

The Empowerment of North Coastal Community of Mertasinga Village in Gunung Jati Sub District of Cirebon Regency-West Java-Indonesia

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Abstract—The purposes of this research to increase; public knowledge in processing environmental and residential health management, increase public awareness in coastal resource utilization and management activities, and the role of social and economic institutions in the management of processing fisheries and marine products. **Community Service Method:** This community service activity in the north coast of Java (North Coast) was held in Mertasinga Village, Gunung Jati Subdistrict, Cirebon Regency, West Java, Indonesia. This activity is conducted six months, from January 2017 to June 2017. The method used in this study is the Implemented Solutions, Output Target, Monitoring and Evaluation. The results of the study, it can be summarized as follows: increasing public awareness toward the treat of damage of coastal resources, increasing the involvement and ability of local communities to actively participate and be empowered in efforts to preserve the environment and to decide a decision for coastal resource management, coastal resource utilization and management activities are optimally and sustainably implemented, and increasing public awareness of environmental and residential health.

Keywords—empowerment; public knowledge; environmental and residential health management

I. INTRODUCTION

Fishermen's life is very vulnerable by economic problem, especially when they depend on result of the fish they got from the sea. When they got little fish from the sea, it can be a threat for their sustainability of economic life [1,2]. The vulnerable life of fishermen happens not only on their material but also inability of fishermen to manage their financial. It is one of causes of poverty problems in the coast. Fisherman households haven't had a goal which is oriented to the future [3].

Various forms of assistance provided by the government cannot answer ongoing problems in the life of traditional fishermen [4]. The assistance given by the government just benefits few people and it will make new broker in their community. Most of the assistance are charitable. It cannot build fishermen awareness to their community. So, it can be illustrated as giving the fishermen a fish, not an angler.

When they are compared with other economic groups, fishermen experienced conditions of alienation from national economy. This is mostly derived from the arena of activities that do not have adequate legal support such as not allowing sea ownership or coastal areas as production assets, the big need of investment and high risk, and marketing that tends to meet the local needs. This condition makes fishermen's community left behind when they are compared with other groups working on the land [5].

The development tends to create competition among the groups not only in level of income they have but also in quality of life, economic activities, scale and kind of output achieved [6]. The change of this generation will change marginally as the social consequence of it. If this condition still continues, the invest for the management of marine resources and the development of human resources will be expansive.

People centered development approach is based on the concept of the management of local resource as planning mechanism that emphasizes on social learning technology and program formulation strategies [7]. The aim to be achieved is to improve the ability of the community to actualize themselves.

Considering the description above, the writer is interested to conduct community service regarding the empowerment of north coast fishermen community of Mertasinga village in Gunung Jati Subdistrict of Cirebon Regency-West Java-Indonesia.

II. RESEARCH METHODS

This community service activities are conducted in the north coast of Java (Pantura) in Mertasinga Village, Gunung Jati Subdistrict, Cirebon Regency. This activity was held for 6 months from January 2017 to June 2017.

A. The Implemented Solutions

To achieve the purposes of this activity, some activities are carried out as follows: establishing relationships and socializing the program to community, establishing relationships with related institutions and community leaders,

deciding priority programs with program purposes, counseling and training environmental and residential health management, implementing coastal resource utilization and management activities, growing the social and economic institutions in the management of fisheries and marine products, increasing involvement and ability of local communities to actively participate and be empowered in various environmental conservation efforts and in decision-making processes for coastal resource management, monitoring and Evaluating the implementation of activities carried out, and making the activity report. The activities above will be further specified in several components of activities containing the objectives to be achieved while the result of this community service is expected to be useful.

B. Output Target

Increasing community knowledge in processing environmental and residential health management, increasing public awareness in coastal resource utilization and management activities, and increasing the role of social and economic institutions in the management of fisheries and marine products

C. Monitoring and Evaluation

Monitoring and Evaluation is carried out starting from the second month after the implementation until the fifth month before the completion of the activities. To determine the successful of the activity, this community service is measured through indicators of achievement. This indicator is that the participants are able to implement coastal resource utilization and management.

III. DISCUSSION

This community service is in the form of empowering community, counselling by mentoring, training and increasing the access of capital to utilize and manage coastal resource. The Coastal Community Economic Empowerment Program (PEMP) is an effort to answer the problems of coastal community in Mertasinga Village, Gunung Jati Subdistrict, Cirebon Regency. Through the program of coastal community with groups, fishermen have the freedom to choose, plan and determine the economic activities needed based on deliberation. Thus, the community feels that they have ownership and responsibility for implementation, supervision and sustainability.

A. Mentoring of Coastal Community Economic Empowerment Program

The meaning of mentoring is to accompany certain things or programs, or guiding to achieve the goals [8]. Mentoring in PEMP program in Mertasinga Village was carried out thoroughly in the economic activities of coastal community. The community are involved in this activity to formulate activities to be carried out.

Mentoring is carried out gradually by using participatory approach. It means that all decisions are in the hand of coastal community to determine what activities they choose to improve their welfare or to continue economic activities for fishermen

by using better technology [9]. The presence of mentor is highly needed to guide the community both in the economic and educational fields [10]. Although KMP has given a training, but community needs a mentor who knows their needs because mentor has adapted with their social life. The basic characteristic of coastal community is that it is difficult for them to accept new comers to their community, but if fishermen have known them further, the sense of family is deeper like a brother.

B. Training of Coastal Community Economic Empowerment Program

Training is a follow-up to the implementation of PEMP program which is followed by KMP (Community Utilization Group) and LEPP (the Economic Institution for Coastal Empowerment). The objectives vary according to the function of the institution. For KMP, this training aims to provide knowledge and skills in managing its economic activities for either fishermen or fishermen of fishpond. So that, at the time of implementation, this group is ready to implement its economic life. In addition, it aims to prepare people from the coastal community to provide or share information to other coastal community members that this program is a way out or solution to the economic problems.

TPD training is intended to provide knowledge on how the techniques of empowering coastal community are classified as low in the quality of education, how to be a good mentor and how to overcome problems in the field. For LEPP, this training aims to find out the management of good organization that is oriented to interests of coastal community.

Training conducted by KMP, TPD and LEPP is in accordance with the plan that has been set. The output of this training is the ability to develop techniques for empowering coastal community that has different characteristics for each region. For KMP, the results obtained are the knowledge to manage the management in the group and to know the development of PEMP program. But the reality in the field, there are still several individuals from this group who do not apply or share knowledge with other communities.

Like LEPP, the knowledge to manage the finance, members and other activities is the result obtained from the training and its application in the field. The difficulty of this institution is to distribute the funds because the rule is burdensome to fishermen.

C. Increasing Capital Access to Community Economic Institution

In PEMP program, the community can choose capital access to develop productive businesses. There are three groups involving in the organization of PEMP. Those are: government: This group consists of the Ministry of Maritime Affairs and Fisheries, the Cirebon Regency Fisheries and Maritime Service, the sub-district head, and the Mertasinga Village head. The government functions to facilitate, foster, monitor, evaluate, and develop PEMP program, consultants: Consultants for Village Facilitators (TPD). The consultant functions to assist the government and mentor the implementation of PEMP program, and community Economic

Institutions: there are two Economic Institution organizations within the Community. Those are Community Utilization Groups (KMP) in the village and the Economic Institution for Coastal Empowerment (LEPP). These institutions function to accommodate the economic activities of coastal community and support community development and regional development. Giving capital access is used to improve their fishing equipment so that they can support their activities and generate profits.

D. Special Activities in Empowering Fishermen's Village Community

Specific activities in empowering fishermen's village community consist of counseling and training activities which are divided into two kinds of activities. Those are: counseling and training in fisheries products, especially for salted fish, and counseling the awareness of the fishermen's village community towards environmental and residential health

E. Evaluation of Coastal Community Economic Empowerment Program

Evaluation is a series of systematic activities carried out in order to find out whether or not a particular activity or program has been carried out in accordance with the goals. Evaluation is carried out on PEMP program.

IV. CONCLUSIONS AND SUGGESTIONS

A. Conclusions

From the results of community empowerment activities that have been carried out, it can be concluded as follows: there is an increase of public awareness to the threat of damage of coastal resources, there is an increase of the involvement and ability from local community to actively participate and be empowered to preserve the environment and to make a decision for coastal resource management, the activity of coastal resource utilization and management has been

optimally implemented, and there is an increase of public awareness toward residential and environmental health.

B. Suggestions

There should be improvement efforts to make the target group progressive, such as: increasing the role of fishermen in coastal community empowerment activities, the role of the government from village, subdistrict, Maritime and Fisheries Service of Cirebon Regency, and Ministry of Maritime and Fisheries Affairs of the Republic of Indonesia, should be improved to empower coastal community, it needs a special budget for coastal community empowerment activities, and It needs sustainable activities by mentoring from professional field staff.

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