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Role Of Government In Agribusiness Information Systems Of Ornamental Fish Agribusiness For Increasing Income Of Fisherman Communities

Andi Baso Adil Natsir[1]
[1] Politeknik Pertanianan Negeri Pangkep, Indonesia
Ilham[2]
[2] Politeknik Pertanianan Negeri Pangkep, Indonesia

Corresponding Author: *adilnatsir69@gmail.com.*

Abstract

The City of Kediri is one of the leading exporters of commodities. The largest Betta fish producing area is in the Pesantren District, Kediri City. The role of the regional and central government is given as an effort to develop the betta fish business. This study aims to analyze the role of the government in developing the betta fish business in Kediri City with qualitative methods. One of the efforts made by the local government of the city of Kediri is to designate the Ketami village as the Harmoni Betta Village. Meanwhile, the central government has designated Kediri City as an aquaculture village. The government's role is in the form of activities and the provision of infrastructure for betta fish cultivators. Synergy is needed between programs from each agency so that the betta fish business development can run optimally.

Keywords: Betta Fish, business development, local government, central government

INTRODUCTION

Located in the world's Coral Triangle, Indonesia is a center of diversity for marine life, especially coral species and large ornamental fish. It is reported that over 700 species of ornamental reef fish are traded nationally and internationally in a fishermen's area of approximately 51,000 km^2 (Kasmi et al., 2023; Mastuti et al., 2022).

South Sulawesi is one of his potential regions. Due to its important geographical position,

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it has 1,973.7 km of coastline with beaches, about 48,000 km^2 of sea area and 263 small islands (Anwarudin et al., 2023; Kasmi & Karma, 2016). The region is of significant and strategic importance in terms of ecological, food security, economic, socio-cultural and natural beauty (Natsir et al., 2023). Coastal and marine biodiversity including ornamental fish, shellfish and coral reefs, Seagrass meadows, mangrove forests and various other unique coastal landscapes make for a very attractive natural landscape (Kasmi et al., 2022; Sulkifli et al., 2023).

Some global experts on corals and reef fish have stated that the Makassar waters are part of the waters of the Spermonde archipelago, which includes the world's reef areas with astonishing biodiversity (Miñarro et al., 2016; Tahir et al., 2020). The abundance of coral reefs in the waters of the Spermond Islands is a great asset for the development of the region and the improved well-being of local communities, especially those who depend heavily on coastal ecosystems for their livelihoods. The fishing and maritime tourism sectors are expected to be the main drivers of Makassar's economy (Gani et al., 2022; Syamsuri et al., 2018).

Indonesia has a comparative advantage internationally in the marine and fisheries sector thanks to its abundant marine resources (Dutu, 2015). For this reason, the Ministry of Maritime Affairs and Fisheries (KKP) has set a vision of "Indonesia to become the largest producer of seafood and aquatic products in 2016" with a mission to improve the well-being of marine and fishing communities (KKP). In 2017, this vision was further developed into seafood that matches our mission. Optimize the use of marine and fisheries resources. Increase the added value and competitiveness of seafood, and maintain environmental sustainability and quality.

Because ornamental reef fish is a local luxury business, with a wide variety to choose from to suit the interests of ornamental reef fish enthusiasts, and perfect for collectors who love marine aquariums (17th-19th centuries), it is very popular. Promising. Ornamental reef fish have different economic values for the needs of both local and exported aquariums. All Indonesian waters have unique characteristics of marine ornamental fish, both in type and quantity, which vary according to geographic location and habitat shape. The waters of South Sulawesi are known to have great potential for catching reef fish, especially reef fish (Diawati et al., 2023; Kasmi et al., 2017). This can be seen in the large number of fishermen who intensively fish from South Sulawesi, Java and Bali. Although less visible, the damage caused by irresponsible human activity is highly visible (Copes, 2019). One of his observable parameters is the increased degradation of coral reefs by humans. These include massive fishing with explosives, the use of cyanide (potassium), and the mining of corals for building material production (Asriany et al.,

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2023; Natsir et al., 2023; Zam et al., 2023). Such fishing activities are extremely harmful as they can lead to the death of corals and fish species that live around corals.

Indonesia has a comparative advantage internationally in the marine and fisheries sector thanks to its abundant fishery resources. For this reason, the Ministry of Maritime Affairs and Fisheries (KKP) has set a vision of "Indonesia to become the largest producer of seafood and aquatic products in 2016" with a mission to improve the well-being of marine and fishing communities (KKP). . In 2017, this vision was further developed into seafood that matches our mission. Optimize the use of marine and fisheries resources. Increase the added value and competitiveness of seafood, and maintain environmental sustainability and quality (16).

Ornamental fish for ornamental use is generally a region-specific high-end business with a quota system for ornamental fish for overseas trade. promising for Great for collectors, suitable for those who love saltwater aquariums (17). Ornamental corals have different economic values for the needs of both local and exported aquariums. All Indonesian waters have their own characteristics of ornamental corals, both in type and quantity. They vary by geographical location and habitat shape. The waters of South Sulawesi are known to have great potential for cultivation of ornamental corals by harvesting high-grade breeding resources for ornamental coral seedlings (18).

An overview of this condition empirically observed in Indonesian ornamental coral farming. Economic agents are still subject to classic constraints such as capital aspects, low production quality, institutions (organizations), agribusiness management, technology, agribusiness networks and market information. These constraints are often exploited by other economic actors within and outside the community to build both production and marketing networks, leaving ornamental coral agribusiness actors, especially ornamental coral farming, at a constant disadvantage (exploited).) put you in a situation.

The central government is the supreme governing body of the country (Suprihatin, 2021). On the other hand, according to Law No. 23 of 2014, local governments and local people's assemblies shall execute administrative affairs based on the principle.

Autonomy and co-government based on the broadest possible principle of autonomy in the system and principle of the unitary state of the Republic of Indonesia, as stipulated in the 1945 Constitution of the Republic of Indonesia. Business development requires the role of both local and central governments, which actively create synergies with each other so that business development can be carried out in the best possible way. Of course, further development also

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requires community involvement.

CULTURAL EVOLUTION AND PRIMARY EDUCATION

Resource diversification an Indonesia, particularly in the South Sulawesi region, possesses abundant marine resources, including coral reef species (Ilyas et al., 2020; Kasmi, 2014; Kasmi et al., 2017). Cultural evolution involves the development of knowledge and skills in managing these resources sustainably. Mapping and conservation, Cultural evolution should encompass efforts in mapping and conserving existing biodiversity, including coral reefs, seagrass meadows, mangrove forests, and other coastal ecosystems.

Mapping can assist in identifying areas with high potential for coral reef aquaculture and development. Industrial development, Cultural evolution can also involve the sustainable development of the coral reef industry (Abdullah et al., 2021; Kasmi et al., 2017). This includes increasing the value-added of products, enhancing competitiveness, and optimizing the utilization of marine resources.

1. *Education and public awareness.* Cultural evolution necessitates high levels of education and public awareness regarding the importance of preserving marine resources sustainably. Education should involve specialized training in coral reef management and conservation, as well as an understanding of the significance of coastal ecosystem preservation.
2. *Basic Education is Environmental education.* Basic education should encompass knowledge about marine environments and the importance of preserving biodiversity in regions like South Sulawesi. This can include lessons on coastal ecosystems, coral reef conservation, and principles of sustainability.
3. *Skills training.* Basic education should also prepare the younger generation with the necessary skills for the sustainable management of marine resources. This may involve training in coral reef aquaculture, fisheries management, and coastal ecosystem maintenance techniques.
4. *Awareness of human impacts.* Basic education should help develop children's awareness of the negative impacts of human activities on coral reefs and other marine life. They need to understand the importance of maintaining a healthy marine environment for economic sustainability and human livelihoods.

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5. *Collaboration between government and society.* Basic education should also promote collaboration between the government and society in the management of marine resources. Education can teach values such as active participation, justice, and responsibility in environmental preservation.

RESEARCH METHODS

This research will start from January 2023, using a qualitative approach aimed at understanding the state of a situation by referring to a detailed and detailed account of the state's portrait in a natural setting (natural environment). It was carried out in Magicassar until March. about what actually happened, based on what exists in the field of study (Abdullah et al., 2021). Interviews were conducted as part of a targeted sampling. H. Narrow down the sources of information according to the researcher's evaluation and obtain the results of in-depth interviews. The study subjects were marine ornamental fish suppliers in Makassar, and the institutional members were from Makassar City Fisheries and Agriculture Department, Fish Quarantine Center, Makassar Fisheries Quality and Safety Management (BKIPM), and Sulawesi Natural Resources Protection Center. The following table 1 is used in this research:

Table 1. Realization Of Ornamental Fish Caught By Ukm Kom Fish

		FIST							
				Realization 2021					Total
No	Month	R-2020	A	D	T-2021	A	D	R21	
1	Jan	1.485,0	572	859	1.431	37,0	415,0	789,0	1.241,0
2	Peb	1.237,0	470	704	1.174	22,0	478,5	688,0	1.188,5
3	Maret	1.372,0	545	817	1.362	37,0	474,0	792,0	1.303,0
4	April	1.447,5	558	836	1.394	26,0	349,0	701,0	1.076,0
5	Mei	1.174,5	466	699	1.165	24,0	295,0	600,0	919,0

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SOCIAL LEARNING THEORY - ACADEMIC PERSPECTIVE

From an academic perspective, the city of Makassar in South Sulawesi, Indonesia, offers a valuable context for studying the Social Learning Theory. With its cultural diversity, including ethnic groups such as Makassar, Bugis, Toraja, Mandar, Buton, Chinese, and Javanese, the city provides an opportunity to observe how individuals from different backgrounds interact and learn from one another. Additionally, Makassar's role as a major center for education and its diverse population with a predominantly Muslim religion further enriches the academic exploration of the Social Learning Theory in a real-world setting.

DISCUSSION

The given passage provides information about the city of Makassar, also known as Ujung Pandang, in South Sulawesi, Indonesia. Makassar is the largest city in the Sulawesi Selatan province and serves as its capital. It is a metropolitan city and plays a significant role as a center for trade and services, industrial activities, government functions, transportation hub, and education and healthcare services. Geographically, Makassar is located on the southwestern coast of Sulawesi island, facing the Makassar Strait. It is surrounded by the Makassar Strait to the west, Pangkajene Kepulauan Regency to the north, Maros Regency to the east, and Gowa Regency to the south. The city has a strategic position as a transportation hub connecting southern and northern regions of Sulawesi as well as eastern and western regions of Indonesia.

Makassar is known for its cultural diversity, with various ethnic groups living together harmoniously. The majority of the population is of Makassar ethnicity, but there are also Bugis, Toraja, Mandar, Buton, Chinese, Javanese, and other ethnic communities. The city has a predominantly Muslim population. Administratively, Makassar is divided into 14 districts (kecamatan), consisting of 143 urban villages (kelurahan). The city's population in 2000 was approximately 1,130,384 people, with a growth rate of 1.65%. The city's total area is around 175.77 square kilometers, including both land and water areas.

The passage also mentions the geographical features of Makassar, including its coastal and flat terrain, with a slight slope towards the west. The city is situated between two rivers, the Tallo River in the north and the Jeneberang River in the south. The climate in Makassar ranges from 20°C to 32°C, and the elevation varies from 0 to 25 meters above sea level.

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CONCLUSION

In conclusion, Makassar is a prominent city in Indonesia, serving as the capital of South Sulawesi province. Its strategic location, cultural diversity, and economic significance contribute to its role as a major center for trade, services, industry, government, transportation, education, and healthcare. The city's administration is divided into districts and urban villages, and its population consists of various ethnic groups, with Islam being the predominant religion. Makassar's geographical features, including its coastal location and river systems, further enhance its significance in the region.

1. Business development is closely related to the role of government. The roles of local governments are: Kerlahan, Kediri Municipal Food and Agriculture Safety Department and other agencies (Ministry of Cooperative Labor, Commerce and Industry Department, Culture, Tourism, Youth and Sports Department). Meanwhile, the central government receives support from the Ministry of Maritime Affairs and Fisheries.
2. The government's job is to improve the skills of fish farmers through activities such as:
Aquarium fish shows, fishing instruction, business meetings, photography training, digital marketing training.
3. Providing facilities and infrastructure The government's role is to support both aquaculture activities and infrastructure to better promote Betta fish to the public.
4. Obstacles in digital marketing and incompatibilities between government programs and communities are obstacles in the development of the Bettafish business, which requires synergies between communities and governments.

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