Transportasi dan Pergudangan	668,536.74	713,452.30	764,584.09	818,768.74	877,248.43
I	Penyediaan Akomodasi dan Makan Minum	101,173.61	106,719.76	113,012.02	119,894.44	127,693.05
J	Informasi dan Komunikasi	371,798.11	399,549.69	430,464.76	463,524.46	495,795.49
K	Jasa Keuangan	166,949.12	174,214.28	188,605.89	208,568.19	231,257.40
L	Real Estate	222,947.39	235,608.24	252,101.80	271,387.59	293,727.13
M,N	Jasa Perusahaan	26,018.28	28,106.23	30,872.49	33,441.08	36,254.02
O	Administrasi Pemerintahan, Pertahanan dan Jaminan Sosial Wajib	349,776.03	380,301.83	388,004.55	397,912.55	413,149.39
P	Jasa Pendidikan	396,735.99	431,733.07	466,358.44	502,937.73	542,982.14
Q	Jasa Kesehatan dan Kegiatan Sosial	91,601.86	99,499.95	109,122.15	119,521.49	130,957.44
R,S,T,U	Jasa lainnya	80,544.27	86,925.18	94,397.08	101,826.13	109,954.04
	Produk Domestik Regional Bruto	13,093,812.66	13,478,862.37	13,899,711.09	14,475,672.21	15,074,624.77

The GRDP aspect of Tanah Bumbu Regency from constant prices, employment in the agriculture, forestry and fisheries sectors also continues to increase significantly compare



to other aspects which tend to fluctuate. In the last 5 years, this fishery aspect is only inferior to the mining aspect because mining itself has become a commodity in Tanah Bumbu Regency. This should be a separate concern for local governments in Tanah Bumbu Regency in applying and implementing the potential of other areas besides mining. One of them is the potential for fisheries and marine affairs which other regencies and cities in South Kalimantan do not have.

**Table 2: Economic Growth of Tanah Bumbu Regency by Business Field (Percent)**

Kategori	Uraian	2014	2015	2016	2017	2018
(1)	(2)	(3)	(4)	(5)	(6)	(7)
A	Pertanian, Kehutanan, dan Perikanan	5.98	5.07	2.88	4.07	3.81
B	Pertambangan dan Penggalian	1.64	(0.52)	(0.27)	1.71	1.68
C	Industri Pengolahan	5.62	4.58	8.52	6.07	5.86
D	Pengadaan Listrik, Gas	18.12	24.53	5.35	4.65	8.88
E	Pengadaan Air	5.51	3.97	6.87	7.27	7.50
F	Konstruksi	1.78	4.63	5.02	5.11	5.23
G	Perdagangan Besar dan Eceran, dan Reparasi Mobil dan Sepeda Motor	7.49	8.21	10.22	9.20	8.41
H	Transportasi dan Pergudangan	6.44	6.72	7.17	7.09	7.14
I	Penyediaan Akomodasi dan Makan Minum	5.56	5.48	5.90	6.09	6.50
J	Informasi dan Komunikasi	7.67	7.46	7.74	7.68	6.96
K	Jasa Keuangan	6.50	4.35	8.26	10.58	10.88
L	Real Estate	(0.33)	5.68	7.00	7.65	8.23
M,N	Jasa Perusahaan	8.70	8.02	9.84	8.32	8.41
O	Administrasi Pemerintahan, Pertahanan dan Jaminan Sosial Wajib	5.60	8.73	2.03	2.55	3.83
P	Jasa Pendidikan	8.59	8.82	8.02	7.84	7.96
Q	Jasa Kesehatan dan Kegiatan Sosial	6.43	8.62	9.67	9.53	9.57
R,S,T,U	Jasa lainnya	8.48	7.92	8.60	7.87	7.98
Produk Domesti K Regional Bruto		3.74	2.94	3.12	4.14	4.14

On the other hand, according to the economic growth of Tanah Bumbu Regency which is related to the fields of agriculture, forestry and fisheries, during the last 5 years, it did not show positive results because it only experienced a maximum increase of 5.98%, namely in 2014. Even in 2018 the economic growth was only as big as 3.81%. This must be a concern for local governments and all aspects of government and society due to a need for synergy between institutions and business entities as well as joint business groups (KUB) so that economic growth does not decrease from year to year.

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