

Community Empowerment Strategy for Traditional Fishermen in Teluk Village Labuan Sub-District Pandeglang Regency

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Abstract – The low economy of traditional fishing communities in Teluk Village, Labuan Sub-district, Pandeglang Regency is a problem and requires a strategy to overcome the problem. This research aims to formulate a strategy to empower traditional fishing communities. The research method used is Mix Method which combines qualitative methods and quantitative methods with a SWOT analysis approach. The results showed that the Village Government and related agencies have not been able to optimally empower the potential of fishermen business actors in providing motivation and increasing community awareness. Lack of supporting facilities to support fishermen's activities and lack of regular training for the community. Funding support is needed for the community and fishing families to be able to help create opportunities and community business development. Based on the quantitative results, the IFE (5.87) and EFE (5) values show that the internal and external factors are still very weak. This shows that the utilization of internal and external factors in the fishing village is not optimal. The results of the SWOT matrix obtained renewal strategies, namely (SO, WO, ST, and WT). While the results of SWOT analysis show that the main alternative strategy is the WO strategy, where the strategy is a priority that must be implemented in improving the empowerment of fishing communities in Teluk Village, Labuan District, Pandeglang Regency. It is hoped that the government and other stakeholders can become pioneers as well as drivers in supporting fishermen to improve their economic lives so that they can live independently and develop.

Keywords: *Empowerment, Community, Traditional Fishermen.*

1. INTRODUCTION

The Government plays an important role in periodically monitoring the quality of the coastal environment, both land, sea and coastal areas where people carry out their daily activities. The government must be able to provide attention and service to the community and pay more attention to environmental conditions, including the environmental conditions of coastal communities, because in reality there are still many coastal communities that need serious attention from the government to be able to live a decent, fair, and prosperous life. Coastal communities generally make a living as fishermen and generally have the lowest level of welfare. Those who have jobs depend on natural products, one of which is fisheries, by fishing or cultivating. They usually have a place to live in coastal areas, therefore their livelihood is relatively fisherman.

Most of the social categories of Indonesian fishermen are traditional and modern fishermen. Traditional fishermen are characterized by minimal equipment, limited business capital, and small fishing organizations. Traditional fishermen only earn enough for their daily needs without being able to save for a larger scale business. According to Siahaan (Islamy, 2004), coastal areas are generally pockets of very chronic structural poverty, namely poverty caused by economic pressure and exploitation from community groups, so that poor fishermen remain very “marginal”. Traditional fishermen still use natural methods in catching fish. They understand the natural conditions in the sea so that they use methods that are in accordance with the often-changing conditions of the ocean. Therefore, there needs to be more serious attention from the government to the lives of traditional fishermen.

Pandeglang Regency is one of the regencies in Banten Province which has the longest coastline in Banten Province, which is 307 km long (Pandeglang, 2024) and has great fisheries potential in Banten Province with the second largest fishery yield in Banten Province where in 2022 it produces 25.376,6 tons of fish production (Fisheries Office, 2022). One of the largest contributors to catch fish production in Pandeglang is located in Labuan District, precisely in Teluk Village, because the area is supported by a strategic pier and Fish Auction Place. However, the community and local government have not been able to take full advantage of the potential of their marine wealth. This is due to skills that are not fully owned by the community. Therefore, it is necessary to empower fishermen based on local wisdom to increase their economic income by teaching fish cultivation and marketing skills.

Table 1. Basic livelihood in Teluk Village, Labuan District, Pandeglang Regency

Type of job	Man	Woman
Farm Labor	10 People	3 People
Fisherman	2222 People	0 People
Private Doctors	1 People	0 People
Private Midwife	0 People	5 People
Police	14 People	0 People
Private Tutor	18 People	16 People
Private Lecturer	3 People	0 People
Employees of Private Companies	32 People	200 People
Self employed	1000 People	204 People
Housewives	3105 People	0 People
Village Apparatus	168 People	71 People
Freelance Daily Labor	350 People	42 People
Honorary Employees	9 People	30 People
Legislative Members	1 People	0 People
Total Population	7.504 People	

Source: Potential Prodeskel Teluk Village 2023

Almost all of the people in Teluk Village, Labuan District, Pandeglang Regency work as fishermen, this is because the place of residence is close to the beach so the community takes advantage of the available natural resources to meet their living needs. The welfare of fishermen is based on how many fish they catch, of course it affects their income. If they catch a lot of fish, there are more resources available to help the fishermen in their daily lives. So to overcome it, it is necessary to know the root cause of the low level of welfare in the fishing community. According to the author's observations, the following is the education data that is being pursued in Teluk Village, Labuan District in Table 2 as follows :

Table 2 Community Education Data in Teluk Village, Labuan District, Pandeglang Regency in 2021

Education level	Man	Woman
Age 3-6 years old who have not entered kindergarten	516 People	450 People
Age 3-6 years who are in kindergarten/playgroup	111 People	123 People
Age 7-8 years old who are in school	1358 People	1621 People
Graduated from Elementary School / Equivalent	2545 People	2564 People
Junior High School Graduate/Equivalent	1124 People	1160 People
High School Graduate/Equivalent	919 People	1115 People
Graduated from S-1/EQUIVALENT	180 People	182 People
Completed SLB A	11 People	0 People
Total Amount	13.979 People	

Source: Potential Prodeskel Teluk Village 2023

In Table 2, we can see that the majority of people in Teluk Village, Labuan District have final education up to elementary school which reaches 5044 people, so one of the causes of the low level of welfare of the fishing community is the low level of education. People prefer to work and utilize

the potential resources available in their area to meet their living needs. Another problem is the limitations of the fishing community in mastery and understanding of technology which has an impact on the limitations of fishermen in the use of fishing technology, coupled with inadequate and traditional fishing equipment infrastructure. Another problem is the limitations of the fishing community in mastery and understanding of technology which has an impact on the limitations of fishermen in the use of fishing technology, coupled with inadequate and traditional fishing equipment infrastructure.

Furthermore, the problem of the traditional fishing community in Teluk Village has limitations in accessing existing resources. Starting from access to information, access to technology, access to capital, access to markets, everything is still not good. In fact, the criterion for the success of the community capacity building process lies in the availability of wide public access to various available resources. With limited access to fishing communities, it is not surprising that the potential for improving the welfare of traditional fishing communities is ultimately not realized. Furthermore, another problem is inadequate capital ownership.

There are 2 types of capital owned by fishermen, namely own capital and loan capital. The fishermen who use their own capital have a waiver on the catch obtained because the fishermen can sell or market directly or commonly called the auction system and the results can be marketed directly to consumers, later the fishermen can provide prices directly and can increase their own prices at the time of sale. Unlike fishermen who use loan capital, these fishermen can only sell fish to middlemen, because they have a loan from the middleman so the purchase price offered by the middleman to the fisherman is much lower than the price in the market directly. If the fishermen sell their catches directly, the fishermen will not get a loan for capital so the fishermen cannot go to sea.

Previously, in the Gulf village there was a fishermen's cooperative managed by the Marine and Fisheries Service, namely for the collection of all fishermen in order to sell their catch to the cooperative so that there was no price difference, all fishermen who sold their catch to the cooperative had the same selling and buying prices but the cooperative did not run so that fishermen who did not have capital were forced to borrow and could not sell the results directly. Another problem is that the facilities and infrastructure owned are not supportive. Fishermen need facilities and infrastructure to go to sea, namely boats and fishing gear. After the tsunami incident that hit Teluk Village in 2018, their boats were damaged. The government does not provide any assistance for the improvement of facilities and infrastructure, but there is only assistance for the repair of house renovations due to the tsunami as well as food assistance and others.

In addition, fishermen experience complaints about the purchase of fuel (Fuel Oil) used, especially when fuel prices increase, while the income received from the sale of fish is not proportional to the cost incurred to go to the sea. Sometimes the use of more modern fishing gear can also lead to additional costs for fuel. Fuel needs for once at sea in one day, fishermen usually need 60 liters of fuel. This makes social welfare conditions worsen among the traditional fishing community in Teluk Village, Labuan District, Pandeglang Regency. In such a situation, fishing households will always be faced with three very crucial problems in their lives, namely the upheaval to meet the needs of daily life, the stagnation in meeting the educational needs of their children, and their limited access to health insurance.

Therefore, to improve the living conditions of the fishermen, it is necessary to empower the community to form a more independent person. The empowerment implemented must be able to answer the problems of the fishing community that have been experienced so far. With a community-centered development approach, it is hoped that it can improve the welfare of the fishing community (Hariyanto, 2014). With the welfare of the fishing community, it will also be able to change their environmental conditions to be cleaner and healthier.

From this foundation, the author tries to find the best strategy to improve the welfare of the traditional fishing community in Teluk Village, Labuan district, to be researched and understood further. Some of the factors behind the author to conduct this research and choose Teluk village, Pandeglang Regency, are related to poverty that hinders traditional fishermen, upheaval to meet daily needs, delay in meeting the educational needs of their children and limited access to health for the community in Teluk Village, Pandeglang Regency. As an effort, it is necessary to find out how to find a strategy for empowering traditional fishing communities in Teluk village, Lauan district, Pandeglang Regency.

2. LITERATURE REVIEW

a. Empowerment Strategy

According to Mardikanto and Soebianto (2019:167), Community Empowerment Strategy includes strategy as a plan, strategy as an activity, strategy as an instrument, strategy as a system and strategy as a mindset. In carrying out empowerment, it is necessary to it through various approaches. According to Suharto (in Mardikanto and Soebianto, 2019:171-172) proposed the empowerment strategy of 5 (five) P's, namely: feasibility, strengthening, protection, support and maintenance.

- 1) Feasibility: is to create a climate atmosphere that allows the potential of the poor to develop optimally. Empowerment must be able to free the poor from cultural and structural barriers that hinder them. This possibility can be done by holding observation activities that are useful to find out the potential of the community and what is needed by the community. After that, the implementer designs an appropriate program and informs the community through socialization activities. According to Mardatila (2020), socialization in a narrow sense is the process of introducing a program or activity to someone and seeing how the person determines their actions and reactions.
- 2) Strengthening: through strengthening the knowledge and ability of the poor to solve problems and meet their needs. Empowerment must be able to grow all the abilities and confidence of the poor that support their independence. Empowerment refers to the ability of people, especially vulnerable groups, so that they have the strength to (a) meet their basic needs, (b) reach productive sources that can increase their income, and (c) participate in the development process and various decisions that affect them.
- 3) Protection: is a protection for the community, especially weak groups, so that they are not oppressed by strong groups, avoiding unbalanced competition (if unhealthy) between the strong and weak, and intermediate bullying between strong groups against weak groups. Empowerment must be directed to the elimination of all kinds of discrimination and domination that do not benefit the small people. According to Tenner and Detoro (1992) Teamwork is a group of people who work together to achieve the same goal and the goal will be easier to obtain with teamwork than by doing it alone.
- 4) Support: or providing guidance and support so that the poor can carry out their roles and tasks in life. Empowerment must be able to support the poor so that they do not fall into a situation and position that is increasingly weak and marginalized. Basleman and Mappa (2011) motivation is the state of a person who encourages him to take action in activities to achieve his goals.
- 5) Maintenance: means maintaining conducive conditions so that there is a balance that allows everyone to get the opportunity to make an effort.

The empowerment strategy is essentially a movement carried out from, by, and for the community so that empowerment can be carried out by all people who are helpless or have the ability to adapt, and make improvements and improvements by developing abilities that are in accordance with their potential, existing problems, and needs. The community empowerment strategy that will be carried out must be seen from the efforts and aspects of empowerment. Building a commitment to get policy, social, and financial support from various parties, improving the existence of the facilitators, mobilizing and utilizing the potential resources in the community.

b. Community Empowerment

According to Aprilia Theresia (2015), community empowerment is an effort to make the community independent through the realization of their potential abilities. The empowerment of the community always concerns two groups that are interrelated, namely the community as the empowered party and the party who cares as the empowering party. Efforts to build power itself, by encouraging, motivating and raising awareness of the potential it has and trying to develop it. Furthermore, these efforts are followed by strengthening the potential or power possessed by the community itself. Community empowerment efforts must be carried out in three ways. First, creating a climate atmosphere that allows the potential of society to develop this condition is based on the assumption that every individual and society has potential that can be developed. The essence of people's independence and empowerment is the belief that the people have the potential to organize themselves and the potential for individual independence needs to be empowered.

The process of empowering the people is firmly rooted in the process of independence of each individual which then extends to families and community groups both at the local and national levels. Second, strengthening the potential or power possessed by the people by implementing concrete measures, accommodating various inputs, providing infrastructure and facilities, both physical and social, that can be accessed by the lower community. Third, empowering the people in the sense of protecting the weak and defending their interests. In the process of empowerment, it must be prevented so that the weak are increasingly marginalized in facing the strong. In Kartatsasmita's eyes, community empowerment is an economic concept that summarizes social values (Sangihe, 2017). The indicators are :

a) Knowledge

In line with the development of modernization, the knowledge system develops in local scope, adapting to the conditions and needs of the local community. In its development, it always involves internal innovation and external influences to adjust to current conditions. The rapid development of the knowledge and technology system does not mean that it will tempt all people or fishing communities to accept and apply modern technology, but there is a group of people or fishing communities who still maintain the methods and technologies they have in utilizing the surrounding natural resources.

b) Skills/Abilities

The problem often faced by fishermen, especially fishermen in Teluk Village, Labuan District, is a lack of knowledge and skills. This can have an impact on fishermen's lack of access to technology and information as well as a lack of mastery of fishing skills and safety as well as their ability to manage fish catches.

c) Program

1) Consultation and assistance it is necessary to provide consultation and assistance to the fishing community. This is achieved by the village by directly reaching out to the fishing community and listening to the community's complaints, then giving advice and motivation to them. The goal is to raise people's awareness of improving their standard of living and change their limited thinking so that they can think about the future.

2) Socialization. The object of socialization is traditional fishermen. Socialization is carried out by fishermen, especially socialization of work safety, socialization of the use of fishing gear, socialization, socialization of the use of the sea and other natural resources.

3) Training

Lack of skills and abilities of fishermen. This is one of the causes of the unprosperous fishing community. One of the trainings that is being carried out is fiber training (Boat Repair and Maintenance). The training also targets fishermen's wives in the form of catch processing training to contribute to improving the family economy.

From the description above, the author can conclude that empowerment is the process of developing human resources or society itself in the form of discovering personal abilities, creativity, capacity and the ability to think and act better than before. Empowerment is important and must be done because the rapid growth of the economy and technology today will greatly affect the ability of individuals to meet their daily needs. For this reason, the entire community must be able to keep up with the times through community empowerment.

c. Fishing Community

Fishermen are a group of people whose livelihood depends directly on marine products, either by fishing or cultivation. They generally live on the beach, a residential neighborhood close to the location of their activities. Usually fishing communities are divided into groups according to their position in 3 groups:

1) Skipper fishermen, namely fishermen who own complete equipment, boats operated by other people.

2) Labor fishermen, namely fishermen who work with fishing gear belonging to other people.

3) Individual fishermen, namely fishermen who have their own fishing equipment, and in their operation do not involve other people.

From several definitions of society and definitions of fishermen have been mentioned that:

1) The fishing community is a group of humans who have a livelihood fishing in the sea.

- 2) Fishing communities are not only those who manage their lives only to work and look for in the sea, but also those who also live around the coast even though their livelihood is farming and trading.

The fishing community is a group of humans who have a basic livelihood to find fish in the sea and live, grow, and develop in coastal areas, which is a transition area between land and sea areas. As a system, the fishing community consists of social categories that form a social unity. They also have a value system and cultural symbols as a reference for their daily behavior. This cultural factor is the difference between the fishing community and other social groups. So it can be concluded that a fishing community is a society that can be understood as a group of individuals with the same interests and have different cultures and institutions. In addition, it can also be said to be a group of people whose main livelihood is to look for fish in the sea and live, grow and develop in coastal areas, which is the transition area between land and sea. As a system, the fishing community consists of social categories that form a social unit. They also have a system of values and cultural symbols that are norm in their daily behavior. This cultural element is what distinguishes the fishing community from other social groups.

3. METHODOLOGY

The method used in this study is the mix method, which is a combination of qualitative and quantitative methods in one study. Mix method (combined method: qualitative-quantitative) is a method that uses a combination in a research procedure, where one method is more dominant than the other. The less dominant method is only positioned as a complementary method as additional data. The more dominant method in this study is the qualitative method and as a complementary method is the quantitative method. The types of data in this study used qualitative and quantitative data types with data sources coming from primary data and secondary data. As for the research approach, the researcher conducted a qualitative analysis with an approach to the 5 (five) P's empowerment strategy according to Mardikanto and Soebianto (2019), namely: enablement, strengthening, protection, support, and maintenance.

The researcher used purposive sampling in determining informants, while the informants in this study were the Staff of the Marine and Fisheries Service, the Secretary of Teluk Village, Fishermen who have boats and Fishermen who do not have boats and fish traders who are sources of information in the strategy for empowering traditional fishing Communities in Improving Welfare in Teluk Village., Labuan District. Meanwhile, to determine the sample for quantitative data needs that will be surveyed is to determine part of the total fishing population in Teluk village as much 2.077 using the Slovin formula. The Slovin formula used to determine the number of sample is (Sugiyono, 2017):

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n = Number of samples

N = Total Population

e = constant (% of the standard tolerable error rate for a sample draw, in this case using an error rate of 10%).

Based on the formula above, the sample required in this study is:

$$n = \frac{2077}{1 + 2077 (0,1)^2} = 100$$

Based on the calculation above, the number of samples needed in this study is 100 respondents.

The data collection techniques carried out in this study are observation, interviews, literature studies, and questionnaires. The data analysis technique in this study is carried out through qualitative data analysis techniques using an interactive approach from Miles & Huberman (Sadana, 2018) and quantitative data analysis techniques using an analysis approach IFAS (*Internal Factors Analysis Summary*) dan EFAS (*External Factors Analysis Summary*) and SWOT (Strengths, Weakness, Opportunities threats) analysis to design its development strategy.

4. RESULTS AND DISCUSSION

1. Community Empowerment Strategy

a. Feasibility

Feasibility in the context of empowering fishing communities refers to a series of efforts made to improve the abilities and capacities of fishermen so that they can be more independent, productive, and prosperous. This empowerment includes a variety of aspects, including upskilling, access to resources, and participation in decision-making that impacts their lives. It is known that Teluk village is the largest producer of fish, but field findings show that more of the catch is directly sold to collectors at a cheaper unit price. Researches see that the low mindset of villagers to be invited to cooperate in managing processed fish, there are still many of them who think that if they manage the product personally, it will be more difficult and take a long time in the process of making a profit.

The implementation of the feasibility dimension can be seen that the Village Government in providing motivation to develop community potential and in increasing community awareness and being responsible in running a business, has not been running well and optimally so the village government has not been able to empower the potential of fishermen in developing their potential and business activities. Based on the results of the research conducted by the researcher, it can be known that the village government has not been able to empower fishermen properly and optimally, considering that the enabling process carried out for fishermen has not run well and optimally.

The Pandeglang Regency Fisheries Service has carried out several trainings for fishermen groups, one of which is carrying out training activities on the maintenance/service of 15 paardenkracht (PK) boat engines and as many as 150 fishermen participated in the training. Participants were given knowledge about the introduction of ship machinery technology, large types of ship propulsion engines, types of damage and techniques for diagnosing damage that occurred. Furthermore, in the event, 15 PK and 30 PK ship engine assistance was provided sourced from the Special Allocation fund (DAK). With this training, the agency hopes that the fishermen will no longer depend on other parties if there is damage, because they already have competitiveness and independent skills.



Figure 1. Ship Engine Maintenance/Service Training Activities
Source: Pandeglang Regency Fisheries Office, 2023

The technology used by fishermen in one of the keys to success in getting as much catch as possible, but the condition that has been obtained so far that the level of productivity for the fishing community, especially in the fisheries sector, is still very low, this low level of productivity is of course influenced by the low mastery of technology. The training held is very influential on fishermen as an addition to their knowledge and hone their skills, but the lack of supervision from the Agency that has provided assistance to fishermen makes fishermen sometimes not use what has been provided by the service and fishermen continue to use traditional fishing gear.

b. Strengthening

Strengthening in the context of empowering fishing communities refers to the process of strengthening the internal capacity, capabilities, and strengths of fishing communities so that they can effectively manage resources, make decisions that have a positive impact, and improve their welfare. This strengthening aims to ensure that fishers not only have the resources they need but also

the ability to use those resources effectively and sustainably. It involves a holistic and integrated approach, with support from various stakeholders, to achieve better outcomes for fishing communities. Strengthening as a support to strengthen capacity such as whether there are fishermen cooperatives and entrepreneurship training to increase income and economic independence.

Based on the results of research conducted by researchers, it is known that the strengthening dimension is still not running optimally, this is because the village government still lacks various supporting facilities to support the lives of fishermen. The village government has not been able to empower fishermen, such as in the strengthening process carried out to provide supporting facilities, it is still not running optimally and the implementation of entrepreneurship training education for fishermen has not been carried out regularly.

Meanwhile, the Pandeglang Regency Fisheries Service held a coordination meeting and was attended by all groups of fishermen who received the 2023 capture fisheries grant assistance, namely boat engines and fishing gear.



Figure 2. Management of Capture Fisheries Production Post-Grant in 2023
Source: Pandeglang Regency Fisheries Office, 2023

As a result of strengthening empowerment, there are efforts made to strengthen the access of the fishing community to capital, technology and market resources, it has actually been carried out by the Marine and Fisheries Service and is known by the village, but the obstacles faced by fishermen to get assistance must submit several requirements that the fishermen feel are difficult for fishermen and not necessarily all fishermen understand it. The distribution of aid is sometimes not completely evenly distributed to the fishermen.

c. Protection

Protection is a protection for society, especially weak groups, that they are not oppressed by strong groups. Avoid unbalanced competition (if unhealthy) between the strong and weak, and intermediate bullying between strong groups against weak groups. Empowerment must be directed to the elimination of all kinds of discrimination and domination that does not benefit the small people. Based on the result of the interview, the dimension of protecting the rights of fishermen from the agency has made several efforts to protect fishermen such as training, subsidized assistance, and health insurance have been provided for fishermen, but sometimes fishermen complain when the weather is bad or when fishermen cannot go to sea sometimes assistance from the government never reaches the fishermen, therefore there needs to be other work alternatives when they do not go to sea. For example, processing the caught fish into processed salted fish, smoked fish and even fish crackers which can be an added value so that it can increase income.

d. Support

Support or provide guidance and support that the fishing community can carry out their roles and life tasks. Empowerment must be able to support the fishing community that they do not fall into a situation and position that is increasingly weak and marginalized. In terms of this support, the local government can provide policy and regulatory support that supports the sustainability of the fishing community's fisheries business in Teluk Village.

Based on the results of interviews conducted by researchers in this support dimension, it is very important because currently the main problem of the fishing community in Teluk Village, Labuan District, especially fishermen, is very difficult to obtain capital for the development of technology and the scale of their business. The seasonal nature of the fishery business, high risk (full of uncertainty) is often the reason for the reluctance of banks to provide capital for fishery businesses, especially if there is no loan concession. By paying attention to the difficulty of accessing capital, it is hoped that there will be assistance from the government in facilitating the provision of credit to fishermen. The provision of credit can be used to buy boats and fishing gear that fishermen who used to be only crew members can turn into skipper/boat owners who incidentally have a much larger income than the crew of the ship.

e. Maintenance

Maintenance means maintaining conducive conditions that there is a balance that allows everyone to have the opportunity to make an effort. According to Widjaja (2012) maintenance is interpreted as follows: "Maintenance in this empowerment process is to maintain balance and harmony between everyone. Where all communities have the same opportunity to advance and develop". Conservation in terms of a participatory approach can be used to involve fishing communities in the process of managing and maintaining the aquatic environment. Maintenance of the monitoring and evaluation system to ensure that the programs carried out are effective in accordance with the needs of fishermen, as well as make improvements if necessary.

Based on the results of interviews conducted by researchers in the maintenance dimension, it has been carried out by evaluating the programs that have been running and also good communication between fishermen and the government.

2. SWOT Analysis

Furthermore, to obtain a more flexible picture of the SWOT analysis that has been carried out, it is necessary to use a table of internal and external factors submitted in the form of a questionnaire to the research respondents. In this questionnaire, the researcher selected 5 respondents to fill out the questionnaire that had been prepared. The selection of respondents is based on the considerations of the researcher, namely the field of work of fishermen and knowing exactly what is related to the problem being researched.

Then to determine the rating and weight of each internal factor and external factor is made in the form of a questionnaire to the respondents, where each question item is given an alternative answer. Each answer is scored by following the scoring rules of very important, important, less important, and not important. For the strength and opportunity factors, it is rated 4 (strongly agree) to a value of 1 (disagree). Meanwhile, the weakness and threat factors were given a score of 1 (strongly agreed) to a value of 4 (disagreed).

The results of the analysis and processing of the *Internal Factor Strategy* (IFAS Matrix) matrix data were obtained as follows:

Table 3. Matrix Internal Factor Strategy (IFAS Matriks)

No	Key Internal Factors Kekuatan	Weight	Rate	Score
1	Abundant catch fish resources	0,10	3	0,30
2	Use of fishing gear that does not harm the ecosystem	0,09	3	0,27
3	Processing familiar products	0,09	3	0,30
4	Conduct coaching and training such as product development for program members	0,10	3	0,30
5	Experience and skills in fishing	0,09	4	0,36
6	Innovation in the processing of fish produced	0,09	2	0,18
7	Strategic location close to the market and TPI	0,10	4	0,40
8	Fast catch sales turnover	0,09	2	0,18
9	Ability to work with crew to achieve optimal catch	0,10	3	0,30
10	Ability to face challenges and uncertainties at sea with high mental resilience	0,09	3	0,30

Total		1,00	2,89	
Debilitation				
1	Weak supervision of related villages and agencies	0,09	3	0,27
2	Lack of technological mastery	0,10	4	0,40
3	Haven't formed a broader market research	0,10	3	0,30
4	Doesn't have cold storage or larger storage yet	0,10	3	0,30
5	Low level of community education	0,10	4	0,40
6	Existence of cooperatives/fishermen groups	0,10	2	0,20
7	The selling price is controlled by the tycoon	0,10	3	0,30
8	High production costs	0,09	3	0,27
9	Poor health conditions can affect the physical ability to catch fish and carry out tasks at sea.	0,09	3	0,27
10	Inconsistent or unexpected changes in fisheries policies can create uncertainty in fisherman's operations	0,09	3	0,27
Total		1,00	2,98	

Source: Data Processing Results, 2024

The results of the analysis and processing of the *External Factor Strategy* (EFAS Matrix) matrix data were obtained as follows:

Tabel 4. Matrix Eksternal Factor Strategy (EFAS Matriks)

No	Key External Factors	Weight	Rate	Score
Chance				
1	Good water quality	0,10	2	0,20
2	High market demand	0,10	2	0,20
3	Access capital assistance from banks	0,10	3	0,30
4	The potential to develop a fishery business	0,09	3	0,27
5	Increase in village community income	0,09	2	0,18
6	Cooperation model with many agencies and non-government	0,09	2	0,18
7	Market opportunities are available and wide open	0,10	3	0,30
8	There are business opportunities to develop fishery production	0,10	3	0,30
9	Upskilling through training and education can open up opportunities for the implementation of sustainable fisheries practices	0,09	4	0,36
10	Fisherman's wives can help work in other businesses	0,10	4	0,40
Total		1,00	2,69	
Threat				
1	Extreme weather	0,09	2	0,20
2	Doesn't like coaching or training	0,09	2	0,20
3	Road access to the village is quite far from the district center	0,10	3	0,30
4	Volatile prices	0,09	3	0,27
5	High Fuel Prices	0,10	3	0,30
6	Environmental damage such as pollution and waste	0,09	4	0,36
7	Fisheries policies that do not support resource sustainability	0,10	2	0,20
8	There is theft of fish from outside	0,09	2	0,18
9	Violating fisheries regulations or the law of the sea can result in legal sanctions and threaten the sustainability of fishermen's businesses	0,10	2	0,20
10	Destructive ways of catching fish, such as the use of fish bombs	0,10	2	0,20
Total		1,00	2,41	

Source: Data Processing Results, 2024

Based on the IFAS and EFAS tables above, a SWOT matrix consisting of four quadrants can be created, as shown in table 5 below :

Table 5. SWOT Matrix

			STRENGTH	DEBILITATION
	IFAS	1.	Abundant catch fish resources	1. Weak supervision of the Village and related Agencies
		2.	Use of fishing gear that does not harm the ecosystem	2. Lack of mastery of technology
		3.	Processing familiar products	3. Haven't formed a broader market research
		4.	Conduct coaching and training such as product development for program members	4. Doesn't have cold storage or larger storage yet
		5.	Experience and skills in fishing	5. Low level of community education
		6.	Innovation in the processing of fish produced	6. Existence of cooperatives/fishermen groups
		7.	Strategic location adjacent to the market and TPI	7. The selling price is controlled by the vendor
		8.	Fast catch sales turnover	8. High production cost
		9.	Ability to work closely with the crew to achieve optimal catch	9. Kondisi kesehatan yang buruk dapat empengaruhi kemampuan fisik untuk menangkap ikan dan menjalankan tugas-tugas dilaut.
		10.	Ability to face challenges and uncertainties at sea with high mental resilience	10. Inconsistent or unexpected changes in fisheries policies can create uncertainty in fisherman's operations
EFAS				
CHANCE		SO STRATEGY		WO STRATEGY
1.	Good water quality	1.	(0,30,0,20)	1. (0,27,0,20)
2.	High market demand	2.	(0,27,0,20)	2. (0,40,0,20)
3.	Access capital assistance from banks	3.	(0,30,0,30)	3. (0,30,0,30)
4.	The potential to develop the fishery business	4.	(0,30,0,27)	4. (0,30,0,27)
5.	Increase in village community income	5.	(0,36,0,18)	5. (0,40,0,18)
6.	Cooperation model with many agencies and non-government	6.	(0,18,0,18)	6. (0,20,0,18)
7.	Market opportunities are available and wide open	7.	(0,40,0,30)	7. (0,30,0,30)
8.	There are business opportunities to develop fishery production	8.	(0,18,0,30)	8. (0,27,0,30)
9.	Upskilling through training and education can open up opportunities for the implementation of sustainable fisheries practices	9.	(0,30,0,36)	9. (0,27,0,36)
10.	Fisherman's wife can help work in other businesses	10.	(0,30,0,40)	10. (0,27,0,40)
		Average = (0,28,0,26)		Average = (0,29,0,26)
THREAT		ST STRATEGY		WT STRATEGY
1.	Extreme weather	1.	(0,30,0,20)	1. (0,27,0,20)
2.	Don't like to do coaching or training	2.	(0,27,0,20)	2. (0,40,0,20)
3.	Road access to the village is quite far from the district center	3.	(0,30,0,30)	3. (0,30,0,30)
4.	Unstable prices	4.	(0,30,0,27)	4. (0,30,0,27)
		5.	(0,36,0,30)	5. (0,40,0,30)
		6.	(0,18,0,36)	6. (0,20,0,36)
		7.	(0,40,0,20)	7. (0,30,0,20)

5. High Fuel Prices	8. (0,18,0,18)	8. (0,27,0,18)
6. Environmental damage such as pollution and sewage	9. (0,30,0,20)	9. (0,27,0,20)
7. Fisheries policies that do not support resource sustainability	10. (0,30,0,20)	10. (0,27,0,20)
8. There is a fish thief from outside	Average = (0,28,0,24)	Average = (0,29,0,24)
9. Violating fisheries regulations or the law of the sea can result in legal sanctions and threaten the sustainability of fishermen's businesses		
10. Destructive ways of catching fish, such as the use of fish bombs		

Source: IFAS and EFAS Table, 2024

Based on IFAS and EFAS scores, the coordinate points are then determined as seen in BCG (*Boston Consulting Group*) diagram as follows:

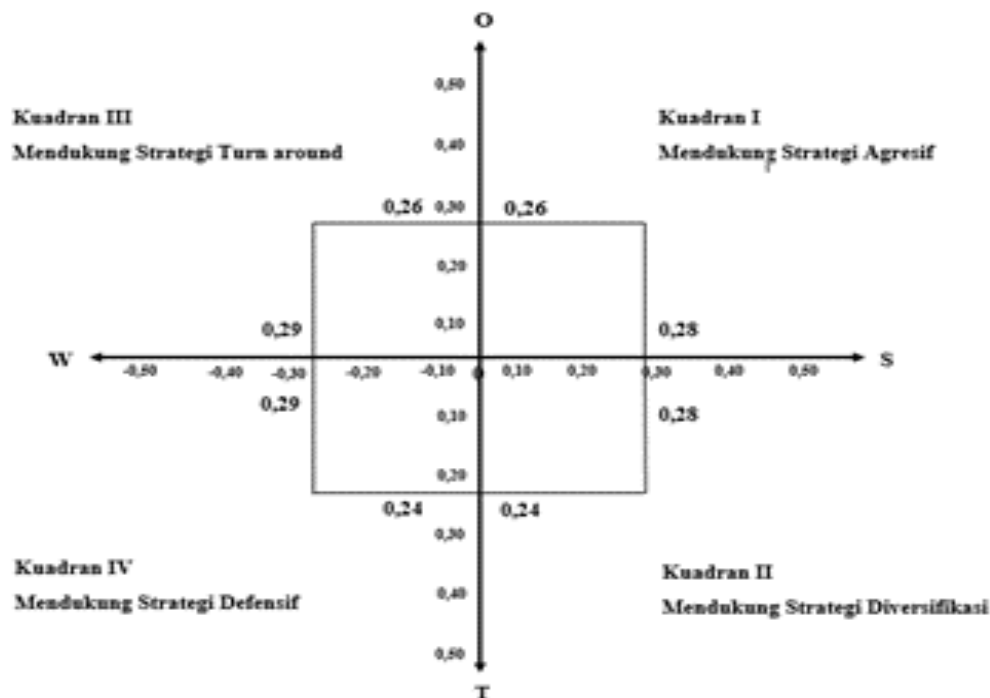


Figure 3. Diagram BCG
Source: Research Data Processing, 2024

Figure 3, explains that the strategy that needs to be used in empowering the traditional fishing community in improving the welfare of Teluk Village, Labuan District is in quadrant 3 which has opportunities but on the other hand faces several internal obstacles/weaknesses, the focus of this strategy is to minimize the internal problems of the fishing community, that they can seize better opportunities. The meaning of this Quadrant is to identify internal and external factors that affect empowerment efforts in improving welfare. By identifying existing opportunities, fishing communities can develop strategies to improve their socio-economic conditions. Weaknesses can be limited resources, lack of access to technology, low education, or inadequate infrastructure. Identifying these weaknesses is important to understand what needs to be improved or overcome so

that empowerment can run more effectively as well as external factors that can be used to overcome existing weaknesses and improve the welfare of the fishing community. This could be government support, social assistance programs, increased demand for fishery products, or access to new, more efficient technologies. Taking advantage of these opportunities allows fishermen to develop their businesses and improve their standard of living, so that the hypothesis or provisional answer as presented in this study can be accepted. In the following way:

1. High market demand
2. Access to capital assistance from banks
3. The potential to develop a fishery business
4. Cooperation model with many agencies and non-government governments.
5. Market opportunities are available and wide open
6. There are business opportunities to develop fishery
7. Upskilling through training and education can open up opportunities for the implementation of sustainable fisheries practices
8. Fisherman's wife can help work in other

Based on the SWOT analysis, it shows that the WO Strategy is a turnaround strategy, making the most of the opportunities that exist by minimizing weaknesses. In developing a strategy to increase the role of fishermen in the family economy in Teluk Village, Labuan District. The WO Strategy can be applied because there is an opportunity to be caught. According to the results of the evaluation of IFAS and EFAS, the implementation of this WO strategy is carried out with the following programs and goals:

- a) Conduct training on the use of marine products which aims to increase the selling value through the application of science and technology in crop processing appropriately.
- b) Conducting programs and counseling to improve human resources in terms of the importance of education, optimal use of available information, and the importance of saving through banking access.
- c) Creating fishermen cooperatives that are supported by the government or related agencies, so that programs and assistance provided by the government and other parties are easily distributed to fishermen.

Fishermen have significant contribution to the economic condition of fishermen's households. The role of fishermen can be optimized through the development of productive economic businesses which is one of the empowerment efforts in utilizing fishery resources, which is expected to have implications for increasing fishermen's household income. In an effort to increase income, the involvement of household members, especially fisherwomen, is needed to find additional income outside of fishermen's income, with the involvement of women who have difficulty meeting their needs can be reduced.

The catch management training program or training of the facilities used such as fishing gear, machinery and fishing boats aims to provide skills for fishermen in overcoming problems that occur during the west wind and work. At times of abundant catches, fishermen usually have difficulties in marketing their fish. In overcoming this problem, fishermen do not have bargaining power for their catch, so they often take shortcuts, namely by selling fish at a lower price. Training on catch management is one of the programs that can help overcome this. Fresh fish that is not sold out can be processed into pindang, otak-otak, meatballs and fish crackers. This processed product is quite good in the market, even outside the region and as a souvenir.

In addition, to strengthen the fish processing business, it needs to be supported by capital sources that are easily accessible to fishermen. Training on financial management is one of the most supportive activities related to business capital. Training on cooperative management of fishermen units is very important, from this skill the fishermen can manage the flow of savings and loans for cooperative members. In addition to the marine product management program, the entrepreneurship program on the management of non-marine resources is also important considering that this potential can be developed. In this case, entrepreneurship training programs such as opening shops or tent stalls along the coast of Batako Bay are one of the marine tourism destinations in the Labuan area. This is a potential for coastal residents to develop their entrepreneurial spirit.

5. CONCLUSION

Based on the results of the research, the author can conclude that the Traditional Fishing Community Empowerment strategy in Improving Welfare in Teluk Village, Labuan District, Pandeglang Regency has not been implemented optimally. Based on the results of the study, it is known that the implementation of the feasibility dimension, the village government and related agencies in providing motivation to develop community potential and in increasing community awareness and responsibility in running a business have not run optimally. The village government has not been able to empower the potential of business actors in fish processing.

The strengthening dimension is still not running optimally, the village government and related agencies have not been serious and optimal in providing various supporting facilities to support fishermen's activities such as the absence of cooperatives as a place to provide fishermen's daily needs or as a capital loan, lack of education (training and education) provided by the village government to fishermen. The obstacle faced by the village government is the lack of an adequate budget to facilitate fish processing business actors.

The village government lacks financial support that many fishermen are forced to borrow from boat owners (skippers) in exchange for the fishermen not being able to increase the selling price of their catch and selling their catch to the skippers at a low price. The strengthening and utilization of internal and external factors available in the Bay village fishing community is still very low. The available strengths and opportunities cannot be optimized, while the existing weaknesses and threats can be minimized. This is the main problem that occurs in fishermen where if handled individually it will be difficult to solve. Therefore, an empowerment strategy is needed that can be a solution in improving the welfare and economic condition of the fishing community. Through the use of the SWOT matrix, 9 strategies were obtained which were divided into 4 alternatives (S-O, W-O, S-T, and W-T) and using BCG diagram analysis, four stages of implementation of alternative priorities for strategies starting with the W-O strategy and could be implemented by the community and related parties. With these alternatives, it is hoped that the government and other stakeholders can become pioneers as well as drivers in supporting fishermen to improve their economic level so that they can live independently and develop.

The government must really look at the most suitable strategies for fishermen to improve their welfare. The government must increase the provision of assistance in the form of fishing gear and other supporting facilities to fishermen in a sustainable manner and must also assist in the form of business capital appropriately. Village governments must be able to maximize opportunities and minimize shortcomings by encouraging fishermen participation, improving knowledge and skills, business management, utilizing new technologies, providing training on processing marine products into value-added products and developing ecotourism, forming fishermen's cooperatives and holding regular forums to discuss problems and opportunities in the fishing community.

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