



Economic Development Opportunities For Marine Fishing Products Processing In Border Area Indonesia-Malaysia

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The purpose of this research is to identify the opportunities of economic development regards to the processes of marine fishery products. The method should be used in this research is descriptive qualitative, carried out in the West Sebatik and East Sebatik sub-regency. The total respondents are 30 which using purposive random sampling. The data used is primary data from a questionnaire that used 3 variables, namely the human resources (HR) variable consists of 5 indicators, the capital variable consists of 5 indicators and the marketing variable consists of 3 indicators. The research found that the economic development based on the processing of marine fishery products showed that the human resources, more guidance is needed from related parties, while the capital variable is needed for business development through capital aids in term of marketing strategy consultation. Thus, for the economic development of marine fishery product processing still needs further development and it still need more concern by local government technical institutions.

Keywords-Sebatik, Dried prawns, kopek anchovies and salted fish

I. INTRODUCTION

Sebatik Island as an island directly adjacent to both land and sea with Malaysia has great potential in the marine fisheries sector and economic potential. Sebatik has a strategic value in developing the economy of the marine fisheries sector and can become a center for economic development based on marine fisheries processing. Processing of marine fishery products that have been running so far is the processing of dried shrimp, boneless anchovies, salted fish crackers which have been processed into Sebatik products. Processing of fishery products in addition to increasing the economic value of the catch can also increase local and regional economic potential. Considering that Sebatik is an area directly adjacent to Malaysia, it certainly has a larger market share. Human behavior in managing limited resources and channeling them into various individuals or groups that exist in a society in social science is called economics. The term "economy" comes from the Greek (oikos) which means "family, household" and (nomos) which means "rules, regulations, laws". Broadly speaking, the economy is defined

as "household rules" or "household management" the economy is carried out with the aim of obtaining as much profit as possible by taking into account expenses as part of the calculation of profits. One of the determining factors in the formation of an area is the economic potential. Economic potential shows an ability of economic resources produced by an area / region that needs to be developed and improved in order to provide added value for further economic development. This implies that the development of economic sectors that takes place in each region in the territory of Indonesia must be adjusted to the potential and priorities of each region so that the overall development is a unified whole in the context of realizing social development.

Nunukan Regency is geographically bordered by the Sulawesi Sea, of course, it has local potential from marine products. Besides being sold fresh, marine products can also be increased in economic value into processed materials. In addition to having a higher selling price, the processing of seafood is also a way to take advantage of the abundant yields that are not absorbed by the market. With the processing of marine products, of course, the community as business actors can increase their income. The number of marine products such as fish, shrimp and anchovy can be processed, besides being able to preserve these items, it can increase economic value, can increase people's income, and of course can become regional superior products that can be introduced as the identity of local resources in Nunukan Regency.

II. METHODE RESEARCH

The form of this research is in the form of qualitative descriptive research, namely finding facts with the right interpretation. Qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions. This shows that the implementation of this research does occur naturally, as it is, in normal situations that are not manipulated by circumstances and conditions, emphasizing natural descriptions. Qualitative method as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Regarding the research method, this research is a qualitative research approach. The results of the research are directed and applied to an effort to provide an

objective and detailed description of the actual state of the object of study. The three main stages in qualitative research are: 1. Description stage or orientation stage. At this stage, the researcher describes what is seen, heard and felt. The new researcher makes a cursory record of the information he has obtained. 2. Reduction stage. At this stage, the researcher reduces all the information obtained in the first stage to focus on certain problems. 3. Selection stage. At this stage, the researcher describes the focus that has been set in more detail and then conducts an in-depth analysis of the focus of the problem. The result is a theme that is constructed based on the data obtained into knowledge, hypotheses, and even new theories.

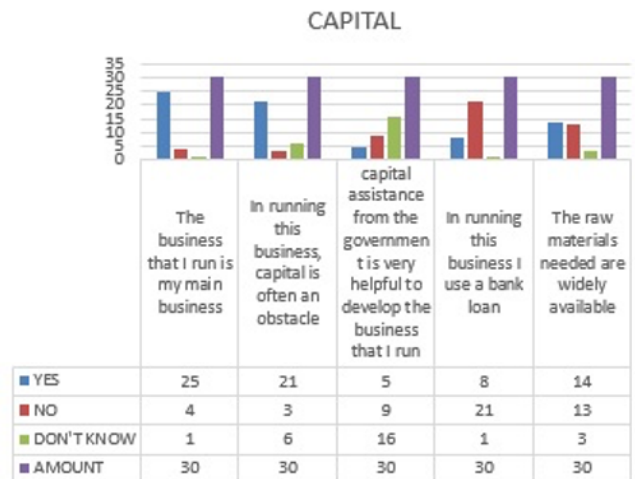
This research was conducted in Nunukan Regency, precisely in West Sebatik sub-district and East Sebatik sub-district. This research was conducted from October to November 2021. The data used in this study is primary data that comes from filling in the questionnaires given to the respondents. In order to strengthen the data from the questionnaire, an interview technique was used to obtain more in-depth information. The population in this study is a group of fishermen in West Sebatik and East Sebatik. The sample used is purposive random sampling. That is a sample that has criteria. The criteria in this sample are groups of fishermen who process marine fish catches into products in the form of thinly salted fish, kopek anchovies and dried shrimp in the West Sebatik and East Sebatik sub-districts. Data Analysis Techniques in qualitative research data analysis is carried out since data collection and continues throughout the study (Sugiharto, 2017). So in this case the data analysis has been going on since the beginning of the research carried out, namely by examining all the data obtained. This means that in this stage it examines all the evidence that has been collected before being analyzed, then summarizes the data that has been collected.

III. DISCUSSION

In the processing of marine fishery products carried out by groups of fishermen in the West Sebatik and East Sebatik sub-districts, these are processed products that focus on three kinds of processed products that are superior and the identity of the Sebatik sub-district as a whole. The three products are dried shrimp, kopek anchovies and thin salted fish. Despite the fact that these preparations are not the result of all sub-districts in the Sebatik island region. Dried prawns, kopek anchovies and salted fish are commodities that are synonymous with sebatik but in fact these businesses have not developed to contribute to regional income.



Business development cannot be separated from its human resources as business actors to develop their business. As many as 76% of the respondents have never received training and coaching in processing and running a business. Although as many as 90% said they were serious about running a business, and as many as 80% were satisfied with the results of the business being carried out. Many business actors rely on this business as their main livelihood. So the level of seriousness in managing this business is large, which is 90% of the respondents. Meanwhile, the satisfaction with the efforts achieved at this time is due to the efforts being carried out that are sufficient to meet their life needs. When compared to income as a fisherman, processing the catch provides a better selling point. 70% want their business to grow again. This means that in this case there are still many business actors who have not thought about developing their business into a larger scale business. This is indicated by the large number of respondents who are satisfied with the current business achievements.



Another obstacle that hinders the development of this marine fishery product processing business is capital constraints. As many as 70% stated that they had problems developing their business due to lack of capital. Meanwhile, 83% of business

actors are main businesses. Only 16% of business actors have ever received capital assistance. If you look at the potential of marine products, the need for raw materials for marine fishery processing businesses is quite available. This means that the authorized capital in the form of raw materials is quite available based on the respondents as much as 46% said it was quite available and 43% said it was not. There are two kinds of raw materials available. Some business actors have bagang as a means of catching fish. Bagang produces a lot of anchovies which are then processed into kopek anchovies. Meanwhile, respondents who stated no were respondents who did not have bagang, and only relied on catches from the sea. Bagang ownership is of course also influenced by the capital of business actors. Considering the cost to make bagang ranges from Rp. 30,000,000 – Rp. 50,000,000. the high cost of making bagang is using certain types of wood whose existence is difficult to obtain and includes protected.



Marketing is also a problem faced by marine fishery processing business actors. Where as many as 63% of business actors stated that marketing was an obstacle in developing a business. Only 40% said they understood online sales. And as many as 56% of business actors stated that they sold their products online. There is a difference in the percentage of online sales instruments, this is because business actors do not know how to sell online but they use the services of other people in selling online, usually online sales services are carried out by close relatives, such as children or relatives.

From the problems raised, it can be seen that the marine fishery processing business actors have not been able to develop their business because there are still many obstacles faced, these obstacles are very basic problems in the business world. These limitations make business actors still run their business in the traditional way. Both the way of processing and marketing. Limited human resources will certainly greatly affect business development in terms of product development innovation and method development in marketing, while capital limitations can certainly affect the ability of business actors to develop their businesses using technology in the processing process.

The limitations faced by business actors are certainly an obstacle in the development of marine product fishery processing businesses. When viewed from the geographical location of the island of Sebatik which is directly adjacent to Malaysia, both land and sea, it certainly provides great economic opportunities for marine fishery processing

businesses. This problem is also an obstacle in developing a business from marketing variables. To sell products in the local market, the local market demand is relatively small. For marketing to the national market, it is constrained by the transportation system that is less supportive so that product prices become high until they reach the hands of consumers. As for the market needs with a large and high transaction value is the market in Tawau, Malaysia. This is because the ringgit value is higher and demand is also high. Although the selling price to Tawau (Malaysia) is high, this business opportunity is in fact not supported by government policies with the opening of foreign trade routes, namely the Indonesia-Malaysia trade.

IV. CONCLUSION

To develop the economy from the processing of marine fishery, there is still a lot of potential from the availability of raw materials. However, economic development is still hampered by several factors, including the low human resources of business managers, limited capital owned by business actors to develop their businesses and marketing limitations given the geographical location where the transportation system does not support and the Indonesian-Malaysian trade routes are not opened, so trade there is illegal trade.

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