

Analysis of Effectiveness in Improving the Welfare of Fishermen Communities in Majene Regency (Study on the Maritime and Fisheries Business Actor Card Program)

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Abstract

To protect and improve the welfare of fishing communities, the government through the Ministry of Maritime Affairs and Fisheries created a program contained in the Republic of Indonesia's KKP Regulation Number 39/Permen-KP/2017 concerning the KUSUKA Card which is a form of card integration and data for marine and fisheries business actors. This study aims to analyze the effectiveness of the KUSUKA Card program in improving the welfare of fishing communities in Majene Regency. This research uses a qualitative type with a case study approach. The results of the study show that (1) The understanding of the KUSUKA Card program in fishing communities in Majene Regency is only limited to the requirements in administering and replacing Fisherman's Cards. (2) The targeting of the KUSUKA Card program for fishing communities in Majene Regency has been successful in data collection on marine and fisheries business actors. (3) Timeliness in the distribution of KUSUKA Cards in Majene Regency has not been fully realized. (4) The objectives of the Kusuka Card program in Majene Regency have been achieved in terms of data collection to update the fishermen's database. (5) The real changes felt by fishing communities have not run optimally. So far, the goal to be achieved in improving the welfare of fishing communities in Majene Regency has not been implemented appropriately.

Keywords: Effectiveness, Community Welfare, KUSUKA Card



INTRODUCTION

The Maritime and Fishery Business Actor Card Program (*Kartu Pelaku Usaha Kelautan dan Perikanan*) KUSUKA) is a policy issued by the Republic of Indonesia's KKP aimed at protecting and empowering marine and fisheries business actors, accelerating services, increasing welfare and creating effectiveness and efficiency of the Ministry of Maritime Affairs and Fisheries programs so that they are right on target. This program is regulated in the Regulation of the Ministry of Maritime Affairs and Fisheries (KKP) of the Republic of Indonesia Number 39/Permen-KP/2017 concerning Maritime and Fishery Business Actor Cards.

According to Ictiar et al., (2021), another advantage of the KUSUKA card is the integration of data between management agencies in the regions such as the Maritime Affairs and Fisheries Service and the Civil Registry Office. So, this program is very good for avoiding non-concrete data which will then provide services that are right on target. In addition, by having a KUSUKA card, marine, and fisheries business actors can be connected to programs prepared by the Ministry of Maritime Affairs and Fisheries, including: as a prerequisite for receiving fishermen's insurance, a prerequisite for receiving government assistance related to marine and fisheries, a prerequisite for submitting applications for permits and applications for supporting documents for marine and fisheries business.

Majene Regency is one of the regencies in West Sulawesi Province which has considerable coastal potential with a length and area of water reaching 125 km², making the fisheries sector the leading sector in this area. The number of residents who work as fishermen in Majene Regency is relatively larger when compared to other professions. Data on the number of fishermen per sub-district in Majene Regency shows that the largest number of fishermen are in Banggae District, with 2,971 people, 2,215 people in East Banggae District, 1,532 Pamboang District, 1,797 Sendana District, 415 Tammerodo District, 415 Tubo Sendana District. as many as 730 people, Malunda District 769 people, and Ulumanda District 176 people (Majene Regency in Figures, 2021).

To see the effectiveness of the KUSUKA Card in improving the welfare of fishing communities in Majene Regency, can be seen from several indicators measuring program effectiveness. In Sutrisno (2010) it is said that the measurement of program effectiveness consists of Program Understanding, namely, to determine the extent to which people can understand the KUSUKA card program. In Majene Regency, there are still a few fishermen who change their cards to print KUSUKA cards from the bank. They think that the functions and benefits of the card are the same as those of fishermen's cards.

The next measurement of program effectiveness, namely target accuracy, is how the program is planned by the manager for the target group or the extent to which an institution succeeds in realizing the goals to be achieved. The program which has legal standing PERMEN-KP Number 39 of 2017 has been running for almost 5 years, but so far there are still obstacles as stated in the effectiveness of its implementation.

The next measurement of program effectiveness is timeliness where the use of time in implementing the program must be following a predetermined schedule. The delay in procuring the KUSUKA Card will affect the welfare of fishing communities (Viola & Arif, 2022: 12). This is due to the function of KUSUKA as a single identity and prerequisite for fishermen to obtain their rights. However, the phenomenon that occurs in fishing communities is ignorance in accessing the KUSUKA card. According to Saputra (2021), this is caused by information that is not optimal, services are convoluted and the online system is difficult for fishermen.

The next indicator of effectiveness is the achievement of objectives where to find out whether the objectives of the establishment of the program have been achieved or not. The achievement of goals consists of several factors including achievement time brackets, concrete targets, and legal basis (Sari et al., 2018: 135).

The last indicator of effectiveness is real change in which to find out how the changes occurred before and after the existence of the program. After conducting an initial interview with one of the fishing communities in Banggae District, Majene Regency, it was found that they had not experienced many benefits from having a KUSUKA card, it's just that shortly they were promised to receive Social Assistance from the government for holders of the card.

The various functions and benefits of the KUSUKA card make this card very important for those who have a profession in the field of maritime affairs and fisheries who in this study focus on fishing communities. The presence of the KUSUKA card is a government effort to improve the welfare of fishing communities as marine and fisheries business actors. Therefore, the procurement of KUSUKA cards is very much needed for fishing communities.

Objectives

This research intends:

1. To find out the effectiveness of the Maritime and Fishery Business Actor Card program
2. To find out the description of the welfare of fishing communities who hold Marine and Fisheries Business Cards

Discussion



The effectiveness of the KUSUKA Card Program for fishing communities in Majene Regency

Effectiveness can be understood as activeness, usability, and compatibility in an activity with the intended target (Ratumakin et al., 2020). In looking at the extent of the effectiveness of a program, one of the main points that need to be considered is the attitude of the executor himself. In addition, program effectiveness is also related to the implementation of tasks and functions, achievement of plans or goals, timeliness, compliance with regulations or procedures, and active participation of members as well as relating to stated goals and results. The effectiveness of the implementation of the KUSUKA Card program in Majene Regency includes how the achievement of the KUSUKA Card program can be seen through the five indicators as follows:

Program Understanding

Understanding of the program can be seen from the extent to which fishing communities know and understand the KUSUKA Card program. According to Viola and Arif (2022), understanding the program can be done through outreach and assistance to the target audience. This is following what was said by Sutrisno (2007), namely that by paying attention to targets or target groups, a program can be measured and the level of success in achieving the goals to be achieved is known.

Based on the research results, it is known that the socialization and mentoring activities carried out by the Maritime Affairs and Fisheries Service of Majene Regency did not have a very strong impact on the understanding of fishing communities regarding the functions or benefits of the KUSUKA Card. The majority of the knowledge of the fishing community in Majene Regency regarding the KUSUKA Card program is only limited to the replacement of the Fisherman's Card and becomes the identity of the people who work in the marine and fisheries sector. The fishermen only received information regarding the necessity of having a KUSUKA Card but did not understand further the objectives, functions, benefits, and procedures for implementing the KUSUKA Card program.

On Target

The findings in this study intend to analyze how accurate the target is in the KUSUKA Card program in Majene Regency. Target accuracy relates to the benefits received by fishing communities with the existence of the KUSUKA Card program and the suitability of card recipients with predetermined criteria.

Looking at the data presented above, it can be concluded that the accuracy of targeting in Majene Regency can be said to be successful in terms of data collection



for the identity of people working in the marine and fisheries sector. This is because both fishermen and other business actors working in the marine and fisheries sector have registered with the KUSUKA Card program but for now, the cards they hold are still in the form of KUSUKA Cards while not from printed cards issued by the Bank. In addition, fulfilling the hopes and needs of the fishing community in Majene Regency has not been carried out optimally. This is because, in the last few years, the Covid 19 Pandemic has occurred so there has been an allocation of funds and reductions which are then focused on the health sector. As well was a lack of coordination between each party involved in determining the fishing profession itself so several errors or inaccuracies were found in receiving aid from the government for KUSUKA Card holders.

On-time

Timeliness in the implementation of the KUSUKA Card program in Majene Regency can be seen from the compatibility between the timing of the implementation of the KUSUKA Card program and the provisions that have been stipulated and the continuation of the implementation of the KUSUKA Card program in Majene Regency. According to Makmur (2015), timeliness is something that can determine the success of an activity to be carried out in an organization but can also fail an activity in the organization.

Based on the research results, it can be seen that the timeliness in implementing the KUSUKA Card program in Majene Regency is still not optimal. This is because until now the fishing community in Majene Regency is still using the temporary KUSUKA Card and not the printed version of the card in collaboration with the bank. In addition, there is no clarity given to the fishing community regarding the printing of the KUSUKA Card, which causes the benefits received to be non-transferable. optimal.

For clarity on the sustainability of the KUSUKA Card program in Majene Regency, the Maritime Affairs and Fisheries Service as the agency in charge of the fishing sector in Majene Regency in granting rights to fishermen is still based on the professional status in the Identity Card has the job of a fisherman who is entitled to have a Card I LIKE. So in administrative matters related to marine and fisheries business as well as prerequisites for receiving rights for fishermen, they must have a KUSUKA Card.

Goal Achievement

The achievement of the objectives of the KUSUKA Card program in Majene Regency can be seen from the benefits and functions of the card. Correctly set goals



support the effectiveness of the implementation of activities, especially those oriented to the long term. The objectives of the KUSUKA Card program are contained in the regulation of the Ministry of Maritime Affairs and Fisheries No. 39/2017 No. 42/2019 regarding the protection and empowerment of business actors, accelerating services, increasing welfare, and creating effectiveness and efficiency of Government programs in data collection for business actors in the marine and fisheries sector to be right on target.

Based on the results of the research, it can be seen that the implementation of the KUSUKA Card program in Majene Regency is related to the functions and benefits that have been experienced by fishing communities who have this card. However, the benefits and functions felt by the community are not optimal as a whole. The government of the Maritime Affairs and Fisheries Service himself confirmed that the distribution of some of the assistance distributed by the ministry to fishing communities in Majene Regency had not been fully distributed in every sub-district, only a few sub-districts had experienced the benefits of the card apart from being a fisherman's identity and also a requirement in shipping administration.

Real Changes

Based on the research results, it can be seen that the implementation of the KUSUKA Card program in the Majene Regency has not made any real changes in improving the welfare of fishing communities. The results of interviews conducted with several fisherman informants in Majene Regency revealed that real changes in daily life as fishermen have not been felt, it's just that with the existence of the KUSUKA Card the fishing community has made it easier to buy fuel and use it in administering permits. The fishermen still find it difficult to fulfill their daily lives even when the climate or weather is not supportive causing them to get no income at all, especially fishermen who do not have a side job.

Following the results of the research discussion above, indicators of real change in Majene Regency have not run optimally, this is indicated by no increase in life changes for the people who own the KUSUKA Card, both before and after having it. Because of this, socialization must be carried out thoroughly and carried out to program targets so that the results to be achieved can be implemented and the programs made can provide positive changes to program targets.

CONCLUSION

The conclusion that can be drawn from this study is that the effectiveness of the KUSUKA Card program in improving the welfare of fishing communities in Majene Regency has not been implemented optimally. Judging from the indicators of



understanding of the program, it is only limited to the replacement of the Fisherman's Card. The accuracy of targeting is only limited to data collection on Maritime and Fisheries business actors. Timeliness in the distribution of printed KUSUKA Cards issued by banks has not been fully realized. The achievement of the goal of increasing the welfare of fishermen has not been implemented optimally and there has been no real change felt by the fishermen community who hold the KUSUKA Card apart from being an identity as well as convenience in purchasing fuel.

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