

COMMUNITY EMPOWERMENT THROUGH THE KAMPUNG BAHARI NUSANTARA PROGRAM TO ACCELERATE GROWTH BANYUWANGI REGIONAL ECONOMY WITH USING THE PENTAHHELIX METHOD

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ABSTRACT

This research analyzes community empowerment through the Kampung Bahari Nusantara (KBN) Program to accelerate economic growth in Pancer Hamlet, Banyuwangi, using the Pentahelix method. This research uses a qualitative descriptive method with a case study approach, collecting data through interviews, observation and documentation from various parties involved in the KBN program, including local communities, regional government, academics, the private sector and the media. The research results show that community empowerment through KBN has succeeded in improving local economic welfare. The main supporting factors for the success of this program are full support from the local government, the availability of abundant natural resources, and the active participation of the community and stakeholders. However, there are several inhibiting factors that need to be overcome, such as limited infrastructure, lack of access to modern technology, and bureaucratic obstacles. This research also finds that the implementation of KBN is relevant to previous research which emphasizes the importance of multi-stakeholder collaboration in empowering coastal communities. The economic impact of this program can be seen from a significant increase in people's income and the volume of handicraft production. With synergy between the government, community and other stakeholders, KBN can become an effective model for empowering coastal communities in other regions in Indonesia.

Keywords: *Community Empowerment, Kampung Bahari Nusantara (KBN) Program, Pentahelix Method.*

1. INTRODUCTION

Geographically, Indonesia is an archipelagic country with two-thirds of the sea area larger than the land area. The coastline on almost every island in Indonesia is 99,083 km long, making Indonesia second as the country with the longest coastline in the world. The wealth of natural resources contained in an area, both biological resources and non-biological resources, means that their management needs to be regulated by Law of the Republic of Indonesia Number 27 of 2007. This law regulates planning, utilization, supervision and control of human interactions in utilizing resources. coastal and small island resources as well as sustainable natural processes in an effort to improve community welfare and maintain the integrity of the Unitary State of the Republic of Indonesia (UU No. 27 of 2007, articles 5 & 6). This strength has great potential to advance the Indonesian economy. Indonesia's

maritime potential includes various fields including biotechnology and marine tourism, deep sea waters and marine minerals, deep waters, marine energy and as a shipping and defense industry as well as the world maritime industry (Hardiana, 2017).

The Indonesian Navy as the main component of the national defense system at sea carries the duties and responsibilities of upholding state sovereignty at sea and protecting national interests at and/or via the sea together with other components of the national defense force. Various efforts have been made to overcome various problems faced by coastal communities. For this reason, the Indonesian Navy must be able to transform all maritime potential into a national security and defense force in the maritime sector (Sutjipto, p. 56). Development of maritime regional resilience (Bintahwilmar) of the Indonesian Navy together with the government, non-ministerial government institutions and other national components to create a maritime regional defense

force. This activity is one of the activities of Maritime Potential Development (Binpotmar) in accordance with Kasal Decree Number Kep/2639/VII/2018 dated 23 July 2018 concerning Empowerment of Maritime Defense Areas (Dawilhanla) (Kep/2639/VII/2018). In this case, the Indonesian Navy is trying to overcome the problem by improving the quality of life of coastal communities through the Kampung Bahari Nusantara program. The involvement of the Indonesian Navy in empowering maritime defense areas is in line with Republic of Indonesia Law Number 34 of 2004 concerning the TNI Article 9 letter (e) namely Empowering Maritime Defense Areas.

2. LITERATURE REVIEW

2.1 Empowerment Theory

Empowerment according to Suhendra (2006) is "a continuous dynamic activity that synergistically encourages the involvement of all existing potential in an evolutionary way with the involvement of all potential. According to Agus Ahmad, et al. (2001) the aim of community empowerment is to achieve a conditional outcome planned by a social institution, namely a community that has the power, power, knowledge and ability to meet the physical, economic, social, self-confident needs of life, and is able to convey views/aspirations, have a job, and are able to participate in social activities.

John Friedman (1994) explains that efforts to empower society can be seen from three sides, namely:

- a. Enabling
- b. Empowering
- c. Protecting

2.2. Participation Theory

According to Slamet (2003:8), Valderama's participation in Arsito notes that there are three traditions of the concept of participation, especially when linked to the development of a democratic society, namely:

- a. Political participation
- b. Social participation (social participation)
- c. Citizen participation (citizen participation/citizenship)

2.3. Pentahelix Method

Pentahelix is an innovative model for the development of the QuadrupleHelix model which connects academics, practitioners/business, community, government and media to create an ecosystem based on creativity and knowledge, where what is expected from this concept is a solution for developing creativity, innovation and technology in the creative industry.

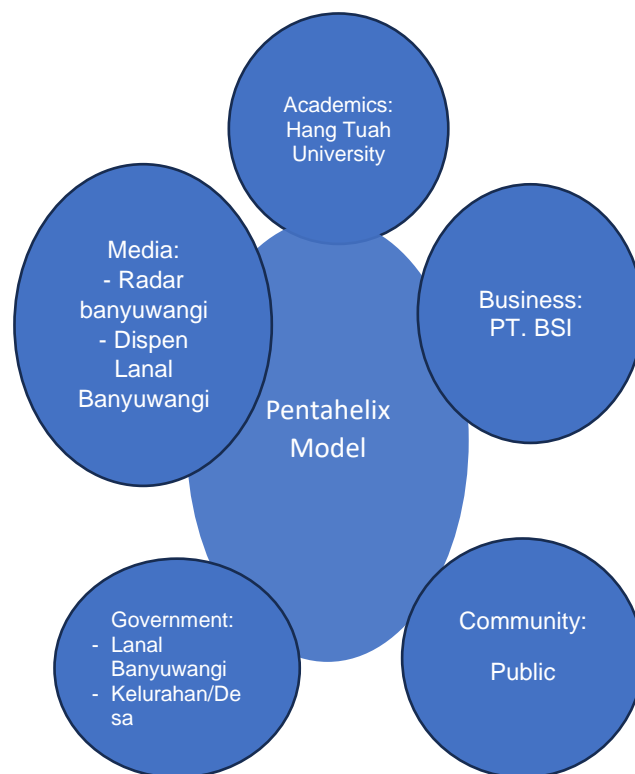


Figure 1. Penta Helix Model

2.4 Coastal Communities

The definition of coastal community in this article refers to a group of people who live in coastal areas. They live and reside simultaneously in coastal areas which then form and have the characteristics of a coastal culture where they have a close dependence on utilizing coastal resources for their lives. Most coastal communities have their livelihoods in the marine resource-based sector, such as: fishermen, sand miners, fish farmers, or engaged in sea transportation (Satria, 2015). The culture of coastal communities forms the unique character of coastal communities. Coastal communities have certain distinctive/unique traits or characteristics, including: having a strong dependence on environmental conditions, especially the sea and dependence on the seasons. Apart from that, the condition of residential areas in coastal communities, especially fishermen, generally still seems slum because they have not been properly organized.

3. RESEARCH METHODS

Research will be studied using qualitative research methods. This research is also called a naturalistic research method because it is carried out in a natural setting and is based on the experience of the informant. Naturalistic research is another term for qualitative research.

The data sources in this research consist of primary data and secondary data. Primary research data comes from data collected by the author himself from the first source or place where the research object was carried out, namely:

- a. Commander Lanal Banyuwangi
- b. Pasops Lanal Banyuwangi
- c. Paspotmar Lanal Banyuwangi
- d. Babinpotmar Banyuwangi
- e. Head of Sumberagung Village
- f. Head of Pancer Hamlet
- g. Public Figures
- h. Coastal communities

Secondary research data comes from data that has been previously collected by other researchers, agencies or other sources that have been tested/valid sourced from literature, articles, journals and sites on the internet relating to the research carried out. The research location is Pancer Hamlet, Sumberagung village, Pesanggrahan subdistrict, Banyuwangi district.

The Penta Helix method involves five important elements: government, academics, business people, communities and media to achieve sustainable development goals. This study aims to analyze the role of community empowerment through KBN in accelerating economic growth in Banyuwangi.

4. DISCUSSION AND RESULTS

4.1. The Role of the Indonesian Navy at the Research Location

Binpotmar is all work efforts and actions carried out by the Indonesian Navy individually and in units through maritime social communication activities, fostering maritime regional resilience, Indonesian Navy Service and developing maritime border areas to build unity between the Indonesian Navy and the people in order to realize tool space and tough fighting conditions. Bintahwilmar activities are an important part of Binpotmar, also part of the TNI Bintahwil as part of the TNI Territorial Development activities (Binter TNI) which are essentially carried out in the context of empowering defense areas which include guidance on geographical potential, guidance on demographic aspects and guidance on aspects of social conditions. to be upgraded into a national defense force. Bintahwil, like Bintahwilmar, is implemented in an integrated manner by the TNI and government agencies as well as non-ministerial institutions together with other components of the nation in developing national potential to become a regional defense force that has the ability to deter and support in order to face threats and disturbances in the region (Kep/1361/XII /2018).

Binpotmar has activities including fostering maritime social communication by conveying information to the community in developing maritime potential, as well as being a communication facilitator, namely establishing two-way communication with coastal communities when facing problems. Development of Maritime Regional Resilience (Bintawilmar) by carrying out development of coastal communities in collaboration with the government, regional governments and related agencies to create maritime regional defense strength. Service to the Indonesian Navy by carrying out community empowerment in the form of devotional work and social service in synergy with the government, ministries, related agencies and the community both at the request of the community and the government in order to support the acceleration of development to improve welfare. Developing border areas and outermost small islands by collaborating with relevant agencies in maintaining the territorial integrity of the State, as well as improving the welfare of people in border areas. It is necessary to manage the outermost small islands by paying attention to the integration of development in the social, economic, cultural, legal fields, human resources, defense and security.

In this research, the research subject to be studied is part of Bintawilmar's activities, namely the Kampung Bahari Nusantara program. This activity was carried out to develop coastal communities by collaborating with various parties, including the government, regional governments and related agencies in an effort to create maritime regional defense forces, especially for communities in Banyuwangi.

4.2 Kampung Bahari Nusantara

The coaching objects of the Kampung Bahari Nusantara program include the following five aspects/areas of activity:

- a. Development in the field of education for assisted village communities in advancing thought patterns, action patterns, attitude patterns to face increasingly advanced and modern environmental developments through preparing smart homes and carrying out coordination in collaboration with ministries, Regional Government (Pemda), Non-Ministerial government institutions (LPNK) and related agencies.
- b. Economic development for assisted village communities to achieve an increase in living standards by dynamizing and collaborating with local governments to create a more advanced economic level for coastal communities.
- c. Guidance in the health sector for the assisted village community by changing healthy lifestyle patterns to achieve a better level of health in the

village by providing input and suggestions to the local government regarding existing health facilities and infrastructure and regarding health education activities.

d. Development of the tourism sector, namely by exploring the potential of the target village area to become a tourist destination village by collaborating with ministries, regional government, LPNK and related agencies. by acting as an internal initiator

e. Guiding coastal communities in assisted villages in the defense sector is by instilling awareness of defending the country regarding their rights and obligations as citizens who love their homeland based on Pancasila and the 1945 Constitution.

There are village or coastal village criteria used in the Kampung Bahari Nusantara program as follows:

a. Coastal villages or villages that have maritime and maritime characteristics with community living conditions in terms of education, economy and health that are still inadequate but have the opportunity to be developed and empowered to become independent communities and these areas are villages assisted by the Indonesian Navy.

b. Has natural resources and artificial resources that can be used as tourism destinations, especially marine tourism.

c. Has community potential that can be empowered as a supporting component in national defense, has regional potential that can be developed in order to support national security defense in the maritime sector, has the social condition of the community to be empowered so that it has the ability and awareness to defend the country in addition to the ability to improve living standards and welfare Alone

d. Have local traditions, culture and wisdom that can be developed as a basis for the formation of Kampung Bahari Nusantara (Kep/2384/VIII/2021).

In this research, the concept of Kampung Bahari Nusantara was used as an object in examining the role of coastal communities in relation to the implementation of the KBN program in the context of preparing supporting forces for a universal defense system, improving the welfare and standard of living of coastal communities in Banyuwangi Regency.

4.3. Supporting and Inhibiting Factors

Supporting and inhibiting factors that influence the sustainability of the Kampung Bahari

Nusantara (KBN) program in Pancer Hamlet. These factors include:

- a. Supporting factors include:
 - 1) Full support from local government
 - 2) Availability of abundant natural resources
 - 3) Active participation from the community and stakeholders
- b. Inhibiting factors include:
 - a. Limited infrastructure, such as inadequate roads and marine facilities.
 - b. Lack of access to modern technology
 - c. Bureaucratic obstacles that hinder program implementation

4.4 The Role of Each Element of the Penta Helix

There are several stakeholder roles in each element of the pentahelix as follows:

- a. Government
The following are some of the main roles of the government in economic development in Pancer Hamlet:

- 1) Enabling
The government acts as a facilitator that helps remove barriers and provides the support necessary to achieve common goals.
- 2) Empowering

Refers to actions taken to increase the capacity, self-confidence, and autonomy of individuals or groups so that they can take control of their lives and make decisions that affect their own well-being.

- 3) Protecting
This protection includes efforts to protect the environment, community security, as well as cultural and social heritage.

- b. Academics
1) Enabling
Academics, including researchers, lecturers and higher education institutions, can make significant contributions in various aspects.

2) Empowering
This empowerment focuses on increasing people's ability and authority to make decisions that affect their lives, as well as encouraging active participation in the economic and social development process.

3) Protecting
Academics can contribute in a variety of ways, including research, policy development, education, and advocacy.

- c. Business people
1) Enabling
Infrastructure provision can play a key role in supporting economic growth and improving people's quality of life. Investment in

the tourism sector and fishery product processing, opening new job opportunities

2) Empowering

Training and promotion are two important aspects in empowering the community in Pancer Hamlet.

3) Protecting

Through an active role in these various aspects, business actors can make a significant contribution to regional economic growth, improve the quality of life of the community, and create an environment conducive to sustainable economic development.

4) Community.

a) Enabling

Active involvement in every stage of planning and implementing programs, developing cooperatives and joint business groups (KUB) to strengthen the local economy

b) Empowering

The community in Pancer Hamlet plays an important role in economic development through various initiatives that include cooperatives, joint venture groups, environmental initiatives, and tourism promotion.

c) Protecting

Communities have an important role in the process of creating, implementing and evaluating policies and regulations

d. Media

1) Enabling

Media can help create a supportive environment, facilitate access to information, and encourage active participation in various activities.

2) Empowering

Media can facilitate access to information, support active participation, and provide a platform for people to voice their opinions.

3) Protecting

The media can function as a watchdog, disseminator of information that protects people's rights, and a driver of reform to overcome social problems.

4.5 Community Participation in the Nusantara Bahari Village Program

Community participation in the Nusantara Bahari Village Program in Banyuwangi is very significant. The community is involved in various activities such as managing marine tourism, developing micro, small and medium enterprises (MSMEs), and environmental conservation. This active participation shows that the community has high awareness of the local economic potential that

can be developed through this program. This can be seen in several things, namely:

a. Increased Income.

The people of Pancer Hamlet experienced an average increase in income of 20% after being involved in the KBN program, especially through small and medium enterprises (UKM) in the fisheries and tourism sectors.

Table 1. Tables of Income Increase in Pancer Hamlet, Banyuwangi

Year	Average Income before the Program (Rp)	Average Income after the Program (Rp)	Income Improvement (%)
2018	2,000,000	2,500,000	25%
2019	2,100,000	2,750,000	31%
2020	2,200,000	3,000,000	36%
2021	2,300,000	3,250,000	41%
2022	2,400,000	3,500,000	46%
2023	2,500,000	3,800,000	52%

b. Economic Diversification

About 40% of fishermen who previously only relied on fishing now have side businesses such as homestays, small restaurants and craft shops. Economic diversification is an important effort for rural communities such as Pancer Hamlet to improve community welfare, reduce dependence on certain economic sectors, and increase economic resilience to various risks. The following is some evidence of economic diversification implemented in Pancer Hamlet:

1) Nature Based Tourism Development

With a planned and sustainable approach, the development of nature-based tourism in Pancer Hamlet can be an important catalyst for local economic growth and preservation of the natural environment.

Table 2. Integrated Agricultural Data Tables for Pancer Hamlet

Year	Total Area (ha)	Main Plant Types	Yields (ton)	Income (Rp)
2018	10	Rice, Corn, Vegetables	50	500,000,000
2019	12	Rice, Corn, Vegetables	60	600,000,000
2020	15	Rice, Corn, Vegetables	75	750,000,000
2021	18	Rice, Corn, Vegetables	90	900,000,000
2022	20	Rice, Corn, Vegetables	100	1,000,000,000
2023	25	Rice, Corn, Vegetables	125	1,250,000,000

Table 3. Data Tables for Fisheries Cultivation in Pancer Hamlet

Year	Cultivation area (ha)	Main Types of Fish	Fish Production (ton)	Incomes (Rp)
2018	5	Milkfish, Tilapia, Catfish	30	300,000,000
2019	7	Milkfish, Tilapia, Catfish	42	420,000,000
2020	15	Milkfish, Tilapia, Catfish	54	540,000,000
2021	18	Milkfish, Tilapia, Catfish	60	600,000,000
2022	20	Milkfish, Tilapia, Catfish	72	720,000,000
2023	25	Milkfish, Tilapia, Catfish	90	900,000,000

Table 4. Tables of Fishery Product Processing Results

Year	Types of products	Production Volume (ton)	Income (Rp)
2018	Salted Fish, Shredded Fish	10	100,000,000
2019	Salted Fish, Shredded Fish	12	120,000,000
2020	Salted Fish, Shredded Fish	15	150,000,000
2021	Salted Fish, Shredded Fish	18	180,000,000
2022	Salted Fish, Shredded Fish	20	200,000,000
2023	Salted Fish, Shredded Fish	25	250,000,000

Table 5. Agricultural Product Processing Data Tables

Year	Types of products	Production Volume (ton)	Income (Rp)
2018	Rice, Dried Vegetables	20	200,000,000
2019	Rice, Dried Vegetables	25	250,000,000
2020	Rice, Dried Vegetables	30	300,000,000
2021	Rice, Dried Vegetables	35	350,000,000
2022	Rice, Dried Vegetables	40	400,000,000
2023	Rice, Dried Vegetables	45	450,000,000

Table 6. Data Tables for Pancer Hamlet Handicrafts

Year	Types of products	Production Volume (ton)	Income (Rp)
2018	Wicker, Wood Carving	500	50,000,000
2019	Wicker, Wood Carving	600	60,000,000
2020	Wicker, Wood Carving	700	70,000,000
2021	Wicker, Wood Carving	800	80,000,000
2022	Wicker, Wood Carving	900	90,000,000
2023	Wicker, Wood Carving	1000	100,000,000

Table 7. Data Tables for handicrafts and local products in Pancer Hamlet

Year	Types of products	Production Volume (ton)	Income (Rp)
2018	Batik, Souvenir	1000	100,000,000
2019	Batik, Souvenir	1200	120,000,000
2020	Batik, Souvenir	1400	140,000,000
2021	Batik, Souvenir	1600	160,000,000
2022	Batik, Souvenir	1800	180,000,000
2023	Batik, Souvenir	2000	200,000,000

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusions

From the results of the analysis and discussion above, it can be concluded as follows:

a. Empowerment of Coastal Communities through the Kampung Bahari Nusantara Program has shown positive results, with an increase in the skills and knowledge of local communities regarding marine resource management. This program has also succeeded in raising community enthusiasm in managing and utilizing marine potential for their economic prosperity. The training and education provided have empowered coastal communities to be more independent and productive.

b. Active community participation from various stakeholders, including government, academics, business people, communities and media, in the Pentahelix method has made a significant contribution to the success of the program. This synergistic collaboration creates a supportive

environment for coastal communities to develop. Stakeholders have played a role in providing technical assistance, funding, and disseminating information that helps accelerate the economic growth of the Banyuwangi region through this program.

c. Factors that support the empowerment of coastal communities in the Kampung Bahari Nusantara program include full support from the local government, the availability of abundant natural resources, and active participation from the community and stakeholders. However, there are also several inhibiting factors such as limited infrastructure, lack of access to modern technology, and bureaucratic obstacles that need to be overcome to achieve more optimal results. Overcoming these obstacles will increase the effectiveness of the program in accelerating regional economic growth.

5.2 Suggestions

Based on the conclusions above, we can conclude as follows:

a. In increasing the effectiveness of the Kampung Bahari Nusantara program, it is recommended that local governments and relevant stakeholders accelerate the development of basic infrastructure, such as roads, bridges and marine facilities. In addition, there is a need to increase access to modern technology for coastal communities, such as sophisticated fishing equipment and seafood processing technology. This will help coastal communities increase the productivity and quality of their products, so they can compete in a wider market.

b. To expand and deepen existing training and education programs, with a focus on developing managerial and entrepreneurial skills. This training should cover aspects such as digital marketing, financial management, and product innovation. In this way, coastal communities can manage their businesses more professionally and sustainably. Continuous training must also be provided to ensure that the knowledge and skills provided are always relevant to current developments.

c. In overcoming bureaucratic obstacles and increasing program support, it is recommended that communication and cooperation between stakeholders be strengthened. The government, academics, business people, communities and the media must regularly hold dialogue and coordination forums to discuss program developments and resolve problems that arise. In addition, the formation of a special coordination team consisting of representatives of various stakeholders can help speed up the decision-making process and program implementation, so that empowerment of coastal communities can run more smoothly and efficiently.

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