New Hope of Creative Industry for Reducing The Poverty of Fisherman in Pengambengan Village of Bali Province

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Abstract—Our research differs from previous studies, where many researchers claim to have succeeded in finding methods to overcome poverty in coastal areas, but in fact their research results are only stored in the library. Without ever implemented. However, our research has been carried out by traditional fishermen in Bali, especially in Pengambengan Village. To accelerate poverty alleviation in Jembrana Regency, Bali where 1.25 percent of the population is classified as poor, as a result of the western season where fishermen cannot go to sea because of big waves, this lasts for a long time of about two months. Automatically they poverty without income. To overcome unemployment during the west season like this, the most possible effort is to do is to develop a Creative Industry based on Local Wisdom. The problem is what kind of creative industry should be developed so that it sells well in the market. The purpose of this study is to examine creative industries that are suitable for development in the Pengambengan coastal area. The method used with IFAS, EFAS and SWOT. Results of the IFAS equal 3.79 weighting score analysis indicates that the creative industry in Pengambengan has a weak position especially: Human resources and business capital. While EFAS equal 5.46 mean that the external position is strong such as: product competitiveness. Coordinate analysis of the SWOT equal (0.81; 0.60) this shows that the position of creative industry together as a positive value, meaning that efforts to develop product quality and expand markets are appropriate.

Keywords—poverty, creative industries, local culture

I. INTRODUCTION

A. Background

Jembrana Regency is the westernmost district of Bali Province whose topography in the North is a hill/ mountain area with steep slopes where the soil structure is dry land while in the West, the South is a coastal area and the East is bordered by Tabanan Regency. Jembrana has the 3rd poorest population in Bali Province after Klungkung and Karangasem Regencies. The total of Poor Population in Bali Province 2018 can be seen in Table I as follows:

Total and percentage of poor population in nine regencies/ cities in Bali Province in 2018, Jembrana Regency ranked third after Karangasem 6.28%, Klungkung 5.86% and Buleleng 5.36% [1].

TABLE I.   TOTAL OF POOR PEOPLE IN BALI PROVINCE

City in Bali	The Total of Poor People in Bali Province				
	Total Poor Pop. (000)	*Poor Pop. (%)*	*Poor Index (P1)*	*Poverty Severity Index (P2)*	*Poor line (IDR/ Capita/ Month)*
Jembrana	14.35	5.20	0.57	0.09	385.959
Tabanan	19.77	4.46	0.50	0.10	422.345
Badung	12.97	1.98	0.28	0.07	534.069
Gianyar	21.26	4.19	0.43	0.08	378.561
Klungkung	10.43	5.86	0.79	0.21	310.764
Bangli	11.05	4.89	0.49	0.10	327.668
Karangasem	26.02	6.28	0.83	0.22	311.321
Buleleng	35.19	5.36	0.62	0.13	395.678
Denpasar	20.72	2.24	0.32	0.07	545.357
Bali	171.76	4.01	0.68	0.18	382.598

Source: Central Bureau of Statistics of Bali Province 2018

From Table I, it can be concluded that in Jembrana there are 14.350 people living below the poverty line, spread over 42 villages including the Desa Pengambengan, Kecamatan Negara. Pressure on coastal resources often triggers high poverty in this region. Poverty can also cause a vicious circle, because poor people are often the cause of damage to the coastal environment, instead they will also bear the impact. With these conditions it is not surprising that there are still many practices of destructive fishing practices, such as fishing by bombing, cyanide poisons and so on, this they do because their income is greater than being an ordinary fisherman. With the large difference in their income, it is difficult to overcome the problem of damage to coastal ecosystems without solving the problem of poverty that occurs in the coastal area itself [2-5]. The problem of fisherman poverty is a multi-dimensional problem that requires solving a solution that is not a partial solution. For this reason, it is necessary to understand the root causes of problems faced by fishermen, especially fishermen in Pengambengan Village, Negara District, Jembrana Regency.

TABLE II.   THE TOTAL AREA AND POPULATION NEGARA REGENCY 2018

Regency	Village	Area (Km²)	Gender		Total
			Male	*Female*	
Negara	Cupel	9.39	1.955	1.840	3.795
	Tegal Badeng Barat	7.99	2.395	2.352	4.747
	Tegal Badeng Timur	10.30	1.904	1.924	3.828
	Pengambengan	4.98	5.689	5.524	11.213
	Loloan Barat	39.13	1.818	1.849	3.667
	Lelateng	6.40	4.468	4.473	8.941
	Banjar Tengah	10.55	2.131	2.100	4.231
	Baluk	6.01	2.840	2.854	5.694
	Banyubiru	1.47	4.288	4.106	8.394
	Kaliakah	6.29	3.740	3.770	7.510
	Berangbang	4.02	2.891	2.853	5.744
	Baler Bale Agung	9.97	5.029	5.025	10.054
	Total	126.50	39.148	38.670	77.818

Source: Sub-district village statistics Negara 2018

Sources : Profil Jembrana 2018

Fig. 1.   Pengambengan map, Jembrana regency.

Geographically, Pengambengan Village is located in the Southwest Hemisphere, Jembrana Regency. Pengambengan Village has an area of 498 Km2 with a population in 2018 of 11,213 people. The total of fishermen in Pengambengan Village in 2018 was 7,044 people. The main fishermen consisted of 5,047 people and 1,997 part-time fishermen. For more details, can be seen in Table III as follows:

TABLE III.   FISHERMAN TOTAL IN PENGAMBENGAN VILLAGE 2018

Village	Fisherman		Total
	Main	*Side*	
Pengambengan	5,047	1,997	7,044
Total	5,047	1,997	7,044

Sources: Department of Marine and Fisheries of Jembrana Regency 2018

Seeing the reality of the Table above where 63% of the village of Pengambengan work as fishermen and are vulnerable to poverty, to overcome the problem of poverty Local governments have designed a variety of programs contained in the Regional Long Term Development Plan (RPJPD), one of which is the Development of Creative Industries Based on Wisdom Local [6-14].

B.   Local Wisdom As a Supporter of The Creative Industry

Creative industries are very potential to be developed in coastal areas such as in Pengambengan Village. Nationally, the creative industry has proven to be able to absorb workforce by 10% and contribute to GDP by 7.1%. The diversification of processed products from absolute local coastal base material must be increased both in quantity and quality of products. This will greatly help the fishermen's income not only in the dry season (western season) but as a new job that is permanent especially for gender groups in coastal areas. Conventionally fish processing if the fishermen in Pengambengan Village as a home industry is limited to pindang fish, fish crackers and shrimp paste. Whereas on the other hand there are creative new innovations that can be used as a foundation for fishermen to increase their income.

The village of Pengambengan is often used as an annual event for the Makepung (cow race) race, a kind of cow race in Madura. Makepung is a mainstay icon to attract tourists to visit Jembrana Regency. Pengambengan as a tourist destination, is expected to have innovative products as souvenirs whose raw materials are available in coastal areas.

C.   Main Issues

How is the creative industry development study based on local wisdom in alleviating the poverty of fishing communities in Pengambengan Village, Negara District, Jembrana Regency.

II.   RESEARCH METHODOLOGY

A.   Research Methods

The method used in this study is a survey method, which is an investigation conducted to find the phenomenon of the symptoms that are in the field so that they find real facts. Method of collecting data Primary data. Primary data is data collected directly from the source, such as by direct interviews with shellfish craftsmen as well as craftsmen of various coastal plants as well as related institutions in a structured and measurable manner based on a list of questions that have been prepared in advance. Secondary Data. Secondary data is data obtained not directly from the source but from other parties, such as data from Jembrana Bappeda, Department of Marine and Fisheries, Department of Trade and Industry, Office of Cooperatives and SMEs, Jembrana Regency Central Bureau of Statistics and the Village Head of Pengambengan.

B.   Sampling Method

In this research, there are two methods: The first is population. What is meant by the population in this study are all fishermen who are also craftsmen in Pengambengan Village, who are members of 5 fishing groups, Government institutions and consumers. And the second is sample. The sample selection in this study used purposive random sampling and incidental random sampling. For craftsmen and government institutions, the determination of the sample uses purposive random sampling, while for consumers the determination is based on incidental random sampling.

C.   Data Analysis Method

The method of data analysis in this study uses a mix method approach, which is a combination of quantitative approaches and qualitative approaches. The quantitative

approach used is: IFAS (Internal Factors Analysis Summary) matrix and EFAS (External Factors Analysis Summary) matrix as a reference to determine the strategies generated from the SWOT analysis [15-20].

While the qualitative approach used in this study is a SWOT analysis

1) IFAS: IFAS analyzes the internal environment where the measured variables concern the strengths and weaknesses of the organization such as: production, human resources, local wisdom, capital and marketing.

2) EFAS: EFAS analyzes the external environment who severable are opportunities and threats that are outside the organization, such as: expansion of production marketing, macroeconomic factors, competitors' threats, threats of substitute products.

3) SWOT Matrix: SWOT identifies various factors systematically to formulate strategies, by maximizing existing strengths and opportunities, and minimizes Weaknesses and threats (Threats).

III. RESULTS AND DISCUSSION

Local Wisdom-based Handicraft Industry in Pengambengan fishing village. Pengambengan is a fishing village that not only offers seafood in the form of fish but also offers handicrafts that utilize coastal resources and is based on local wisdom, such as beach pandanus, fans, tissue boxes, various bags, hats and bracelets. Pearl shells can be made necklaces, earrings and brooches. The handicraft industry in Pengambengan Village is a small-scale home industry that produces good quality products.

A. IFAS (Internal Environmental Factors).

Based on an analysis of internal environmental factors. Based on the analysis can be obtained: The total score of 3.79 weighting IFAS shows that the cooperative industry based on local wisdom in Pengambengan Village has a weak internal position. Such as: Lack of market information, promotion, weak human resources and weak business creativity.

TABLE IV. LOCAL WISDOM-BASED IFAS INDUSTRY CREATIVE MATRIX

No	Internal Factors	Average weigh	Average score	Weigh score
1	S (Stenght)			
	Craftmen	0.22	4.57	1.01
	Consumer	0.21	3.10	0.65
	Organization	0.19	3.40	0.59
				2.30
2	W(Weaknes)			
	Craftmen	0.19	3.40	0.59
	Consumer	0.20	2.30	0.46
	Organization	0.21	2.10	0.44
				1.49

B. EFAS (External Environmental Factors).

Based on the analysis of external environmental factors can be obtained as follows:

TABLE V. MATRIX ANALYSIS OF EFAS-BASED CREATIVE INDUSTRIES

No	External Factors	Average Weigh	Average Score	Weigh Score
1	O (Opportunity)			
	Craftsmen	0.35	4.47	1.56
	Consumer	0.22	3.00	0.66
	Organization	0.23	3.50	0.81
				3.03
2	W (Weakness)			
	Craftsmen	0.30	4.10	1.23
	Consumer	0.22	2.50	0.55
	Organization	0.21	3.10	0.65
				2.43

Source: Data processed 2019

The number of weighting scores of EFAS worth 5.46 indicates that the cooperative industry based on local wisdom in Pengambengan Village has a Strong External Position. Such as : Market opportunities are still wide open, product quality can still compete in the market and the product produced follow consumer tastes.

C. SWOT

To determine the position of the organization from the results of calculations obtained from the IFAS matrix and EFAS matrix, the results can be presented as follows:

1. Coordinates of Internal Analysis. Strength Weakness = 2.30 - 1.49 = 0.81

2. Coordinate External Analysis. Opportunities - Threats = 3.03 - 2.43 = 0.60

So the coordinates (0.81; 0.60)So the Position of Creative Industries based on local wisdom in Pengambengan Village shows the value of Strength and Opportunity both have positive values. This means that the efforts made for the development and quality of products and expanding the market are right to do.

1) Power: Strength is the starting point in determining the strategy for developing a culture-based creative industry in Pengambengan. The strengths are as follows:

TABLE VI. STRENGHT IN ANALYSIS SWOT

No.	Strength
S1	Product quality improvement
S2	Products follow market tastes
S3	Use local raw materials
S4	Strong culture

Source: Data processed 2019

2) Weakness: In the strategy of developing the Creative Industry it is necessary to minimize all the weaknesses, in order to achieve a great opportunity in the future development. There are several weaknesses that are owned as follows.

TABLE VII.   WEAKNESS IN ANALISYS SWOT

No.	Weakness
W1	Lack of information and promotions
W2	Lack of capital
W3	Lack of cadre regeneration
W4	Weak business creativity

Source: Data processed 2019

3) Opportunity: In the development of the Creative Industry there needs to be an indicator of opportunity to determine a success. There are several opportunities that include:

TABLE VIII.   OPPORTUNITIES IN ANALISYS SWOT

No	Opportunities
O1	Expanding market share
O2	Technology Utilization

Source: Data processed 2019

4)   Threat: The threats that arise in the Development of Creative Industries in Pengambengan are:

TABLE IX.   THREAT IN ANALISYS SWOT

No	Threat
T1	The existence of environmental changes
T2	Business Competition
T3	Changes in consumer tastes
T4	The existence of substitutes

Source: Data processed 2019

TABLE X.   ALTERNATIVE STEPS FOR THE CREATIVE INDUSTRY DEVELOPMENT STRATEGY

Internal	Strenght	Weakness
	S1Quality of product	W1 Promotion
	S2 Flexsibilitas prod.	W2 Human resources
	S3 Local raw material	W3 Business creativity
	S4 Local culture	
Eksternal		
Opportunity (O)	Strategy SO	Strategy WT
O1 Exp.Market	1.Cooperation	1.local people participating
O2 Tecnology	2.Information creative industry	2.The existance of Climate change
Thareats (T)	**Strategy ST**	
T1Potensial Change environment	1.Improve beach clean	
T2 Business competition	2.Cultural preservation	
T3 Change consumer tastes		

Source: Data processed 2019

IV.   CONCLUSION AND SUGGESTION

A.   Conclusion

Based on the analysis carried out in the Creative Industry based on Local Wisdom, Pengambengan Village can be summarized as follows:

1) IFAS: Analyzing internal organizational environment factors the weighting score of 3.79 shows that the creative industry based on local wisdom in Pengambengan Village

has a weak internal position. Such as human resources, capital and market information are still weak.

2) EFAS: Analyzing the external environment of the organization obtained a weighting score of 5.46 means that the creative industry based on localwisdom in Pengambengan Village has a strong external position. Such as: Market opportunities are still wide open, product quality can still compete in the market and the product produced follow consumer tastes.

3) SWOT: To determine the position of IFAS and EFAS organization. Obtained coordinate point is (0.81; 0.60). This indicates the position of the creative industry based on local wisdom in the Village of Pengambengan shows the value of Strength and Opportunity both have positive values, meaning that the efforts made to develop and quality products and expand market share are appropriate.

B.   Suggestion

As for suggestions that can be given to related parties, i.e., increasing product quality and market development, product innovation based on local wisdom, maximize promotions, exploring local cultural values, improve human resource skills and utilizing village financial institutions to increase business capital

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