

COASTAL COMMUNITY EMPOWERMENT IN PAREPARE CITY: METHOD, CHALLENGES AND SOLUTIONS

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ABSTRACT

This research generally using qualitative descriptive method with inductive approach. This research aims to help the government of Parepare city in order to improve the welfare society of coastal areas through several strategic steps include the development of empowerment Fish Landing Base (PPI) with the adequate support facilities; provision of social assistance in the form of capital that is stimulus and the development of housing industry; construction of small ports and a small dock for marine products mobilization; provision of training, socialization and improvement of marine information systems to the fishermen; provision of such assistance repressive fishing gear, life jackets and government rice reserves; development and institutional strengthening of cooperatives; also supporting of the implementation of the rules and regulations that support the community in improving the well-being of coastal communities.

There are some problems in the process coastal community empowerment in Parepare city are lack of awareness of the public to follow the procedures that exist in the base of the fish; still lack electricity carrying capacity; instability quantity of seaweed production and fluctuations in production volumes; limitations of the ship and the limited means of fishing tools; low quality of human resources fishermen; people still use traditional methods and improvise in the marketing of creative marine industry; KUD-shifting function as an auxiliary Fishermen fishing capital; and still have a few rules of regulations that impede the implementation of coastal communities to thrive.

Keywords: Community Empowerment, Coastal Region, Fishermen, Local and State Government Effort, Local Government Policy

INTRODUCTION

Implementation of Act No. 23 Year 2014 on Regional Government in line with the decentralization and the strengthening of democracy and community participation have consequences on the county and/or city as the basis of regional autonomy organizers claimed to be more capable of run independently. For that local governments should be able to explore the potential to increase local revenue (PAD). The area should also be able to encourage more people to participate in various aspects of life. Therefore, the development of coastal and marine areas

should be arranged in the frame of integrative approaches are synergistic and harmonious with the observance of the values and institutions that grow and thrive in the community and in line with the local potential sources.

Parepare city is one of the areas in South Sulawesi strategic because it is located on a track crossing by land or sea, both from the North-South and East-West direction, with an area of 99.33 km² is geographically located between 3° 57'39" -4° 04'49" south latitude and 119° 36'40" -119° 43'40" east longitude consisting of 4 (four) sub-district, 22 villages. Administratively, the city is adjacent to the district of Parepare, Pinrang in north, Sidrap regency in the east, Barru regency in the south and the Gulf of Parepare and Makassar Strait is the western border.

With a length of 8.38 km coastline and surrounded by the Gulf of Parepare, Parepare more functions as a port city into a shaft connecting sea shipping activity and inter-island trade, especially between South Sulawesi, East Kalimantan and Java. Parepare city and ports that there is very supportive activities of the trade / commerce and other services that houses both in scope around Parepare themselves, and between districts / city such as Pangkajene and Islands, Pinrang, Barru, and Sidrap and Enrekang ("Ajattapareng ") to Makassar in South Sulawesi province scope, interprovincial i.e. with East Java, East Kalimantan and South Kalimantan, even between countries namely Malaysia in the northern part of Borneo.

Parepare coastal development intended to maintain harmony economical and ecological activities in supporting the improvement of social welfare environmentally sound. This is further elaborated to realize increasing and equating welfare of fishermen, fish farmers and businesses in coastal areas; increase the carrying capacity of resources and environmental quality of coastal areas in order to remain sustainable; increasing role across sectors and stakeholders in the development of coastal areas as a source of economic growth of Parepare; and increasing the role of coastal areas in support of marine tourism.

However, governance of Parepare city until now has not been a serious look to cultivate and generate income through marine and fisheries sector when seen from the town of Parepare structures that have a coastline. It can be seen from every sector of Real Economic Growth in Parepare years 2008-2012 (Table 1).

Table 1
Real growth of any sector in the economy Parepare years 2008-2012

Economic Sector		Growth (%)				
		2008	2009	2010	2011 *	2012 **
1	2	3	4	5	6	7
1	Agriculture	6.20	7,60	-1.32	3.24	2,49
2	Mining & Quarrying	9.86	4.41	5.62	7.72	4.30
3	Manufacturing	4.76	4.50	2.64	5.53	5.67
4	Electricity, Gas and Water	13.98	6.76	9.23	5.92	6.70
5	Building	6.53	6.16	9.58	9.80	7.80
6	Trade, Hotel and Restaurant	8.68	5.84	6.45	8.55	8.85

7	Transport and Communications	6.74	6.13	6.41	6.45	5.35
8	Finance, Real Estate and Business Services	8.38	18.05	24.85	12.52	15.25
9	Services	7,12	8.24	4.82	4.82	4.08
ADH GDP Constant		7.56	7.93	8.41	7.79	7.92

Source : Central Bureau of Statistics Parepare

Note : * Figures While

** Figures extremely while

Based on Table 1 above, it appears that the financial sector, hospitality and restaurant still be considered and still the focus of the government to increase local revenue from that sector. While the marine fisheries sector has not been used as a leading sector and local government priorities in an effort to increase revenue. It can be seen that the sector 1 (Agriculture) is the sector that was ranked last when compared with other sectors with the pace of economic growth in 2012 ranging from 2.49 percent. The agricultural sector is divided into several sub-sectors are managed by the Department of Agriculture, Forestry, Fisheries and Maritime Affairs (PKPK) i.e. food crops, plantation crops, livestock and results, Forestry and Fisheries.

Table 2
Growth Sector 1 (Agriculture) by Sub-sector in Parepare 2008-2012

Economic Sector		Growth (%)				
		2008	2009	2010	2011 *	2012 **
1	2	3	4	5	6	7
1	Plant Foodstuffs	7.59	7.34	0.30	1.54	2.91
2	Plantations	3.64	3.10	3.54	4.70	5.24
3	Livestock and results	5.90	6,60	6.54	13.04	2.60
4	Forestry	-	-	-	-	-
5	Fishery	6.00	7.90	-3.09	1.78	2,32
ADH GDP Constant		6.20	7,60	-1.32	3.24	2,49

Source : Central Bureau of statistics town of Parepare

Note : * Figures while

** Figures extremely while

Shown in Table 2 above that the fisheries sub-sector is a sub-sector with the lowest growth rate in 2012. It shows that the seriousness of the government towards improving the quality of sub-marine fisheries sector and sub-sector as the mainstay and excellence in order to increase revenue native to the area in general and incomes, especially coastal communities each less. Seeing some of the above problems, the authors are interested to know more about the challenges faced by the coastal town of Parepare and local governments as well as able to provide constructive ideas to the regional administration in order to increase incomes and make the fisheries and marine sectors

became dominant sector in raising revenue through the empowerment of coastal communities in the town of Parepare.

For the town of Parepare, current fisheries sector is not highly favored because it does not affect the fishery dominant socio-economic life of the whole culture of people in this city.

Table 3
Data Number of Fishermen Parepare 2013

No.	Sub-district	Business Type				Number
		Arrest	Processing	Cultivation	Fishmonger	
1	Soreang	266	36	51	260	613
2	Ujung	52	25	-	70	147
3	West Bacukiki	219	22	-	21	262
4	Bacukiki	-	-	-	-	-
Total		537	83	51	351	1022

Source: Progress Report on Implementation Activities CCDP-IFAD Project Consultant Parepare City in 2013

It is seen from the number of fishermen who are not many and not dominate labor in the fishing Parepare city. Table 3 above shows that the number of fishermen (including the processor, aquaculture and fish sellers) of 1022 is still lacking soul and minimal when compared to the population of working age in the town of Parepare. According to Parepare in Figures 2013 that Parepare as many as 89,600 Inhabitants City. In addition it is not the dominant role in the development of the fisheries sector for Parepare seen from diverse types of fishing gear used Parepare in general relatively traditional as fishing, long line, mesh, netting, step on the chart. Technology to support the operation of fishing is also very limited, only limited to the manufacture and installation of FADs and the use of light to attract fish (Table 4) as well as the contribution of fisheries to income Parepare. In general, the current pattern of patron client traditionally the hereditary inherited socio-economic relations retainer-mustard among fishing communities are no longer strong entrenched. Scott (1993:91-92) said that "Patron-client relationship came from the provision of goods or services that can be in various forms very useful or necessary by either party, the party that receives the goods or services are obliged to reciprocate the gift".

Table 4
Number of Fish Capture Device according to District and type in Parepare Year 2013

Sub-district	Pole and line	Gillnet		PS	Payang	Holdings	Others	Number
		JIH	JIT					
West Bacukiki	-	2	102	17	-	-	82	202

Ujung	-	1	26	-	-	-	25	52
Soreang	2	1	55	-	7	5	109	179
Total								433

Source: BPS Parepare Year 2013

Note: JIH (Drifting gill nets); JIT (gill nets Fixed)

Some of the program problems that the local government intervention is part of the local government policy. Policies are issued by local governments need to be evaluated as it can be input to anticipate the problems that are more specific. Evaluation of the policy is seen as a functional activity. That is, policy evaluation is not only done at the end of the course, but to the entire policy process. Furthermore, according to Ika Sartika (2011: 111-124) that “Policy evaluation can be divided into two different tasks, namely: (a) to determine what the consequences caused by a policy by describing its impact, and (b) to assess the success or failure of a policy based on the standards or criteria preset”.

Based on some of the above problems, by using literature study methods of gathering information related to the topic of coastal community empowerment through scientific books, scientific reports, monographs, theses and dissertations, regulations, encyclopedias and other written sources from the media print and electronic media. The author is very keen to explore and examine in depth about community empowerment Parepare coastal town which in this research is restricted to the coastal communities living as fishermen, both the fishermen catch, fishermen household and industrial production fishermen who are in the town of Parepare.

METHOD

This study uses descriptive qualitative research with an inductive approach. Nazir (2011:54) said that “Descriptive method is a method in researching the status of human groups, an object, and a set of conditions, a system of thought, or a class of events in the present”. This study sought to describe the condition, the facts and issues of coastal communities in the city of Parepare and strive to provide solutions to the problems faced by coastal communities through empowerment activities that are being and will be done by the City of Pare-Pare. According to Sugiyono (2011:1) that “Qualitative research methods emerged as a paradigm shift in looking at reality / phenomenon / symptom”. In this paradigm, the social reality is seen as something that is intact so it needs to be studied in terms of quality.

THEORY

a. Empowerment and Poverty

Empowerment can be regarded as an attempt by a person, group, government and private institutions to a person, group or society as an object implementing the provision of resources, opportunities, knowledge, skills so that the object is able to develop themselves and improve their quality of life of each with its own capabilities. According to Payne as quoted by Roesmidi and

Riza (2006:3) that “The ability of self-determination of the action here means someone will do, including by reducing the effects of personal and social barriers in action”. This statement is linked with Suhendra (2006:74-75) that “Empowerment can also be interpreted as a continuous activity, dynamic, synergistic manner to encourage the involvement of all the potential that exists in evolution with the involvement of all potential”. In this way, there is a possibility of the formation of a pluralistic civil society, the full balance of obligations and rights, mutual respect without being alienated in the community.

The concept of empowerment was originally emerged as a result of the failure of economic development models in tackling the problems of poverty and environmental sustainability. So that empowerment can not be separated from a wide range of issues including poverty public life. Poverty is a social problem that always happens in the midst of society, especially in developing countries including Indonesia. Suhartono (2006:133) said that “Poverty can be defined as a lack of resources that can be used to meet the needs and improve the welfare of a group of people”. Lack of resources is a situation where there is a shortage of things commonly owned as food, drink, clothing and shelter so that it is closely linked to the quality of life.

Poverty is still a major problem, especially in rural and some coastal areas caused by one of helplessness community. Powerlessness is not only in terms of economics, but also in terms of social, psychological and political. Therefore, an integrated effort is needed from a variety of elements to change the condition of the people who are helpless and defenseless condition to be independent so that poverty can be done gradually. The series of earlier attempts can be made to the efforts of Community Empowerment. These sentences is linked with Totok Mardikanto and Soebianto (2012:48) that “Community empowerment includes the notion of community development and community-based development”. Empowering communities is an attempt to increase the dignity of society that the present conditions are not able to escape from the trap of poverty and underdevelopment.

In multilevel, Huraerah (2008:90) said that “Community empowerment can be classified into several levels, namely:

1. The first level of empowerment is the fulfillment of basic needs
2. The second is the mastery level of empowerment and access to a variety of systems and resources needed
3. The third level is the empowerment of its full awareness of the various potentials, strengths and weaknesses and the environment
4. The fourth level of empowerment is the ability to actively participate in various activities that benefit the wider environment
5. The fifth level of Empowerment is to be rich, the ability to control themselves and their environment.

Furthermore, Kartasasmita (1996:29) said that “Empowerment to improve the condition of society in order to be more independent and empowered to do through:

1. Improved access into production
2. Strengthening of transaction position and business partnerships people
3. Development of infrastructure
4. Improving education and health services in order to improve human resources

5. Wisdom of industrial development should lead to the strengthening of industrial products people
6. Employment policies which encourage self-employment as a forerunner of a new entrepreneurial layer
7. Equitable development between regions and decentralization
8. Institutional development of rural
9. The existence of the legislation which is adequate to protect and support the economic development of the people that are specific to the interests of poor people.

In this research, the author tries to explore and discuss more in depth about the efforts made by the local government town of Parepare to empower coastal communities based on community empowerment levels and is associated with several indicators of a society that has empowered and results are expected to provide a solution to the problem solving barriers experienced.

b. Coastal and Coastal Communities

David Bengen as quoted by Wahyudin (2005) said that “Naming terminology between the boundary between the land to the sea or a meeting between the two can be said to be a coastal region where the boundary towards the land encompassing the mainland, both dry and submerged in water that is still influenced by the properties of the sea as the sea breeze, tides, sea water intrusion (intrusion) while the sea boundaries include part or outer limit than mainland exposure area where the characteristics of the waters are still influenced by the natural processes that occur on land such as sedimentation and flow of fresh water”.

Based on the Decree of the Minister of Marine Affairs and Fisheries No. 10/2002 on general guidelines for Integrated Coastal Management Plan that “The government also has to define the coastal region as a region of transition between terrestrial and marine ecosystems interacting where towards the sea 12 miles of shoreline for the province and a third of the sea area (provincial authority) to the district / city and land towards administrative boundaries districts / cities. So based on some of the definition above can be said that the coastal area is a region or a boundary change in two main environmental land and sea. Therefore, coastal areas are regions with abundant natural resources both actually being at sea and still be in the mainland, the region became an idol for most people to live and make the area into a major cornerstone in meeting the daily needs their day.

Kusnadi (2006:15) said that “Coastal communities in the characteristics of the non-coastal communities are very different where coastal communities are more competitive society, skill oriented and a higher level of solidarity because of his daily life creates a character as the actualization of the life boat. According to January C. Post and Carl J. Lundin as quoted by Dirhamsyah (2006) that “The specific characteristics of coastal areas are as follows:

1. A dynamic region with often changes the nature of biological, chemical and geological.
2. Include ecosystems and biodiversity with high productivity which provides an important habitat for several marine species.

3. The existence of coral reefs, mangroves, beaches and dunes as a system that would naturally be very useful in counteracting the storm, flooding and erosion.
4. Coastal generally more attractive and tend to be used as a settlement.

Based on the definition above, the authors use the special characteristics of the coastal area as an instrument used to determine the business and the role of local government and businesses in the town of Parepare empower coastal communities without disturbing the characteristics of the coastal region itself.

DISCUSSION AND ANALYSIS

Coastal Community Empowerment in Parepare City

Coastal community empowerment activities undertaken by the government is expected to improve the welfare of the community, especially fishermen and seaweed farmers. In line with this, the vision of the town of Parepare according to Parepare Regional Regulations No. 12 Year 2014 that "Parepare city realization that Forward, Care, Independent and Dignity" and translated into several missions that reads: Improve optimization of health and education services are equitable, quality and sustainable; accelerate regional economic growth based on local resources, developing investment and increase social welfare in accordance with the principles of sustainable development; accelerate infrastructure development and adaptability of spatial balance environmental changes; strengthen law enforcement, organized a clean government and improve the active participation of the community; and actualize religious values and local culture in developing a better life together.

The mission forced the city government of Parepare in running the government involve community participation, utilization of local resources and the distribution of regional infrastructure. The program conducted by the city government of Parepare in empowering people who are at particular coastal areas are as follows:

a. Improved access into Production

The dock is a building that is used to close the port and moor ships load and unload goods and passengers dip specifically for a fish landing station, dock functioned as a place for fishing boats docked and tied boats will perform the loading and unloading of the catch and fishing operations such as provisioning preparation groceries, ice, fuel, and water. Parepare city government has a Fish Landing Base (PPI) as an access for fishermen as a producer and as a consumer society. PPI is located in the district Soreang the government has been equipped with the Ice Factory, Office, Space Station, where the sale of fish, Home generators, warehouses, water towers etc.

Parepare city government has set up a PPI with the hope to improve and streamline the improvement of the public economy of coastal areas including fishermen and seafood sellers. But there are some problems related to the management of PPI in Parepare as fish landing bases auction house Cempae have not functioning optimally. This is due to lack of public awareness / fishermen to follow existing procedures in Cempae fish landing base and the carrying capacity of facilities

such as electricity from fish hauling Cempae not maximized so that the fishermen to auction their catch at the dock area. Manager and officers of fish hauling soft on fish buyers and fishermen in order to make transactions in the auction. Muhammad Husain (2013) said that “Now the building where the fish auction Cempae only be used as a vehicle parking spot”.

Other physical facilities located on port land is a market, fish landing base station, gatehouse, mushollah, shop / kiosk, toilets, and parking lots, garages, etc. But in use it mostly is not functioning optimally as caused by insufficient power. Levy processing system of fish hauling Cempae officially issued by the local government Parepare on fish auction but it is not optimal executed by both parties that the fishermen and government. Fishermen do not do other than because of a lack of awareness, fishermen also tend to feel too procedural and tend to harm, the government in this case the Department of Marine and Fisheries does not perform the function of monitoring and providing sanctions for such rules.

b. Strengthen the position of economic transactions and business partnerships people

Parepare city government to date has implemented several policies and programs to strengthen the position of economic transactions and business partnership people. Some of the activities of domestic industrial development that has been pursued are as follows:

1. Managerial aspects, which include increased productivity / turnover / utilization level/improve marketing and human resource development.
2. Capital, which includes social assistance (1-5% profit allowance for BUMN and the obligation to extend credit to small businesses a minimum of 20% of the loan portfolio of banks) and credit facilities (KUPEDES, KUK, KIK, KMKP, KCK, Credit Mini / Midi and KKU). This effort is stated by Haslinda (2013:961).
3. Develop a partnership program with great effort either through system adopted daughter Father, PIR, upstream-downstream linkages, upstream-downstream linkages, and venture capital and sub containers.
4. Development of small industries in the region are shaped PIK (Residential Small Industry), LIK (Small Industrial Environment), SIUK (Small Industrial Business Means) supported by UPT (Technical Service Unit) and TPI (Extension Power Industry). This activity has been implemented in the form of the provision of appropriate housing and industrial settlements by city Parepare which it budget originates in the intervention of APBD Budget and Budget from the Ministry of Housing

The efforts undertaken by the city government in the development of fishing small industries Parepare not mean no barriers and problems. The quality and continuity of supply of marine fishery products are processed community coastal sea grass dried, shredded tuna and dried fish (anchovies) are still not maximum, making it less attractive market or are still not able to meet demand market in large quantities and sustainable. Problems encountered such instability quantity of seaweed production, fluctuations in production volume due to the limitations of grass seed sea, crop failures due to illness "ais ais" (bleached) were attacked seaweed and declining water quality

due to pollution and climate change are causing ambient temperature of the ocean waters in the extreme heats. In addition, yields are not handled in a clean, dry uneven and not packaged well also problems facing fishermen seaweed farmers. This is true for example by Business Group seaweed cultivation *Euchema cottonii* "Sipadecengi I" in Cempae-Watansoreang, District Soreang. Thus Also on shredded tuna processing business conducted coastal women's groups "Putri Duyung" in Watan Soreang, District Soreang and coastal women's groups "Bersahaja" in Labukkang. Examples of shredded tuna products is made by "Business Lela Self", a problem which besides facing instability amount of raw materials such as tuna, volume fluctuation production due to raw material shortages tuna, also on post-harvest handling tuna and processing are sometimes not meet hygienic standards and the results the final form of shredded tuna less attractive packaging.

c. Construction of facilities and infrastructure help

Concerning fishermen aspects as livelihood, limitations fleet fishing boats and limitation of fishing tools owned by fishermen Parepare, causing limited quantity fishery catches and fluctuating seasonally follow the weather conditions, so that the availability of fresh fish as raw materials processed products, such as shredded fish becomes discontinuous, often experiencing uncertainty. According to Interview result that the increase in the price of subsidy fuel oil (BBM) resulted in the majority of people who work as fishermen prefer not to fish. Another thing that happened today is not applied capture technology to support fishing activities, which led to limited catches of fishermen, as well as the costs required for the operation of fishing vessels to weeks. In addition, weaknesses such as lack of ability of fishermen Parepare coast to access existing markets, or take advantage of potential opportunities existing market, led to the marketing of marine fisheries / marine fisheries refined products marketing is mostly still around Parepare alone. Still a little were able to sell out Parepare let alone exported.

For instance, based on interview that small-scale fishermen who catching fly fish mackerel the gear mesh incorporated in the Fisherman "Siparennu" in Watan Soreang, RT 1 RW 1 in sub-District Soreang formed and Soreang headman was confirmed in 2014 on the support of the Office of Food Security Extension Parepare. This group has not strong capitalized. During this still capitalize individually in limited quantities, hence the necessary support venture capital increase in the catch of fish which is still the traditional. In addition, lack the means of supporting fishing is also a constraint experienced fishermen. Based on CCDC-IFAD Report (2013) that one is faced by the Group of Fishermen "Sumber Agung" in Labukkang, the "Mawar" in Sumpang Minangae, Bacukiki West, Fisherman Group "Bujung Pitue" RT 3 RW 6 Watan Soreang. Other groups such as the group of fishermen "45" in RT 3 RW 2 Sub Sumpang Minangae District of West Bacukiki, Group "Sipadecengi II" and " Sipadecengi III " in RT 3 RW 5 Watan Soreang, also members experiencing the absence of a boat or a boat and engine damage, and limited means supporting fishing gear. Damage to the boat operational inhibit it sailorness.

d. Improving education and health services in order to increase human resources

Coaching by state by utilizing funds from the profits of SOEs in which coaching can be educational, entrepreneurial capacity, production management and technical skills including working capital and investment loans, credit guarantees, marketing and promotion of the production. To improve the welfare of fishermen, the government has long rolling the various programs, ranging from education and training, support vessels and fishing gear, to the increase in post-production support. Based on the interview that the government also continues to build and enhance the capacity of the fishing port. Currently, some of the policies implemented by the city government of Parepare is to provide safety socialization in fishing conducted by the Department of Transportation town of Parepare. The socialization coupled with shipping regulations and the provision of life jackets to sailors. Establishment of special fishing lodge information that the city government implemented Parepare also be a breakthrough of its own where to lodge such information may encourage the dissemination of information on matters of marine among fishermen that will increase knowledge.

But among the programs implemented by the city government of Parepare, also there are some problems that have been rooted in a long time. Based on the interview result that some of the issues and problems fishermen contained in the coastal areas of Parepare, among others, is the low quality of human resources fishermen generally only basic education, little is up to the general and vocational high schools, and very few are finishing college to graduate. This condition cause awareness and knowledge of the local community for entrepreneurship and develop it is not considered important. The low awareness of the importance tried in a planned, yet unsupported habit of saving in among of society coast, in addition to the fishing community institutions are not strong enough to establishing the potential of communities to manage natural resources is some common situation in Parepare.

e. Wisdom of industrial development should lead to the strengthening of industrial products people

Currently parepare government, who had been implementing several measures that are stimulus for the development and empowerment of communities, especially coastal communities. Small scale funding to develop productive economic activities of coastal communities through the provision of capital, business development and intensive continuous and ongoing mentoring independent. In 2011, there are at least 831 heads of families of fishermen who live in the town of Parepare six villages get help like government rice reserves as a form of response to bad weather. In addition, other repressive measures undertaken by the municipality of Parepare to stimulate economic development of coastal communities is the provision of assistance to the fishing town of Parepare form of fishing gear. The provision of fishing gear are expected to improve the results of fishermen catching coastal area of Parepare. In addition, the city government of Parepare get help in the form of coastal community development project of 900 million dollars which is funded from the Coastal Community Development-International Fund for Agricultural (CCD-IFAD) were distributed to 30 (thirty) fishermen in the town of Parepare.

In some groups of fishermen have basic record-keeping capability of production through booking (book production) and administration of the group, but because of the low catches of fishermen members led to cash deposits fishing groups is very minimal. For the types of commodities processed products marine fisheries can not yet be seen as a growing processing industry. In general, base on CCD-IFAD report that coastal communities are still limited to traditional processing and sober. Existing marketing activity derived from the sale of shredded tuna, namely from Parepare to Makassar, Parepare Parepare to Samarinda and Surabaya. However, not all can be met, due to the limited quantity of volume of production so that only a slight advantage gained by the community of coastal, and relatively less provide economic value added. It is experienced for example by some members of the group "Putri Duyung" in Watan Soreang. While in drying fish (anchovies) group experienced fisherman "Bersahaja" in Sumpang Minangae, District of West Bacukiki problem is the lack of means of production and a shortage of venture capital.

f. Developing an institutional

Parepare city government has established community groups (community groups) coastal areas where every village located in the coastal area consists of several communities. There are nine (9) villages are included in the coastal villages, among others, villages Watang Soreang, Labukkang village, village Sumpang Minangae, Lakessi village, Kampung Baru village, village Lumpue, Tiro Sompe village, Cappa galung and Kampung Pisang village. Guidance for specific business sectors and regions through KUB (Business Group), KOPINKRA (Small Industries and Crafts Cooperative). Base on interview result that some cooperatives were formed to assist coastal communities in this case fishermen. Strengthening function Fishermen Village Unit formed in three villages namely Lumpue villages, villages and village Sumpang Minangae Labukkang. However, in practice, the function of KUD-Fishermen today has shifted in this case because KUD-Fishermen tend to be providing additional capital to the traders who have a second job as a fisherman so for the people who work only really as fishermen, will be harmed by the incident.

g. The existence of the legislation which is adequate to protect and support the economic development of the people that are specific to the interests of the little people

In the context of the relationship between central and local government, the city government of Parepare as an autonomous region has been granted political authority be formed in accordance with the requirements of local regulations Parepare area of the city itself. Conjunction with community development of coastal areas, the city government has made regulations Parepare city area No. 2 of 2011 about the management and protection of the Environment. The law does provide an opportunity for the public to cultivate and exploit the wealth is owned by the town of Parepare, including those in the ocean. But on the other hand, these regulations also restrict people to commit acts of abuse that has been given the opportunity to exploit marine resources in ways that can damage the marine ecosystem.

Problems related to the environment in the coastal waters of Parepare, among others, is still the activity of fishing Not Sustainable like fish bombing and anesthesia, which destroy coral reefs. However, thus destructive fishing practices by bombing and anesthesia is performed by another fisherman from outside Parepare. In addition, because of Parepare is a city bustling port, frequent sewage pollution from ships into the waters of the sea coast. Danial (2007) said that “Coastal fishing in Parepare expressed in several areas of fishing grounds have local experience more fishing (*overfishing*) so that the fisheries tend decreased. Another form of intervention that can be done is to divert the eye catcher livelihood of fishermen became farmers and processors”.

In another aspect of the management aspects of seaweed, the development of the management is very loved by the public especially supported by the city government of Parepare. In order intensification of seaweed cultivation program can run well, it is necessary to limit the acceleration of the town of Parepare area through the use of existing potential. So, it will be able to move the local economy of coastal areas, especially fishermen / farmers seaweed. This sentences based on Parepare city regional regulation No. 10 Year 2011. But there is also the implementing rules of local regulations that makes fishermen and coastal communities classified as lower classes feel weighed down by these rules. Notification letter head of the transportation department are disseminated on public services and licensing. Based on interview to response notification letter, fishermen are required to pay a levy of 2-5 thousand dollars every day and charging 5 (five) million dollars every 180 days to wrecks unused. This can hinder the empowerment of coastal communities every day depend on the weather and sea state.

CLOSING

A few steps and programs that have been carried out by the municipality of Parepare in order to empower coastal communities have run quite optimal. It can be seen from several support programs (*supporting program*) which is in accordance with the circumstances, conditions and needs of the people especially those residing in coastal areas including the establishment of Fish Landing Base (PPI) which is located in the district Soreang as access for the public as consumers and fishermen as manufacturers. In addition, assistance to communities in the form of capital and the development of community empowerment programs with various types. Development of small piers that is located around the traditional market is a breakthrough that made by local governments that are intended to mobilize marine products can be easily implemented. Cooperation with the local government SOEs through the utilization of funds from the profits of SOEs in which coaching can be educational, entrepreneurial capacity, production management and technical skills including working capital loans and investment and promotion of production.

Not only repressive measures, local governments have also Parepare city socialization to fishermen about the safety at sea and establish fishing lodge specific information that is useful for the people in the dissemination of information on matters of marine among fishermen. In the aspect of strengthening the industrial, municipal government Parepare this time since 2011 has been providing assistance to fishermen stimulus form of government rice reserves to 831 households (families) fishing, the fishing gear aid and assistance from the *Coastal Community Development-*

International Fund for Agricultural (CCD-IFAD) amounted to 900 million dollars were distributed to 30 (thirty) fishermen in the town of Parepare. In addition, institutional strengthening through the development of fishing cooperatives-Fishermen Cooperative Joint Venture (KUB) and Small Industries and Crafts Cooperative (KOPINKRA) conducted by the local governments are able to change and improve the fishing economy.

Some of the problems experienced can be prevented and minimized by stopping the destruction of the ecosystem of the coastal resources through environmental conservation awareness campaign coastal marine, socialization and law enforcement against marine pollution, and encourage any alternative livelihoods for communities, for example marine culture and processing of marine fisheries in order to reduce fishing damaging the coral reef ecosystem. Conduct public awareness about environmentally friendly fishing, dissemination and enforcement of the destroyer ecosystems, as well as managing the business environment-friendly fisheries are recorded and monitored regularly so that it can be easily known status from time to time. Not optimal business management processing of marine fisheries are managed coastal communities Parepare, need to be addressed with an increase in capacity (*capacity building*) for example in the form of training / workshops and mentoring of business management for the group of intensive fishing. Aspects of business management, among others, include an increase in entrepreneurial motivation, post-harvest handling, technical aspects of the production, quality aspects, business planning, including marketing planning in relation to increasing the added value of fishery products which will be able to increase the income of fishermen.

Alternatives that can be done by local governments in order to accelerate the welfare of coastal communities living as fishermen is to provide clear rules in the form of rules that are binding and limiting entire stakeholders which there are standard operating procedures (SOP) fishery services by relevant agencies, SOP transactions, exploitation and exploration of marine products as well as other rules that are humane and environmental approach. In addition, the evaluation needs to be done related to several programs implemented in the coastal town of Parepare through a systemic approach includes the concepts, procedures, processes, results and the benefits that can be reference and consideration for local government town of Parepare in policy formulation and coastal community development programs in the future.

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