

## TRADITIONAL MARKET SERVICES FOR FISHERMEN SUPPORTING THE FRAMEWORK OF POPULIST BASED ECONOMIC DEVELOPMENT

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### ABSTRACT

*This study aims to assess the potential and business opportunities in marketing of the fisherman's wives in distributing catch fishes at Tianyar Village in Karangasem Regency-Bali period of 2010-2013. The social economic plat form are supplying a traditional market which has been managed by the regional government of Tianyar Village and influenced by the public levies policy to the social economic condition along north coast of Tianyar peoples in Karangasem Regency. The approach used in this study is an ethnographic research approach to examine the social and economic life of the fishermen at Tianyar village in Karangasem regency. The data research obtained directly from the information sources, such as, associated with the required information from the respondents, namely the staff of Karangasem regency administration, Secretary of Revenue, Village Government, Department of Fisheries and Marine Karangasem District, Fisherman Wife Representative (seller fish catches), and service users as well as traditional markets or stalls, and village residents who receive a rental benefit. Secondary data sources are the source of the data obtained from materials in the literature as a theoretical basis to support problem solving derived from primary legal materials, such as books, magazines, papers, journals, the internet, and so on. The research data analysis techniques using qualitative descriptive analysis. The results of this study, including: Circumstances of 2010-2013 the average number of available and potential arrests of 15,235 tonnes of new marine exploited (to be produced) by an average of 12,836.0 ( 98.24 ) 1.54 % so the odds investment for sea fishing waters potential of 33.49 %. Building a sales los facilities and sustainable fish gradually and seek their emergence; push marketing climate catches for fishermen's wives with efforts provide easiness its own, and establishing a system for the management of the facility has been constructed and seeking operational mechanism and development of traditional markets or stalls and types other facilities in coordination, and outreach to the field. Preparation of fish catches development at Tianyar village have started getting serious attention by the local village government in terms of infrastructure development services to traditional markets or los local fish merchant located in three markets, namely the Tukad Mecanggah Market, Banyan Tree Markets, and Tukad Eling Market.*

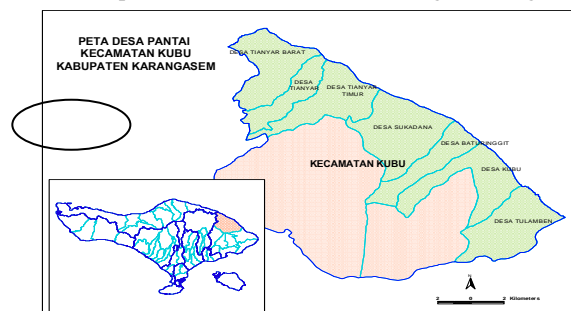
*Keywords: Service, Sales, Economy, Traditional Market, Populist.*

### INTRODUCTION

Bali is a part of Indonesian territory whose inhabitants depend on the results of the sea. Marine resources in the province of Bali is quite potential, and it can be monitored from its diversity. Kubu district, which has an area of 181.89 km<sup>2</sup>, is one of the driest areas (critical) in Karangasem regency. The critical land area in Kubu district is approximately 75% of the total area. This is caused by several factors, among others: low rainfall, many trees are used as firewood, and a former eruption area of Mount Agung in 1963.

The variety of nature richness of Kubu subdistrict is relatively huge and enhancing the financial value of Karangasem Regency local revenue. The black gold (sands) and the extraordinary underwater sea garden as a recreation media for the tourist who want to have a diving and snorkling activity, is a special comodity that has been developed in certain area such as Tulamben village, Kubu Subdistrict, Karangasem Regency. The topographic condition of Tianyar Village is consisted of highlands and lowlands. The highlands is located at the south, and there are two hills named Mangun Hill and Melekeh Hill. The lowlands is located at the north, which is a coastal area.

Figure 1. Beach Map of the Kubu Subdistrict, Karangasem Regency, Year 2013



The recapitulation of geographical position data, population growth, socio-economical status of the society, and the education level of Tianyar Village society, basically affecting the development of livelihood of the society in the middle of the social

activity of the society. The fulfillment of the society's welfare from the trade aspects gives a dominant role for the Tianyar village to take action and fulfill their living needs continuously.

The last development of the coastal area in Tianyar invites a lot of speculation for the viability of the fishermen. The review of the Public Services Retribution Policy is about the hope for fisheries and coastal building that has been done recently by upgrading the productivity and efficiency of the effort, to increase the management of fisheries natural resources and supply an industrial raw material, management of the fishermen, especially their wives who is partners of their fisherman husbands, and absorb and make use of the labor. In attempt to utilizing and managing the above mentioned fisheries and marine resources, the traditional market services like stalls or stands which being managed by village government is provided to the traders from the fisherman's wives. Populist based economic development by providing stalls could be one of the breakthrough alternatives by village government for the fisherman's wives, whose budget is generally minimum but solid in their works, at the same time to increase the fisherman's income, business opportunities, and to develop domestic industry and to support rural development. It all must be done by paying attention to the continual environmental and natural resources sustainability, environment educated, with populist economic empowerment based by the fisherman's wives.

According to the field data, the fishery natural resources condition in the Tianyar village among all others is grouper seafish (kerapu), milkfish (ikan bandeng), tuna fish (ikan tongkol), shrimp farm, ornamental fish, and capturing. 85 % of the capturing results is consumed in form of fresh fish, 15% of the rest was preserved with salt without drying to the highland communities. The supply catches was quite abundant, but the traditional market services needs to be more facilitated by the local village government, so that infrastructure can be adequately perceived by coastal communities.

It need to be noted that the fish haulcatch in the Tianyar village is very potential and can constantly be improved remembering the fishermen fishing effort is still traditional (one-day fishing) with a catchment area still within the regency of Karangasem not nationwide. In addition, the fishermen are also still have limitations on fishing equipment and the fishing resources are not at an optimal level that targets *multidays fishing*.

Based on the potential of fishery haul and levels of utilization, it can be said that the province of Bali in general and Karangasem regency, especially Tianyar Village, is a potential area for the development of fishery resources. The fishery resources potential still remains untapped optimally, seen from the level of utilization that has not reached the level of utilization allowed (Total Allowable Catch = 80%). Thus the development of marine fisheries resource use still has great opportunities, both for the Bali province and Karangasem regency.

### **Problems Examined**

According to the background above, the problems that will be examined is as follows :

- a. How are the trade potential and opportunities of the fisherman's wives in marketing the fisheries haul in Tianyar Village, Kubu Subdistrict, Karangasem Regency of the 2010 to 2013 period ?
- b. How does the shape of the people's socio-economic development in the form of the provision of traditional markets managed by the village government of Tianyar?
- c. How does the effect of the General Services Levy Policy on the socioeconomic conditions in the village of Coastal Communities Tianyar, Kubu district, Karangasem regency?

### **Research Objectives**

This study aims to formulate :

- a. First, the purpose of which is descriptive (describe) to find a picture of the potential and business opportunities in marketing their wives fishermen fish catch in Tianyar village.
- b. Second, the purpose of which is creative to analyze the form of people's socio-economic development in the provision of traditional markets managed by the Tianyar village government.
- c. Third, the purpose of which is associated with innovative service levies are looking for a General Policy on the socioeconomic conditions of Coastal Communities in Rural Tianyar, Karangasem regency.

## **RESEARCH METHODS**

### **Types of Research**

The study focuses on the ethnographic research approach to examine the social and economic life of fishermen in Tianyar village.

**Sources of Data Research**

This study uses the following data sources :

- a. Primary data is directly derived from information sources, such as, associated with the required information from the respondents, namely the staff of Karangasem reGENCY administration, Secretary of Revenue, Village Government, Department of Fisheries and Marine Karangasem District, Fisherman's wife Representatives (the seller fish catches), as well as service users or the traditional market stalls, and Tianyar village residents who receive services sales, as well as a reference or reading books or literature relevant to the research topic.
- b. Secondary data is obtained from materials in the literature as a theoretical basis to support problem solving derived from primary legal materials, then to interpreted what is contained in this study will be assisted by legal materials on rekapitulasi potential and per capita fish consumption in Tianyar village communities from 2010 until 2013.

**Technical Analysis Research**

Techniques of analysis in this study is descriptive qualitative. All data were collected, both the literature and information in the field will be analyzed based on its quality, the data collected was grouped according to their respective categories, and then interpreted to mean strong in an attempt to answer the problem described by the quality of research and findings by the fact in the field.

**RESEARCH DISCUSSION RESULTS**

**Trade Potential and Opportunities by the Fisherman’s Wives in Marketing the Fisheries Haul in Tianyar Village, Kubu Subdistrict, Karangasem Regency, 2010 to 2013 period.**

According to the data of trade potential and opportunities of marine and fisheries of Karangasem Regency from year 2010 to 2013, it shows that the higher the level of knowledge and fisherman’s ability, the higher the investment chances to be made. In year 2010 to 2013, there are average of available sea haul up to 15.235 tons, but only 12.836 (98,24%) that utilized (can be produced), so that the investment chance become 33,49%. Here is the table of recapitulation data :

Table 1. Trade Potential and Opportunities by the Fisherman’s Wives IN Marketing the Fisheries Haul in Tianyar Village, Kubu Subdistrict, Karangasem Regency, year 2010 – 2013 period.

Year	Potential (ton)	Utilized (ton)	Investment Chance (%)
2010	15.235	10.279,2 (82,08)	17,92
2011	15.235	10.963,0 (87,54)	12,46
2012	15.235	11.646,8 (93,98)	7,0
2013	15.235	12.836,0 (98,24)	1,54
Total	15.235	45.725,10	37,38
Average	-	12.712,5	33,49

Information : (...) shows percentage

Source: Department of Fisheries and Marine Karangasem Regency Year 2010, 2011, and 2013.

The other aspect that really pushes the investment activity in the field of fishing in Karangasem Regency is consumption capability of the society. According to the monograph data of Tianyar Village, the population of them in 2011 is 18.533souls. The population of the society is very connected with the consumption capability per per capita, so that the need of available fresh fish everyday must be considered its existence.

Based on the analysis of the situation in East Tianyar Village, the location of the East Tianyar Village is a coastal region, almost similar to the coastal areas generally located in other areas. Coastal area is usually connected with seafood commodities, one of which is fishing for daily consumption. Constraints faced by the villagers who worked as fishermen are difficulties in fish marketing in large numbers when the fish harvesting season arrives, such conditions that directly involves the participation of fishing women or coastal women to take part helping their husbands after their husband's tasks at sea.

The existence of these womens were strongly support the success of marketing the results of the fishing in the East Tianyar Village. The main problems faced by the wives of the fishermen includes : (1) relatively high fish haul overwhelmed the womens to market it, especially the type of raw fish in the harvest season, (2) marketing system initiatives to bring lightning collector or contractor tends to alienate fishermen in terms of price. Addressing problems earlier, it is deemed necessary by the local village government to provide services or traditional market stalls that can be exploited by the wives of fishermen to market their haul collectively with variation prices depending on the type of bond and pricing agreements by local fishermen groups.

### **The Shape of People's Economic Development in the Form of the Provision of Traditional Markets Managed by the Village Government of Tianyar**

Priority for village development plan that is in the 5-year period aimed at strengthening business facilities carrying capacity of coastal areas by activity as follows:

1. Building a fish sales stall facilities sustainable and gradually, and maximize its utilization.
2. Encourages marketing climate of the fishing haul for the fisherman's wives with an effort to provide certain easiness.
3. Forming a facilities management system that has already been built and seeking operational mechanism and development of traditional markets or stalls and other facilities in coordination, and conduct a certain training in the field.
  - a. Restructuring Coastal Area of the East Tianyar Village Continuously
    - 1) Support the life of village society especially the coastal area of East Tianyar Village by enhancing the employment, provide a better and proper life for the fishing women, including fisherman's group.
    - 2) Increase production and ensure food security with the basic ingredients of marine fish in the area of East Tianyar Village.
    - 3) Produce food that could be sold with high nutritional quality and minimize the substances containing chemical pollutants, and harmful microbes.
    - 4) Provide a health protection to those who works or live in coastal areas and the East Tianyar Village, and to those who consume products from the fishing haul due to the use of harmful toxic chemicals..
    - 5) Prevent from the reduction and damaging the sustainability of marine ecosystems, avoiding abrasion and dependency on natural resources that are not renewable..
    - 6) Preserving and enhancing the quality of life in rural and coastal areas of the East Tianyar Village and conserve natural resources and biodiversity.
  - b. Sustainable Strategy, Development, and the Implementation of Coastal Area Technology of the East Tianyar Village.

To achieve the goal of sustainable development of coastal areas, Marine Biology and Fisheries Training is needed to encourage fishing women for the need to implement and develop coastal aquaculture technology and businesses that use the principles of sustainable development. Some of the sustainable development strategy and technology implementation of the coastal region is as follows :

- 1) Adjustments between fishing patterns, sustaining the production rate of the potential production, although with some physical limitations, in the coastal areas of East Tianyar Village for the present and future.
- 2) The technology applied should be a typical female coastal ecosystems, dynamic, and uniformed, and in accordance with the autonomy of the community of the East Tianyar Village. Traditional fishing manufacture technology applied by coastal women (the wives of the fishermen) should be inexpensive, simple, and easily understood by members of the group who have limited resources, including funding sources.
- 3) The technology must be able to take advantage of all the biological and genetic potential of marine species and local fish by effective, efficient and productive means.
- 4) The technology must be able to minimize and, if possible, eliminate the use of environmentally and health harmful production inputs for the people, fishermen, and consumers.
- 5) The technology used by the group of fishermen woman should always improve the quality of marine / coastal business management, conservation of coastal areas, and biological resources in a more cost-effective and efficient.
- 6) The applied technology should not only oriented to the achievement of production targets but also the success of the marketing of processed sea fish, environment conservation, especially in relation to marine life, and an increased level of fulfillment of the people's welfare at the coastal area of East Tianyar village.
- 7) The applied technology should be an optimal blend of technology on the basis of modern science and traditional indigenous communities.

### **The Effect of the General Services Levy Policy on the Socioeconomic Conditions in the Village of Coastal Communities Tianyar, Kubu district, Karangasem Regency**

The measurement of socio-economic conditions of the state of society can be measured from several aspects such as education, employment and income. Socio-economic conditions in this case is the state of the socio-economic structure of the communities in the study area based on the following factors, namely: fisheries livelihoods in an effort of maintenance, farming, and fishing. Fisheries divided into two, namely aquaculture and marine fisheries. Aquaculture is divided into two, namely freshwater fisheries and fishery ponds located along the sloping beach.

Development preparation strategy in the manner of fishing haul of Tianyar village already have a serious attention by the local village government in terms of infrastructure or stalls for the traditional market services, for the local fish merchant located in three markets, namely the Tukad Mecangah Market, Pohon Beringin Markets, and Tukad Eling Market. Of the three market locations earmarked for Tianyar residents to buy and sell fresh fish, it felt sufficient and adequated facilities for the access to the marketing of fish catch, and being assessed to meet the needs and provide services to support sustainable fisheries activities that

need to be developed. Levy public policy such as service in the traditional markets or providing stalls for the fishermen's wives at Tianyar village by the village government Tianyar, is expected to make an impact, including the following:

- a) Increase the income of fishermen, where wives of fishermen can help the family economy by selling husband's fishing catches in traditional markets that are already available;
- b) Increased supply of fish for local consumption, with the general policy of the service charges assessed to have a cheaper fresh fish prize to the citizens fresh fish from fishing activity by local fishermen;
- c) Creating new jobs for the fishermen's wives in the Tianyar village;
- d) Creating a cleaner and hygienic public market facilities such as traditional markets or fisheries stalls;
- e) Provide excellent service for service users.

The development of infrastructure facilities in the form of a traditional market in the village of Tianyar for fishing groups, is generated to support economic development while using of natural resources such as marine as well as utilizing the results of human resource potential by providing employment opportunities for the wives of fishermen to market the fishing catch supported by the potential of fishery resources, marketing, public purchasing power potential and other potential services that help strengthen the public service by the village government Tianyar.

### Conclusion

Based on the data and the potential business opportunities on the Karangasem regency by marine and fisheries from 2010 to 2013, the average number of available and haul potential was 15 235 tonnes of new marine exploited ( to be produced ) by an average of 12836.0 ( 98.24 ) 1,54 %, so the investment opportunity for potential fishing waters become 33.49 %. Forms of economic development such as providing the people's traditional markets or stalls managed by the Tianyar village government. Levy public policy is in the form of services for traditional markets or stalls for the fishermen's wives in Tianyar village, by the Tianyar village government, and is expected to make an impact, including the following : a) increase the income of fishermen , b ) an increase in suply of fish for local consumption , c ) creating new jobs for fishermen's wives in the Tianyar village, d ) creates a clean and hygienic public market facilities such as traditional markets or fisheries stalls, and e ) providing excellent service for service users .

### Suggestions

Tianyar Village residents are expected to coordinate each other about the use of public facilities belonging to the village. Provision of infrastructure facilities such as public markets or traditional markets in the form of fisheries stalls by the Tianyar Village Government should be able to be well developed and maintained its utilization in terms of the use and maintenance of public facilities provided, for those is destined to be together so it can be used as well as possible.

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