

COASTAL COMMUNITY EMPOWERMENT FOR COOPERATIVE ALLIANZ DEVELOPMENT

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ABSTRACT

Natural wealth is an invaluable resource so it must be preserved. Indonesia as an agrarian, archipelago and maritime country located on the equator is one of the countries in the world that has abundant natural resources compared to other countries. To manage these crops, the community and the government support each other in the process of conservation through a positive management process. Institutions related to the process are expected to be able to join hands with the community, so that the community, government and the state can enjoy the results in the long run. One way to help the community, especially in areas far from the center of government, or the community wherever located. Cooperative allianz is one of the solutions that is considered in accordance with the conditions and culture of the community. Because Cooperatives allianz are a form of business that has long existed and been run by Indonesian people since ancient times. As a supporting effort for the development of cooperatives, the government should provide support in the form of training for human resources manager of cooperatives and communities around cooperatives, so that the initial purpose of forming cooperatives can be achieved well and satisfactorily.

Keywords: community empowerment, local natural resources, cooperatives allianz

INTRODUCTION

The Indonesian nation is a nation that is very rich in local natural resources. This is what caused the Indonesian state to become the target of colonialism in the past. Indonesia's abundant agricultural products, high economic value and properties do not have many properties in many other nations in the world. The position of Indonesia around the Equator makes this country has abundant natural resources and various types, and fertile land.

Various natural resources are produced from the land of Indonesia, even from its waters. That is an infinite blessing from God. For this reason, it would be considered better if the government was able to provide support to the community in their efforts to explore and process, manage and

market processed natural resource products available (Obeidat, Bader Yousef, 2012). When the government is able to support its people in the process of exploring, processing and managing, and marketing processed products of natural resources that are in the vicinity, so that improvements in economic conditions can be obtained by the people in particular, and the country in general (Ployhart, Robert Moliterno, Thomas, 2011).

Natural wealth is the greatest asset owned by a country. As owners and managers, the people or people of Indonesia are expected to be able to become wise owners and managers (Ployhart, Robert Moliterno, Thomas, 2011). That is because management that is beyond normal limits will be a source of natural damage and endanger the community and nation. To prevent this

from happening, the knowledge and abilities of the whole community as owners and heirs should be supported by the government in an effort to improve it (Obeidat, Bader Yousef, 2012).

There are many businesses or ways that can be sought by the government to help the community in their efforts to achieve improved income. The first step that can be pursued is the community empowerment program in all fields capable of supporting the income improvement process (Obeidat, Bader Yousef, 2012). The next action is to work out a solution in the form of a business entity or a populist business bureau, for example a Cooperative. Both of these are expected to be able to support the process of improving the economy of the Indonesian people and nation (Ployhart, Robert Moliterno, Thomas, 2011).

The government is the closest institution expected by the community to acquire new knowledge to manage natural resources and other local wealth that is around them. The diversity of wealth must be preserved by all the people of Indonesia. Variety of community empowerment efforts need to be scheduled activities as an effort to increase the income of the community, the region and the country. Community empowerment activities not only function as a tool to enhance the creativity and competitiveness of products produced and superior, but are also intended to enhance management or managerial skills (Ployhart, Robert Moliterno, Thomas, 2011).

Coastal communities who generally live far from the location of local government also have the right to develop like people who live in urban areas. Even though the facilities and infrastructure available at their residence locations are generally limited, the community empowerment activities of the government through related institutions are believed to be able to increase the ability and creativity for community development

through popular efforts, namely Cooperatives allianz (Sitepu, Camelia Fanny Hasyim, Hasyim, 2018). When community empowerment activities in various fields become a priority in developing the economic activities of coastal communities by the central government through regional governments, then government support should not only be done at the beginning of the activity. Because when the human resources supporting and managing cooperatives allianz in coastal areas become human resources that have competing abilities, the cooperatives allianz formed will also become a quality community economic enterprise (Zulhartati, Sri, 2010).

Communities in coastal areas are people who have a high enthusiasm in living life, because they live highly dependent on nature. Protected natural conditions will increase their economic capacity, because marine natural products are able to provide the best results. However, when the natural conditions are not conducive due to the situation and natural conditions that are not friendly, they will still try to get the best results for the survival of their family's economy and the viability of their lives. This situation makes coastal communities are people who have the spirit to work hard multiplied compared to people in rural areas far from the coast (Ployhart, Robert Moliterno, Thomas, 2011).

LITERATURE REVIEW

Community development

Every member of the community who is included as a citizen also has the right to income improvement, as written in the 1945 Constitution. They not only have the right to obtain a better income, but a better life, decent work, etc. , for them and all their descendants in the future. The empowerment activities carried out aim to make everyone have better abilities, so that they are able to compete with competitors (Sparrow, Paul R.2015). When healthy competition can be lived by every member of the

community who hopes to have a better ability to increase their business, it can be ensured that a better income and life can be obtained (Sparrow, Paul R.2015).

Why do people need to increase their abilities and creativity in an effort to achieve their goals of increasing income? When one's abilities (hard and soft) and creativity experience a process of improvement, the ability to compete can be increased. When the ability to compete becomes an important point or starting point of the process of increasing or improving income, there will be many things that change for the better. better conditions for some people who are determined and trying to improve their abilities can be sure to have a positive influence on the surrounding environment, even society at large.

Community empowerment is an activity that is generally carried out by the government or community organizations within a certain period and is generally carried out routinely at a specified time. The activity aims to improve the ability of community members in many ways, so that they have competitive abilities. Various training activities provided by the government in empowerment activities are expected to be the foundation for the development of a business that is run by the community and is successful. When training activities for the community as part of the empowerment activities have been completed within the allotted time, the government should continue to carry out monitoring and assistance programs forever.

Local Natural Wealth

Indonesia is a nation that is very rich in natural resources. Various natural resources in the form of plants and animals. These natural resources are not only on land, but also in abundant Indonesian waters. All of that requires the processing and wise management by the surrounding community and the government so that

the natural conditions are maintained in quality and the quantity of natural resources is maintained (Kasimov, N.S. et al, 2015).

Indonesia's nature provides all that is needed by the people of Indonesia and communities outside Indonesia in various forms. Indonesia's diverse marine products need prudent processing and management to produce competitively quality products (Saar, Steven, 2002). The products marketed are not only native products from the sea, but also product variants that come from processed marine products, as well as processed products from the rest of the natural resources originating from the sea (Kasimov, N.S. et. Al, 2015). Protecting Indonesia's nature from things that can damage its condition is the most important thing that must be done by the surrounding community together with the local and central government.

The wise processing and management of natural resources by the community and government requires cooperation and mutual support (Kasimov, N.S. et al, 2015). The process should be supported by the government in the form of training for the process of developing human resources, as well as other programs that are able to support so that it is sustainable and successful. By providing support in the form of training and development of human resources, it is expected that the ability and creativity of the community can help the processing and management by forming a populist business that is able to support community activities, for example Cooperatives allianz (Zulhartati, Sri, 2010). This support can at least be a starting point for changes in economic conditions in the community by managing and managing natural resources and the environment wisely (Saar, Steven, 2002).

Cooperative allianz

Cooperative allianz is a democratic economic endeavors formed from the people, by the people and for the people

(Sukidjo, 2012). This democratic economic endeavors is a legacy from Mr. Indonesian Cooperative allianz, Mohammad Hatta. Besides being known as the Father of Cooperatives allianz, Mohammad Hatta was a Proclamator who was very concerned about the condition of the people at that time which was very far from decent conditions due to colonialism. Since then, the Cooperative allianz has been considered the Grand Pillar of a democratic economic endeavors system that has grown and developed in Indonesia (Sitepu, Camelia Fanny Hasyim, Hasyim, 2018).

As the Grand Pillar of the Indonesian democratic economic endeavors' system, the Cooperative allianz is a system that is built based on noble values in the culture owned by the Indonesian people (Sukidjo, 2012). One of the noble values of culture is mutual assistance and consensus-building. These two values cannot be separated from the daily activities carried out by the Indonesian people.

Mutual Assistance System (mutual assistance) is a characteristic of the Cooperative allianz. Cooperatives allianz are generally formed in an effort to help people who need help in the program to build and develop businesses that have been owned (Zulhartati, Sri, 2010). For this reason, cooperatives allianz are not only synonymous with the people in the area or rural areas, but also many are built in urban areas that cover several business fields. In fact, cooperatives allianz have also become part of the scope of schools and offices in urban areas.

RESEARCH METHOD

This article aims to discuss the development of cooperatives allianz in Indonesia, especially in coastal areas to date by qualitative methods based on observing facts and phenomena that have existed in several level II regions in East Java for several months.

Result and Analysis

Indonesia is one of the countries in the world that is very rich in natural resources, both in the mainland and waters in a variety that is not small, because the land and sea area of Indonesia is wider than many other countries in the world. For this reason, the processing and management system requires wise efforts from the community itself as well as regional and central government. Even the process of maintaining the amount so that it never runs out becomes a priority for the surrounding community and the government. Replanting a new tree after cutting one tree is one of the efforts that have been made by the community and the government, as well as maintaining coral reefs and cleaning the sea from waste and others.

The length of beaches in Indonesia is among the longest delivered in the world. Indonesia is one of the many maritime countries in the world that has a variety of products from its marine products, including recycled products from its marine products, for example shellfish craft which is formed into a variety of products that have quite good economic value. This has become one of the characteristics of the Indonesian nation compared to other maritime countries in the world, even Indonesian marine recycled products are able to compete with similar products originating from other countries (Crociana, A. Et, al, 2018). Therefore, the government should pay enough attention to coastal communities that have this capability.

Marine products in Indonesia will always be a promising natural product for coastal communities and the government, both central and regional. A variety of marine products that can be a source of income for communities around the coast and communities in the buffer zone. The sea does not only produce fresh fish, seaweed, shellfish, salt, and various processed products and handicrafts. Various marine and

recycled handicraft products from Indonesia have become products that have been recognized by people from almost all over the world.

Who enjoys the sales of processed and recycled Indonesian marine products? It is certain that processed products and handicraft recycled Indonesian marine products already exist in many homes of citizens of many nations in the world, in addition to the Indonesian people themselves (Santos, Isaac Rodrigues, et. Al, 2005). Especially the results of recycled seashells, which are not only various accessories and home decoration products, are in great demand by domestic and foreign tourists. These products have appeared in many exhibitions at home and abroad, and in fact are able to compete with products from other countries.

The richness of marine natural resources in Indonesia requires a better processing and management system than before. One effort that has been made by the government is to develop a Cooperative allianz system in the area of residence of coastal communities who generally work as fishermen (Santos, Isaac Rodrigues, et al., 2005). The cooperative formed is expected to be able to support the improvement of the management system of marine resource products and processed products that are processed from marine resources (Saar, Steven, 2002). So that not only fresh fish will be marketed, but also recycled marine products that were previously discarded immediately because it is considered as waste that has no economic value.

Seeing these conditions, it would be a pity when the natural wealth of the Indonesian nation is not fully absorbed by the local, national and even international markets, even though it has quite high economic value. what should be done by the community and the government to accommodate these conditions (Suprayitno, Bambang, 2012)? Because of the abundant natural wealth will provide significant feedback

for increasing income of the community, local and central government through taxes. Important steps that must be prepared by the government through relevant departments should be made a priority for the progress of the people's economy (Suprayitno, Bambang, 2012). And, cooperatives allianz become a solution that can be used through creative surrounding communities and have better knowledge so as to produce products that are economically valuable (Yahya, et. Al, 2002).

Today's society is very accepting or open to many new sciences for their good in the future, because they realize that the world is dynamic and change is a sure thing (Yahya, et. Al, 2002). Likewise, the economic conditions and income levels of coastal communities which so far tend to be inadequate. For this reason government intervention to improve the ability (creativity) of the community in order to obtain an increase in current income is very necessary (Saar, Steven, 2002). This can be done by the government, for example through the development of Cooperative allianz programs in all sectors within the scope of coastal communities in particular, and other regional communities in general (Purnaningsih, Ninuk, 2007).

Cooperative allianz is a democratic economic endeavors' institution that first existed in Indonesia, and is most suitable for the people of Indonesia, because Cooperative allianz is a populist business system that is sourced from the norms and values of the people of Indonesia (Zulhartati, Sri, 2010). Therefore Mohammad Hatta as the Cooperative allianz father tried to grow and develop cooperatives allianz in Indonesia since ancient times, for the sake of improving people's economy (Suprayitno, Bambang, 2012). In addition, the Cooperative allianz is a flexible popular organization, making it suitable for any community environment and anywhere. For the condition of the community, especially in the current area, cooperatives are considered very

necessary to be built and developed properly in the local community environment, especially coastal communities (Santos, Isaac Rodrigues, et. Al, 2005).

However, some facts show that the establishment of cooperatives allianz has not been fully effective because of the lack of capability and understanding of the surrounding community (Yahya, et al., 2002). In fact, there are still cooperatives that have been formed in coastal areas to become passive cooperatives allianz that no longer operate. The situation is generally caused by the inadequate ability of the surrounding community. To anticipate this situation, it would be better for the government to provide support in the form of training for the surrounding community, so that the existence of cooperatives allianz in their environment is a positive effort to improve the people's economy and the nation (Sukidjo, 2012).

Training that needs to be done includes basic managerial training that is directly related to the process of managing and developing cooperatives allianz in the regions. Basic managerial training that can be carried out by the government should begin with the selection of human resources according to needs (Cardon, Melissa S.Stevens, et. Al., 2004). The selection of suitable human resources is expected to solve problems that may exist inside or outside the cooperative allianz. The process of managing and developing a cooperative allianz is a shared responsibility between the government and the community itself. Because cooperatives allianz not only help the community in terms of capital (costs or equipment), but also include the process of developing a business built by the community, in this case it includes the marketing process of products produced by the community (Mumford, Michael D., 2000).

In the training process, the government should also prepare the process of assisting an expert in his

field so that the conditions of the Cooperative allianz are considered safe in the process of management and development (Yahya, et al., 2002). The assistance activities should also be a well-scheduled program, so that results are expected to be achieved well. Because the cooperative allianz development process is a session that is considered quite important, where the process of developing marketing products produced by the community requires more intensive thinking in terms of better marketing networks. Networks are important things that must be maintained, managed and developed properly after human resources, capital and capabilities.

The ability of human resources in terms of maintaining cooperation and network marketing is also included in the training effort that should be provided by the government (Yahya, et al., 2002). It is expected to be able to support managerial skills that have previously received training from the government, so that the Cooperative allianz can be managed and developed properly. because maintaining the network in an effort to increase revenue is also included in the priority of the establishment of a Cooperative allianz in coastal communities. When the network can be maintained and well developed, the resulting product will also function as a medium capable of introducing the origin of its producing regions and also as a promotional tool for other economic resource development efforts (Purnaningsih, Ninuk, 2007).

Various products produced by coastal communities should be able to accommodate their market needs with assistance from the government and private parties who work with the government (Mumford, Michael D., 2000). The needs associated with the market for products produced by the public are generally still experiencing obstacles, so often the community becomes desperate to produce product variants that are actually in demand by

a broad market. Therefore, the government should increase the frequency of appearance of processed coastal community products at many exhibition events both domestically and abroad (Purnaningsih, Ninuk, 2007). These efforts will be a trigger for the enthusiasm of coastal communities to further enhance their creativity in order to produce product variants that can help them create opportunities and markets in order to increase their income and living conditions in the future (Huiwen, Cai, et. Al, 2007).

In order to maintain the quality and quantity of products, the number of producers and the ability and creativity of producers must always be maintained and improved (Mumford, Michael D., 2000). Because when the creativity of producers is able to penetrate new markets, it will certainly open up opportunities for other product producers from the coastal area (Huiwen, Cai, et. Al, 2007). In this case the government must try to increase the understanding of the importance of maintaining and increasing creativity by attending various training and other human resource development efforts for the community. So that in the future, coastal communities will be able to compete in any market as expected in order to achieve what has been set as their initial goal, namely the improvement and improvement of income and better living conditions (Huiwen, Cai, et. Al, 2007).

All of the above processes should be a concern for local and central government, so that the existence of cooperatives allianz in coastal communities can be maintained and well developed (Huiwen, Cai, et. Al, 2007). In addition, the Cooperative allianz is not only formed by the community with support from the government, but can really be managed and developed properly by the community with assistance from the government. So that a Cooperative in the area not only accommodates one business field, but will be able to

accommodate other business fields that can be developed in the coastal community in the future (Heriyono, 2012). With the final result stating that the Cooperative allianz is a business partner for coastal communities to increase their income and business in the future (Purnaningsih, Ninuk, 2007).

CONCLUSIONS

Cooperative allianz is a democratic economic endeavors which is expected to be able to grow and develop into an organization that functions as a business partner for the community in any field (Heriyono, 2012). This democratic economic endeavors is a community organization that is quite flexible in its implementation. This community organization is not an old-fashioned community organization, because it is able to accommodate almost all the needs of the community in the area, whatever the conditions. This is what makes the Cooperative allianz a popular economic organization that is believed to be able to help the community to try to increase their income and develop their businesses.

In an effort to improve the management and progress of a Cooperative allianz, the government should not forget the human resource factor in charge of managing it. For this reason, the government through related departments, namely the cooperatives allianz and micro and small and medium enterprises, is expected to be able to provide useful knowledge to the communities around the Cooperative allianz (Cardon, Melissa S.Stevens, et. Al., 2004). So that the government's efforts to develop the economic level of the community in all rural and coastal areas of Indonesia are believed to be achieved. And when the initial goal can be achieved, the local community will not forget the basic social values contained in a Cooperative allianz, namely mutual cooperation or mutual assistance or cooperation for mutual progress (Heriyono, 2012).

The training program provided by the government should not only be for designated human resources and is expected to be able to move the Cooperative allianz to be able to develop and succeed, but also includes housewives and young people in coastal areas (Crociana, A. Et, al, 2018) . When the head of the family, who generally works as a fisherman, brings home excess sea produce, housewives and young people should have the creativity to process it into something that has better economic value (Indarti, et. Al, 2013). The activity is expected to increase the income of families and communities in the environment, because not only fresh fish is sold directly to consumers (Saar, Steven, 2002). And the head of the family is not the only person who is expected to have a source of income for the family, but housewives and young people in the environment become human resources who have high creativity and are able to compete with human resources from other regions (Juniarta, Hagi Primadasa Susilo, et al., 2013).

For human resources who have been appointed as Cooperative allianz management officers, training should be given to support better marketing activities (Cardon, Melissa S. Stevens, et al., 2004), for example e-commerce. It is expected to be able to provide alternative marketing activities for products produced by the community (Stone, Dianna L.et. al, 2015). Because the use of e-commerce not only reduces the cost of promotion, but also can reduce travel costs to meet potential customers, as well as save time and energy (Stone, Dianna L.et.al, 2015). In fact, by using e-commerce, cooperatives allianz have the possibility and ability to find new markets or consumers faster and better, so that existing products can be better absorbed by the market (Heriyono, 2012).

The government should also pay attention to supporting facilities and infrastructure for the development of cooperatives allianz in the regions. In

accordance with the current conditions, cooperatives allianz in the regions can certainly also require an internet connection needed for community empowerment activities, as well as the process of cooperative allianz activities themselves (Indarti, et. Al, 2013). An adequate and stable internet connection will help many people gain new knowledge that can support the development of people's creativity in producing quality and competitive product variants in national and international markets (Crociana, A. Et, al, 2018). Various alternative solutions for their conditions when natural conditions are not friendly, they will be able to find and make their economic conditions better than before (Juniarta, Hagi Primadasa Susilo, et. Al., 2013).

Government support is also believed to be able to prevent the movement of people, especially young people to the city (Indarti, et. Al, 2013). So that the coastal areas will not be left behind and left behind by residents because they are considered unable to provide or produce what they need for survival (Juniarta, Hagi Primadasa Susilo, et. Al., 2013). It also prevented an increase in unemployment in the city due to different levels of ability. Because basically, the coastal area is the same as the rural area around the mountains, which will become an area with low capacity and even empty, when the community and the local government are not able to process and manage the content of natural resources that are owned properly and wisely (Indarti, et al, 2013).

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