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The Innovation Breakthrough in Digital and Disruptive Era
STRATEGIES IN INCREASING FISHERMEN'S CATCHES IN PASONGSONGAN VILLAGE, PASONGSONGAN DISTRICT: STUDY UPT OF COASTAL FISHING PORTS

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ABSTRACT

UPT Coastal Fishing Port located in Pasongsongan Village, Pasongsongan District. The implementation of the strategy used to provide fishermen facilities and infrastructure with the aim of increasing fishermen's catches, based on research I conducted at the UPT Coastal Fishing Port, the obstacles that are still experienced when counseling fishermen are not all elements join in socialization activities. The purpose of this study was to determine the Upt Strategy of Coastal Fishing Ports in Increasing Fishermen's Catches in Pasongsongan Village, Pasongsongan Regency. This research was carried out at the UPT Coastal Fishing Port, Pasongsongan Village, Pasongsongan District. This type of research is qualitative research with descriptive methods, the data collection techniques used are observation techniques, interview techniques, documentation techniques The results of this study show that the strategic policies used by the UPT Coastal Fishing Port provide facilities for fishermen to continue to produce good fish catches.

Keywords: Improvement Strategy, SWOT

Introduction

Indonesia as the largest archipelagic country in the world, with a total of approximately 17,491 islands, makes Indonesia has the potential of a very abundant marine sector. One of the main marine potentials of Indonesia as an archipelagic country is marine catchment or fishery commodities. In the International Trade Balance, exports of fishery commodities in Indonesia show positive numbers with the growth of export value increasing every year. Quoted from BKIPM (Fish Quarantine Agency, Quality Control and Safety of Fishery Products) exports of fishery commodities in Indonesia in 2019 amounted to Rp. 73,681,883,000,-. This export increased compared to the previous year in 2018 which was valued at Rp. 66,487,580,000,- (Source: kkp.go.id).

Fishery commodities that contribute relatively large value to the trade balance of the Indonesian state are an integration of several fishery activities starting from the stage of production or fishing, management / distribution, and also utilization / commercialization. All of these stages, which include catching, storing, cooling, processing, packaging, and marketing activities, should ideally have a positive impact on fisheries actors, especially fishermen as the main actors in this fishery commodity socially and economically.

The form of positive impact for fishery commodity actors is socio-economic is an increase in living standards. But in fact, the standard of living of these fishermen is far from ideal. In May 2019, the Fisherman Exchange Rate (NTN) The coefficient that is a parameter for fishermen's income is only at 112.36 (Source: kkp.go.id). Based on this, efforts are needed in the form of multidimensional improvements both in terms of capture...
patterns, distribution patterns, processing patterns, and marketing patterns

The government in this case the Ministry of Marine Affairs and Fisheries of the Republic of Indonesia (MMAF) as the one who oversees all forms of business and exploitation of fisheries in Indonesia must oversee how fishery commodities in Indonesia can provide welfare to fishermen in Indonesia. In decentralizing policies, MMAF must provide full authority and guidance to regions to independently manage fisheries potential in each region. Guidance here is so that regions can issue policies in fishermen's welfare related to strategies that will be carried out in their respective regions according to the conditions and needs of fishery actors. However, the policy direction issued by the regions must remain within the corridor of the KKP RI, so that it is linear with the policy corridor set by the KKP RI.

In Pasongsongan District, the polemic on fishermen's problems is still said to be almost the same as other regional fishermen. The lack of welfare of fishermen, the lack of NTN in Pasongsongan, and also the poverty rate of fishermen in Pasongsongan must also find a comprehensive and visoner solution so that this problem can be resolved.

In Pasongsongan District, there is a Fish Landing Base (PPI) and a Fish Auction Place (TPI), both of which are the main components that need to be empowered so that all forms of fisheries business can provide welfare for fishermen in Pasongsongan District. Activities in TPI and PPI Pasongsongan District ranging from fishing regulations, catch distribution, processing and marketing must be strictly implemented in strategic policies issued by related agencies, namely the Marine and Fisheries Service.

The marine and fisheries service in formulating policies here also cannot be like the origin of shooting, it needs active participation from fishermen regarding what kind of policies must be accommodated and also what policies must be implemented in reducing fishermen's welfare problems in Pasongsongan District. The active participation of fishermen in formulating this strategic policy can have the effect of togetherness with the government which will lead to good collaboration to unravel common problems. Another effect of this participation is the level of fishermen's trust in the bureaucracy, especially the Marine and Fisheries Service of Pasongsongan District, where the community will consider there is a positive commitment from the bureaucracy to coach, mentor, and empower the fisheries business in Pasongsongan District.

Increasing welfare here is also related to increasing the yield of tagkapan, because the more catches, the greater the chance of improving the welfare of fishermen. However, increasing catches must also be accompanied by integrated distribution and processing patterns. The increase in catches here is related to strategies, catch patterns, types of fish and catch periods so that in carrying out fishing activities are not original and catches can provide benefits for fishermen not vice versa. Because in reality the pattern of disclosure without a strategy will only make fishermen experience losses as has happened. Catch patterns, catch periods, types of fish without strategies as carried out by fishermen conventionally due to lack of maximum regulation and assistance by the marine and fisheries service of Pasongsongan District. So with the problems described above, the researchers took the initiative as a bridge between the needs of fishermen and strategic policies that will be issued by the marine and fisheries service in issuing policies to formulate strategic steps to increase catches to improve the welfare level of fishermen.

**Literature Review**

**Strategy**

A strategy is a long-term plan, followed by actions aimed at achieving a specific goal, which is generally "winning".
The origin of the word "strategy" is derived from the Greek word "strategos" (Sedarmayanti, 2014: 2) According to Mangkuprawira (2014: 14) Strategy is a way of doing something to achieve a certain goal. It is a plan for an activity. It includes the formulation of objectives and a collection of activity plans. This indicates an effort to strengthen the competitiveness of business work in managing the organization and prevent negative outside influences on organizational activities. Meanwhile, according to James Brian Quin in Iriantara (2004: 12) said that strategy is a pattern of plans that integrate the main goals, policies, and series of an organization into a cohesive whole.

Strategy Management

According to Hunger &; Wheelen (2003: 3), Strategy management is a series of managerial decisions and actions that determine the performance of the company in the long run. Strategy management includes environmental observation, strategy formulation (strategic planning or long-term planning), strategy implementation and strategy evaluation and control. Strategic management emphasizes the observation and evaluation of environmental opportunities and threats by looking at the strengths and weaknesses of the company. According to Siagian in Rachmat (2014: 14) Strategy management is a series of fundamental decisions and actions made by top management and implemented by all levels of the organization in order to achieve the goals of the organization. While Strategic Management (strategic management) is defined as a set of decisions and actions that result in the formulation and implementation of plans designed to achieve the goals of a company. (Pearce and Robbins, 2011:5)

Fishery

Fisheries are all fish farming fishing businesses and management activities to marketing the results Mubiyarto (1994) in Wawan, et al (2015). While fishery resources are all animals and plants that live in waters (both on land and at sea), therefore fisheries can be distinguished from land fisheries and marine fisheries. Inland fisheries are all fishery businesses that are not carried out in the vast sea such as freshwater fisheries, ponds, ponds and so on. Especially for marine fisheries, marine biologists distinguish marine fisheries into two groups, namely pelagic fish (fish that live on the surface) and demersal fish (fish that live on the seabed). Pelagic fish groups include skipjack fish, tuna, kite, mackerel, seagrass and others. While demersal types such as shrimp, crab, red snapper and others. Walangadi (2003) in Rias Tampani Lubis (2015) suggests that fisheries business can be viewed as a factor of production fusion or an intermediate good produced by classical production factors of labor and capital goods or anything that is considered the like. This definition includes all activities related to obtaining salable results and is not limited to activities directly by fishing.

Increased

According to an expert named Adi S, (2003: 67) improvement comes from the word level. Which means layers or layers of something that then form an array. Level can also mean rank, rank, and class. While improvement means progress. In general, improvement is an effort to increase degrees, levels, and quality as well as quantity. Improvement can also mean adding skills and abilities to get better. In addition, improvement also means achievement in process, size, nature, relationships and so on. In line with this income, Alwi (2002) in Miftachul Huda, et al (2015) stated that improvement is a process of action, how to increase business, and so on. The word improvement can also describe a change from a negative state or trait to a positive one. While the result of an increase can be in the form of quantity and quality. Quantity is the amount of results from a process or with the aim of improvement. While quality describes the value of an object due to the occurrence of processes that have the purpose of
improvement. The result of an improvement is also characterized by the achievement of goals at a certain point. Where when a business or process has reached that point, there will be a feeling of satisfaction and pride for the achievements that have been expected. While the meaning of the intended increase from the title of this study has the meaning of efforts to increase fishermen’s income or the process of change, which means the process of change for the better.

**Fisherman**

Fishermen are a group of people whose lives depend directly on marine products, either by fishing or cultivation. They generally live on the beach, a residential environment close to the location of their activities (Imron in Abd Rahim: 2013).

**SWOT Analysis**

SWOT analysis is the systematic identification of the strengths and weaknesses of external factors faced by a sector. This analysis is used to derive the relationship between internal factors and external factors. After obtaining internal and external factors (strategic factors) that play a role in determining the factors that affect the income of traditional fishermen in Pasongsongan Village, Pasongsongan District, various alternative strategies are generated using the SWOT Matrix (Rangkuti, 2002).

**Research Methodology**

This research is a qualitative research with a descriptive method, namely the author sets the UPT Coastal Fishing Port located in Pasongsongan Village, Pasongsongan District, Sumenep Regency as the place of research. The reason the author chose the place is because the UPT Coastal Fishing Port is an important system for fishing communities in Pasongsongan Village, Pasongsongan District. With the existence of the Marine and Fisheries Service, the improvement of community welfare increases as evidenced by the more catches, the greater the opportunity to improve the welfare of fishermen. So that this place is considered in accordance with the topic of research to be carried out. To determine the validity or absence of the data obtained, the author uses the triangulation technique as a data analysis technique by taking a descriptive approach through credibility, Transfability, Dependability, Confirmability and SWOT Analysis tests.

**Result**

Formulation of strategies that will be implemented by UPT Panatai Fishing Port in Pasongsongan Village, Pasongsongan District. In this discussion, we provide strategies applied at the UPT Coastal Fishing Port. The first strategy with the concept of a special strategy that is effective in the active activities of fishing communities. In a special strategy, there are aspects that must be considered so that this particular strategy runs smoothly according to plan. In an effort to carry out the special strategy needed by the UPT Pelabuahn Coastal Fisheries must master the strategy, where the special strategy must be able to run in the hope of helping the catch of local fishermen in Pasongsongan Village, Pasongsongan District. This was expressed by Mr. Khairus Sholeh, S.Pi regarding the improvement strategy applied, which is as follows:

strategi khusus biasanya kami menggunakan sosialisasi tentang kebersihan hasilkan tangkap nelayan atau sanitasi dan higienis ikan setelah dari laut kami biasanya memerikan usulqan untuk di berikan es supaya ikan tetap segar ketika di simpan tapi jika jumlah tetap hasil rejeki perahu nelayan. Karena kami khusus memfasilitasi setiap kegiatan nelayan seperti administrasi perijinan nelayan untuk penangkapan ikan, dan kemaren ketika 2019 kita memfasilitasi perahu perahu kecil di bawah 7 juta dan kami juga ada pelayan rekom BPM untuk lainnya kami memberikan saran dan prasarana seperti alat dan tempat perbaikan jaring dengan menggunakan...
From the results of the interview above, the UPT coastal fishing port of Pasongsongan Village, Pasongsongan District, especially in providing policies, must still look at the natural conditions and needs of surrounding fishermen so that the activities of the fishermen community are stable and do not pose a risk to the UPT coastal fishing port of Pasongsongan Village, Pasongsongan District.

From the results of the interview regarding the policy process of UPT coastal fishing port Pasongsongan Village, Pasongsongan sub-district to local fishermen, revealed by the head of UPT coastal fishing port Pasongsongan village, Mr. Choirul Huda, S.PI. As follows:

“untuk kebijakan kami sendiri terkait masarakat nelayan kami disini mewadahi beberapa kebijakan seperti perizinan operasi kapal yang juga terhubung sama sabandar kali anget dan kami juga tetap memberikan segala kebutuhan nelayan sperti lahan untuk memperbaiki jaring perahu yang rusak adapun juga alat atau sarana dan prasarana nelayan, hal ini juga membantu nelayan ataupunyuragan agar tidak membuat anggaran perahu terlalu bengka untuk membli peralatan "khuhus berlayar". (interview with Mr. Choirul Huda, S.PI on July 03, 2023)

Problems or obstacles faced during the implementation of the UPT policy of the Coastal Fishing Port of Pasongsongan Village, Pasongsongan District, revealed by the head of UPT Pasongsongan Village Coastal Fishing Port Mr. Choirul Huda, S.PI as follows:

“ya kalau dari kami kendalanya tetap jika berhubungan dengan pantai tetap musim angin adalah kami, hal itu membuat kami juga memberikan segala informasi seperti informasi dari BMKG untuk mengetahui besarnya ombak laut dan angin laut supaya para nelayan tidak ada resiko besar ketika sedang berlayar” (interview with Mr. Choirul Huda, S.PI on June 3, 2023)

The interview revealed by Mr. Muhammad Ra‘I about the servants or policies of UPT Coastal Fishing Port, Pasongsongan Village, Pasongsongan District, to fishermen, namely:

“mon sengkok nak se jhed biasa enter majeng ka tase’ coma perizinn moso informasi gun, mon sengkok malah setuju se lambek, meskeh tadek kantar perikanan reah bede se seppo kaangguy aberrik arahan jhek bile kok se bisa mangkat. Se dimmah bisa a prediksi jhem jakok bede apa tadek, jhek mon lambek kok tak sabbe areh enter ka tasek tape mon hasel benyak tor argena jakok begus tak engakna sateyya nak. Mon satya jhukok ekalak teros kose tadek bidenah antara mosim jakok moso enjek”. (interview madura language with Mr. Muhammad Ra‘I on June 03, 2023)

The same thing was also conveyed by Mr. Abd Rasid about the rules or system of sailing fishermen, namely:

“mon sataonah sengkok nak tadek aturan se tetep e kantor la mon kenceng mangkat ye mangkat nak. Polana nelayan bisa mangkat bilebeth. Ye mon lambek se mangkate ngantos musin jhukok benyak. Sahenggena pas mosima jhokok aroaah jokoknah jeraje pas deggik mon la depak ka musinma jakok pole se kenik roah kan la rajah. Jeriye begus ka argena jakok. Tak ngakna sateyya kenik paggun e tangkep meskina la tak paju e juel (interview madura language with Mr. Abd Rasid on June 03, 2023)

From the results of the interview revealed, Mr. Moh.Imron as a local fisherman about the implementation of UPT Fishing Port, Pasongsongan Beach and the services that have been provided.

“untuk aturan itu mas biasanya tidak semua masarakat nelayan atau pelaku usaha di perlibatan hal pentingnya biasanya langsung diberikan informasi kepada juragan yang mempunyai perahu atau jurumudi perahu tidak
Strategy management can be used in analyzing the external and internal environment by optimizing existing human and natural resources, in the implementation of all policies and management systems of UPT Coastal Fishing Port, Pasongsongan Village, Pasongsongan District to make the fishing community more optimal to increase fish catch when sailing in the ocean. There are several explanations about strategic management as follows:

Environmental observation

Environmental analysis

UPT Coastal Fishing Port Pasongsongan Village Pasongsongan District also needs to pay attention to several variables as follows: a. Opportunity: an opportunity for UPT Pasongsongan Beach Fishing Port to change the mindset of the community by providing counseling and solutions for maximum catches b. Threat: If the UPT Pasongsongan Beach Fishing Port fails in every way to implement policies properly, local fishermen will not benefit and will usually look for other routes that will not be directly related to the UPT Pasongsongan Beach Fishing Port

Internal analysis

UPT Coastal Fishing Port Pasongsongan Village Pasongsongan District also needs to pay attention to several variables as follows: a. Strength: Strength is a bargaining value for UPT Pasongsongan Beach Fishing Port for the surrounding fishermen community with all available facilities to support community activities. b. Weaknesses: Weaknesses are an important evaluation for the UPT Pasongsongan Beach Fishing Port to improve all policies or objectives that are more optimal to improve all frustrations and become the strength of the office. This also makes the surrounding fishermen dull will realize a good sailing method because if it continues not to be heavy, the fishermen's catch will be far from good.

The results of this study show that the strategy of implementing special policies implemented by the UPT Coastal Fishing Port of Pasongsongan Village, Pasongsongan District has achieved excellent development that can also be felt by the fishermen.

In running, the implementation of policies to fishermen UPT Fishing Port, Pasongsongan Village Beach, Pasongsongan District, is very necessary to conduct socialization to local fishermen and juran, boat owners so that the implementation of policies and strategies will run as expected to increase fishermen's catches.
Strategy Formulation
This is used by the UPT Coastal Fishing Port of Pasongsongan Village, Pasongsongan District to develop a long-term formulation in terms of internal analysis and external analysis. In the change of strategy, it is also necessary to pay attention to the UPT Pasongsongan Beach Fishing Port as follows: A. Mission: Optimizing services to fishermen and business actors around the UPT Pasongsongan Beach Fishing Port area, and realizing capture fishing business as community economic growth. B. Purpose: The purpose of UPT Pasongsongan Beach Fishing Port is to improve services to service users and increase the productivity of the community of capture fishing business actors. C. Strategy: The implementation of the UPT Pasongsongan Beach Fishing Port policy is certainly a strategy by providing land acquisition for fishermen and business actors and providing all good counseling so that fishermen's catches can be as expected. D. Policy: UPT Pasongsongan Beach Fishing Port provides policies to fishermen and business actors with the registration of perazu who use sailing permits and have rental land for all fishermen's needs such as ports, shophouses around the port.

Strategy Implementation
It is a process by which UPT Coastal Fishing Port Pasongsongan Village Pasongsongan District can realize strategies and policies in action through several important points that must be considered including: a. Program b. Budget c. Procedure

Evaluation and Control
This process is a work activity of UPT Coastal Fishing Port, Pasongsongan Village, Pasongsongan District, indeed in terms of evaluation and control is very important where later the results can be used by the organization to improve performance or programs implemented.

CONCLUSION

The implementation of good strategic policies will be an important key in carrying out all existing policies in the UPT Pasongsongan Beach Fishing Port with various implementations as follows: counseling strategies to the fishermen community and the provision of fishermen facilities and infrastructure in increasing optimal results. By knowing the strengths, weaknesses, opportunities and threats can help the sustainability of the implementation of the UPT Pasongsongan Beach Fishing Port policy better and as expected. Have a good alternative strategy to provide rapid development for increasing fishermen's catches in the future.

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