Developing a Coastal Community Empowerment Conceptual Model Through Environmental Entrepreneurship at Informal Education in Pariaman

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ABSTRACT
This research was initiated by the fact of the lack of coastal community empowerment conceptual model to develop the potential resources of their life. The aim of this study was to discover the conceptual model of coastal community empowerment through environmental entrepreneurship at informal education in Pariaman. This is a RnD research using conceptual framework from Borg and Gall, which consisted of five stages, namely: need analysis, model formulation, validation, implementation, and revision. The model validation was validated by expert. From the results, it was found that model framework formulation of coastal community empowerment consisted of five focuses of empowerment, namely education, economic, socio-culture, environment, and institution. The model then was validated and tested to obtain suggestions before being produced to society. Based on the results, it can be concluded that the formulation of conceptual model which suitable with the Borg and Gall Model was valid and practical.

Keywords: Model, coastal community empowerment, environmental entrepreneurship, Informal Education.

1. INTRODUCTION
Entrepreneurship-based coastal community empowerment is related to the development of the quality of human resources, especially in the economic sector of coastal communities, by referring to the potential and problems that exist in the coastal and coastal areas by carrying out the principles of human development, pro-poor people, transparency, participation, healthy competition, decentralization, accountability and optimizing sustainable and sustainable natural resource management [1]. In this study, the context of community empowerment focused on the integration of community education in collaboration with non-formal education institutions, namely the Community Learning Activity Center (PKBM).

There are quite a lot of informal educational institutions in Pariaman City and almost in every sub-district. This empowerment model is developed in the context of empowering the education sector which is also integrated with developments in the economic, social, and cultural environment as an integral part of community life in Pariaman City. The context of empowerment in the education sector is what the novelty for the researchers carried out because in the model that will be developed, it is very specific to work on activities related to community empowerment that are integrated with local PKBM. This research is important for the development of science, especially regarding the empowerment model for coastal communities based on environmental entrepreneurship in Pariaman City and providing input to the government and the community regarding the development of an empowerment model for coastal communities in Pariaman City based on environmental entrepreneurship.

This research is necessary because the focus in developing coastal communities is how to improve their welfare by making the group the object of empowerment itself. The novelty in this research is to focus on the field of education, especially the development of non-formal institutions, namely PKBM. This research is crucial because the field of education is an essential aspect of developing Indonesia's human resources. From the general problems mentioned above, the next problem is focused on several research questions as sub-problems: 1) What is the factual
condition of the empowerment of coastal communities in Pariaman City based on environmental entrepreneurship? 2) What is the conceptual model for empowering coastal communities in Pariaman City based on environmental entrepreneurship? 3) How is the implementation of the conceptual model of empowerment of coastal communities in Pariaman City based on environmental entrepreneurship? 4). How is the effectiveness of the conceptual model of empowerment of coastal communities in Pariaman City based on environmental entrepreneurship?

2. METHOD

This type of research is a research and development (R&D), using the Borg and Gall development model with main steps, namely: 1) potential and problems, 2) collecting data and information / theoretical studies, 3) model design, 4) Forum Group Discussion, 5) expert validation, 6) model design improvement by researchers, 7) model testing, 8) model revision, 9) model use [2]. The product validity test was conducted by three validators, namely two validators of coastal economics and entrepreneurship experts and one linguist expert. Practicality trials of the model were carried out on residents in community learning activity center (PKBM). The data collection instruments were through observation, interviews, assessment formats, and questionnaires.

3. RESULT AND DISCUSSIONS

3.1. Potential and Research Problem

In this first step, the researcher tries to describe the potential and research problems clearly. Potential is anything that if utilized will have added value. The potential of the coastal city of Pariaman in this study is marine resources that have high selling value, productive age population, Tabuik cultural heritage, recyclable waste, and NGOs, PKBM, and Cooperatives [3]. All of these potentials can be developed into entrepreneurial models for coastal communities. The potential and problems in this study are then used to design entrepreneurial-based models of empowerment of coastal communities in Pariaman City. From this model, the researcher hopes to answer the problems or gaps that occur. The process of formulating potential and development problems in coastal communities is carried out through structured observations and interviews with communities in three sub-districts in Pariaman City. The results of these observations and structured interviews can be described in the following section. Based on data obtained from the field regarding the potential for coastal community areas in Pariaman City, the following information is obtained:

3.1.1. Natural and marine potential

The natural and marine potential in Pariaman City is very wide. The catch of fish is quite large and can meet the economic needs of the community. The fish potential is extremely large in Pariaman City. According to secondary data obtained from the Department of Marine Affairs and Fisheries of Pariaman City, the potential for marine fish resources is 7,892 tons and most of them are small pelagic fish 3,156 tons/year and demersal fish (236.7 tons/year) and large pelagic fish (2841 tons/year).

3.1.2. Economic potential

The economic potential in the coastal areas of Pariaman City is generally obtained from work as fishermen and several other types of work such as trading, farming, and employees. However, the dominant economic potential comes from fishing in the sea. The fishermen's catch is then sold and the community earns income to finance their daily living. The biggest economic potential is fishing, which dominantly uses small boats. The DKP source said, “The dominant economic resource is capture fisheries using small boats. Approximately 12.5% of the fishing fleet is fishing boats without motorbikes, most of which are outboard motors and operate around the coast.” The researcher triangulated by observing the fishing villages in the three sub-districts, generally a small boat or outboard motor.

3.1.3. Cultural potential

The cultural potential of coastal communities in Pariaman City is very diverse and has been known as a leading tourism potential in the West Sumatra and Indonesia regions, namely the tabuik cultural festival. Tabuik has become an icon for Pariaman City. This cultural party is always celebrated every year and manages to attract tourists, both domestic and foreign. The results of the interview with the village head (KD1) stated that "Every year it is always a routine agenda for the government and the community to celebrate Tabuik parties and make it a routine tourism agenda in the area. This tourism potential is of great economic value to the community with many people who take advantage of the arrival of tourists to the area by selling. "The same thing was said by the local community (M1). Every time there is a Tabuik cultural party, I sell various foods and souvenirs to tourists and it is quite helpful. To increase income "From the information above, the tabuik cultural party has become a cultural potential that is utilized by the community to support their economy.

3.1.4. Social community potential

The social potential of the community in Pariaman City is heterogeneous community life, but still living in harmony. According to the KD2 resource person in his village, there were almost no social conflicts because
the people generally lived in harmony. This potential needs to be utilized by the government to optimize community groups and empower the people within these groups. In every village, there is a youth organization that is active in helping the community welfare. “In every village, there are generally youth organizations and village community empowerment organizations (PMD). This institution functions to assist the social and economic development of the community.” The social culture of the people in Pariaman City is very peaceful and there have never been any major social conflicts so that it becomes an attraction for other residents to visit. Besides, a friendly community is also one of the attractions of the Pariaman community. In terms of culture related to the economy, it is a problem that is still dominant living in the poverty line and not having a culture of saving. Many fishing communities only survive from day to day, so they cannot plan their future well.

3.1.5. Institutional potential

The institutional potential in the community in Pariaman City already exists, that is, there are community organizations that can be empowered. In each village, there is a youth organization and a village empowerment institution located at the village center. Many of these institutions have collaborated with other parties and the central government to carry out empowerment programs for the community. Related to cooperation with banking institutions is still limited, due to collateral constraints. To borrow money from the bank is still constrained by the community. So that the problem of capital is still difficult. Coastal residents face quite a lot of capital constraints [4].

Constraints faced by coastal communities in developing their economy, coastal communities have capital constraints. This was revealed by a fisherman resource who said that generally they have limited capital and get only enough catch to eat daily. "Usually the results from fishing only last one day, so there is not much that can be saved, let alone saved," said a fisherman source.

Based on the results of interviews with the community, information on the obstacles faced in terms of their welfare of coastal communities can be inventoried as follows, namely capital, expertise, human resources, minimal assistance. Based on the data analysis carried out, the cause of the minimal welfare of the people in Pariaman is a large number of unemployed people in productive age due to the lack of skills and expertise. The main cause of this condition is a limited to economy caused by not being able to obtain an adequate education. The data also show that many fishermen only complete primary school education and do not continue to junior high school. Furthermore, from the capital side, it is also a big obstacle that the community has in developing coastal areas.

Limited capital makes people unable to optimize fishing so that the results are also limited and only enough to meet their daily needs. This was stated by community respondents (M2). "The fish catch that we get is only enough to be sold to meet the needs of daily living and if there is any leftover it is dried to become a side dish that can only be consumed by the family," According to other community respondents (M3), fishermen who live in coastal areas only have boats and simple fishing gear, so they cannot go to sea within a large enough range. "The boats we have are mostly small boats, so they can’t operate for longer and have limited reach,”. Based on the description above, it can be concluded that the obstacles faced by fishermen in terms of their welfare are 1) capital, 2) human resources, 3) limited expertise.

3.2. Model Design

In the second step, various data and information were collected that could be used as materials for developing a model for empowerment of coastal communities. The data and information collected in this study are data and information about the implementation of empowerment of coastal communities by community leaders, NGOs, agencies, offices, or agencies, and regional work unit (SKPD) in order to improve the empowerment of coastal communities. Data and information about the implementation of coastal community empowerment related to activities carried out in the implementation of coastal community empowerment. Meanwhile, data and information on the empowerment of coastal communities are related to descriptions of the empowerment of coastal communities carried out by stakeholders.

Based on research conducted regarding the empowerment that has been carried out to the coastal communities of Pariaman city, the following data were found, that the local government has provided assistance in the form of the motorized pedicab, long machine, nets, and fishing boxes. The assistance is used to optimize fishing activities for fishermen. The assistance is given to fishermen who have joined the group and can be used together. A number of other assistances have actually also been given to fishermen groups but based on observations and interviews this assistance is not evenly distributed and does not reach fishing communities. The unreached groups are generally fishermen who are not part of a particular fishing group. Furthermore, the empowerment that is carried out is assistance provided to fishermen who are members of fishermen groups.
3.3. **Model Development**

The training model design was developed by realizing the model book as an integral part of this research.

3.3.1. **Type of Empowerman**

The type of empowerment chosen in development is participatory empowerment. It means that the community is fully involved in empowerment activities starting from planning to evaluation. This model was chosen because of the input from the community. So far, they have only been objects in the empowerment processes, so they don't really feel the impact of the empowerment carried out [5]. For example, there have been many programs launched by the government for the people of Pariaman City, but they have not been successful, because most of them do not touch people's lives. In this empowerment design, this participatory model was chosen because from a number of studies the selected design had a big impact on society.

3.3.2. **Empowerman Goals**

The empowerment targets selected in this model are all community groups who live or are in the coastal area of Pariaman City. This empowerment target is aimed at all target community groups, because it is hoped that a number of programs offered can be reached by all elements of the targeted community and have joined the empowerment groups that are designed.

3.3.3. **Empowerman Method**

The empowerment method chosen is tailored to the needs of the community and the target community level, namely lectures, discussions, FGDs, and direct training [6]. The choice of this method is adjusted to the material and empowerment program being developed as well as the target audience who will receive the program. The complete method has been stated in the designed model book.

3.3.4. **Empowerman Materials**

Empowerment materials are generally designed from the five main objectives of the empowerment program and cover the aspects of empowerment in the education, economy, socio-cultural, environmental, and institutional sectors. Empowerment materials are compiled by asking for input from the community, personnel involved in managing community empowerment institutions, and also PKBM managers. The main resource person in developing the empowerment model is by asking for input from the local government as an important part of the empowerment program activities carried out. In the developed model compiled complete material that can be used for community development activities, this model is also equipped with a model performance indicator consisting of cognitive affective and psychomotor aspects. Furthermore, to concrete the activities carried out, it is also equipped with an activity action plan so that the form of this empowerment activity is more concrete. Model performance indicators are designed so that the model being developed is more effective so that it achieves the expected goals.

3.4. **Validation**

Based on the validation questionnaire that has been given to the experts, it is concluded that the environmental entrepreneurship-based coastal community empowerment model has been compiled is valid to be used. Based on the results of the validation that has been done, the average value of validator 1 is 3.8, and validator II is 3.4 with a very valid category. The average of validator input is 3.6 with a very valid category. The results of the input from the model used, namely, at the implementation stage, it needs to be optimized in relation to economic and entrepreneurial aspects.

4. **CONCLUSION**

Based on the description that has been stated above, it can be concluded that several things were found in the effort to develop an empowerment model for coastal communities based on environmental entrepreneurship in Pariaman City as follows: 1). An illustration of the empowerment efforts that have been carried out by the government and non-governmental organizations in Pariaman City is the provision of motorboat assistance, provision of fishing gear, training for SMEs, entrepreneurship training, and capital. The empowerment target is fishermen who are members of fishermen groups in Kota Pariaman. The model is developed using a participatory training approach. The resulting environmental entrepreneurship-based coastal community empowerment model has been validated by environmental empowerment experts and is valid and practical and ready for wider distribution.

**AUTHORS’ CONTRIBUTIONS**

Based on the description above, the local government needs to collaborate with all parties in order to optimize the development of community empowerment in coastal areas based on environmental entrepreneurship. This collaboration is expected to focus on developing training programs by involving local PKBM managers because these organizations are quite large and dominant in being close to the community.
REFERENCES


