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## **EMPOWERMENT OF THE FISHERMEN COMMUNITY FOR PROCESSING OF TUNA FISHING PRODUCTS IN THE CITY OF KUPANG: A STUDY OF TUNA AL IJTIHAD FISH PROCESSING AND MARKETING GROUP (KPPI) IN PENKASE OELETA VILLAGE OF ALAK DISTRICT**

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### **ABSTRACT**

The community empowerment program in processing tuna fishery products is the government's effort to encourage fishermen to process non-economic potential fish into high economic power. This research is more directed at raising issues regarding the form of community empowerment of fishermen in processing fishery products in Kupang City with the research object of the Al Ijtihad Tuna Processing and Marketing Group in Penkase Oeleta Village. The aim of the study was to identify and describe the form of Empowerment of Home Industry in Processing and Marketing of Fishery Products. As well as the obstacles experienced by the Al Ijtihad Processing and Marketing Group (KPPI) in the production process, capital process and marketing process in the Penkase Oeleta Village, Kupang City.

### **KEY WORDS**

Empowerment, fishermen, processing, fisheries.

Fishermen community empowerment program is a strategic concept that needs to be implemented in order to create institutional independence of fishermen groups including; human development, business development, and environmental development in realizing the potential capabilities possessed by fishermen (Mardikanto & Soebiyato 2013), this program needs to be followed by strengthening the potential or power possessed by the fishermen themselves, by looking at the marine and fisheries potential and the socio-cultural values that the area has (Kusnadi 2019).

The City of Kupang has marine and fisheries potential as one of the mainstay sectors of the City Government to strengthen the regional economy. This potential needs to be continuously developed to increase local revenue, for the welfare of the people of Kupang City. The potential wealth of the sea and fisheries is in the form of seaweed, mangroves and various types of fish (Dahuri 2001).

Capture fisheries in Kupang City, according to Statistical data records, amounted to 24,020 tons of fisheries production in the Province of 175,299 tons. (DKP Kota Kupang 2018), but it has not been able to meet the consumptive needs of the people of Kupang City. This condition opens space for fishing fishermen, aquaculture fishermen and processing fishermen to continue to be productive in utilizing the potential of these non-economic fish catches to become more economically valuable (Ari Atu Dewi 2018).

The potential for tuna and skipjack is a concern, because they have a quite profitable fishery export value (Antara News 2018). According to data from the Kupang City Fisheries Service, tuna catches continue to increase above the 10 ton/year mark. (DKP City of Kupang 2021). This is an opportunity to increase the economic value of tuna in the marine and fisheries sector in Kupang City, and this target will strengthen job opportunities, improve community nutrition and bring in regional foreign exchange, where there needs to be an arrangement of the community fisheries sector by synergizing productivity values between fishermen catching, cultivating fishermen and fishermen processing fishery products in the City of Kupang.

The above phenomenon is an opportunity for micro-entrepreneurs in the marine sector to develop the potential of tuna to become of high economic value through home industry processing, which was developed by women from among housewives in the fishing



community circle in the coastal area of Kupang City to process fish into fish. shredded fish, fish jerky, fish chips, fish bone sticks, fish nuggets, fish balls, and others to support the lives of coastal fishing communities in Kupang City to get out of the cycle of poverty both culturally and structurally (Kusnadi, 2010).

The involvement of all institutional components, both religious institutions, government institutions and banking in empowering coastal fishing communities in the city of Kupang, facilitates and expedites the process of community empowerment in processing fishery business results as a source of PAD for the Kupang City Government, because this traditional fishing community empowerment program aims to grow and develop micro, small and medium enterprises (MSMEs) through the processing and marketing of fishery products for traditional fishing communities so that they are able to become entrepreneurs who are strong, independent and competitive, so that they are expected to become one of the alternative options for developing fishery resources in increasing the income of traditional fishing communities in Kupang City, support the progress of the regional development of Kupang City in the Fisheries Sector, and especially for fishermen processing fishery products on a micro scale.

The Fish Fishers and Fishermen Group (KPPI) Al Ijtihad Penkase Oeleta Subdistrict is one of 24 maritime sector MSME groups that have implemented a fishing community empowerment program in the Alak District area of Kupang City, by processing marine products, especially tuna, into shredded fish, fish jerky and fish bones since 2010. An interesting phenomenon is that in this empowerment process KPPI Al Ijtihad is inseparable from the Mustahiq empowerment program, the Ministry of Religion, community service, universities, Muhammadiyah University of Kupang, the Ministry of Health, and the Indonesian Ulema Council, both in the form of moral and moral support, especially from the Ministry of Maritime Affairs and Fisheries of Kupang City.

The fish processing and marketing business development program of the Directorate General of P2HP of the Ministry of Maritime Affairs and Fisheries (KKP), is a solution to strengthening the home industry in developing the processing of tuna fishery products in the coastal area of Kupang City, and this is captured by the majority of Maritime and fisheries MSMEs in Kupang City, because the potential of tuna has not been optimally utilized by traditional fishing communities in the coastal area of Kupang City.

The development of MSME groups in the city of Kupang is also inseparable from the coastal community empowerment program through the Maritime Ministry's P2HP program which is implemented in Kupang City through processing equipment facility and technical guidance for managing business development for processors and marketers of fishery products. This fisherman group is part of the processing and marketer group (KPPI) in Kupang City, where the fish processing and marketing group (KPPI) is facilitated with appropriate technology for fisheries in the Central KKP P2HP Program (DKP Kota Kupang 2021).

The availability of tuna raw materials for production activities and the potential availability of market share for the sale of processed fish products will open up space as well as become a problem for the fish processing and marketing group (KPPI) in Kupang City in utilizing the above sectors to improve the family economy. The problem of empowering traditional fishing communities in processing and marketing fish needs to be studied scientifically to address production needs and market needs for fish processing and marketing groups in Kupang City in general, by making the Al Ijtihad Fish Processing and Marketing Group (KPPI) the subject of study.

For this reason, the main issue that needs to be observed is: how do the processing and marketing of fishery product empowerment, and the marketing process of processed fish improve the family's economy as part of poverty alleviation efforts for coastal communities in Kupang City. The purpose of this study is to analyze the forms of processing group empowerment and marketing of fishery products (KPPI), as well as capital and production constraints in the empowerment of processors and marketers (KPPI).



## METHODS OF RESEARCH

This study uses a qualitative method with the type of Phenomenological study research. This Phenomenological study was chosen because there is a unique problem and the existence of the Al Ijtihad Fish Processing and Marketing Group (KPPI) in Penkase Oeleta Village, Alak District, Kupang City. Phenomenology was chosen because it saw the uniqueness of the subjective experiences experienced by individuals in understanding the concept of empowering traditional fishing communities in Kupang City in processing and marketing fishery products, especially processed and marketing products and the obstacles experienced in the processing and marketing process.

Researchers collect personal experience to understand informants (Wula, 2017: 171). This study will explain the subjective experience experienced by groups of fish processors and marketers individually as an empirical phenomenon with factual data and describe their subjective experiences according to what they experienced as research subjects (Hasbiansyah, 2008: 171). This study used a purposive technique, and the research data was collected using the triangulation method, namely observation, interviews and documentation at the Al Ijtihad Processing and Marketing Group (KPPI), Penkase Oeleta Village. The research starts from November 2021 to February 2022.

## RESULTS AND DISCUSSION

*Forms of Empowerment Processing and Marketing of Fishery Products in the City of Kupang.* The Empowerment of Fisheries Processors and Marketers is a government program to support the productivity of marine MSME groups to get the lives of fishing communities out of the cycle of poverty. This program seeks to spur productive and active community groups to run a home industry in processing the catches of fishermen and the results of fishermen's cultivation to be processed into packaged food that is durable and has high economic value.

The Al Ijtihad Fish Processing and Marketing Group in the description of the research, is one of the marine business groups that is subjectively inspired because the potential for marine and fisheries has not been properly processed by the traditional fishing community in Kupang City. This group then received moral and material support from the ministry of maritime affairs and fisheries as one of the fish processing and marketing groups (KPPI) in Kupang City in the form of technical guidance for processing fishery products and assistance with production equipment facilities for processing fishery products as well as strengthening the renovation of business houses.

The description of the research also shows that the development of KPPI Al Ijtihad cannot be separated from the support of the Ministry of Religion's poor empowerment program, and the Muhammadiyah University tertiary community service program. Kupang, according to Susilawati as the head of the group explained that: "based on subjective experience the fishing community empowerment program in processing and marketing fishery products will work well if there is group awareness of the importance of the potential of the sea as a source of strengthening the family economy, and vice versa this empowerment program will not run effectively if each business group that is formed does not have productive values both individually and collectively.

KPPI Al Ijtihad was established on December 23, 2010. The establishment of this group was originally in the form of a Joint Business Group (KUB), with the aim of simply utilizing skipjack and yellow striped tuna for the production of fish floss to meet the needs of family side dishes, as well as the rest sold to family and closest relatives who have an interest in shredded fish. This step was taken because the durability of shredded fish which lasts for a long time up to three months after the expiry date can help families reduce family expenses in meeting their daily needs, while on the other hand this location has quite a lot of potential for tuna because it is located close to a fishing port.

Good marketing developments became the impetus for the formation of the Al Ijtihad Joint Business Group (KUB) to process tuna from cakalang and yellow striped types into



shredded fish in the Penkase Oeleta Village area. Giving the name of the Al Ijtihad group has the meaning: to be serious in devoting energy and thoughts to achieve prosperity. The name given to this group was inspired by the name of a house of worship (Al Ijtihad Mosque) which is located in the Nunbaun Sabu Village area. This means that to achieve success can only be achieved by being serious in utilizing the energy and mind that God has given to humans.

This group initially consisted of 3 (three) people, namely 1 (one) chairman and 4 (four) members.

The first thing that has been developed is shredded fish processing since 2011 using manual equipment, so that in these conditions the production process occurs and disappears and consumes considerable time and energy. This Empowerment Program initially received attention from the Ministry of Religion of East Nusa Tenggara Province, through the mustahiq empowerment program of the Director General of Islamic Community Guidance of the Ministry of Religion of the Republic of Indonesia to encourage mustahiq to get out of poverty to become muzakki, and this program was welcomed by Susilawati to form productive business groups in the form of a joint business group (KUB) to encourage housewives even with limitations both in terms of social culture which prioritizes consumptive values and limitations of manual equipment which is very draining of time, energy and mind.

The description of KPPI Al Ijtihad data shows that when using manual equipment, KPPI Al Ijtihad is only able to produce 4 kg of shredded meat in one production process. This was also explained by Patmiati Samiun (members) that: "The use of manual equipment in the production process is very time-consuming and has a long period of time, so that groups experience difficulties in meeting consumer demands. the large amount of labor in the production process is not balanced with the income earned economically, so some members resign because the income is not balanced with the weight of the work, but this condition does not discourage Ms. Susilawati to continue to develop the business she started."

Research results on forms of empowerment obtained from oral literacy Susilawati (Chairman) that: This empowerment was inspired by experience while attending education in Makassar, by looking at the potential for Tuna in the Kupang City area which has not been utilized properly by coastal communities, especially fishermen women, so encouraged him to immediately form a group to process the potential of tuna fish into shredded tuna fish, even though on the way it requires hard work in the consumptive cultural circles of the local people of Kupang city.

KPPI Al Ijtihad then received the attention of the Muhammadiyah University of Kupang and the Fisheries Service of the City of Kupang and the Fisheries Office of the Province of NTT. The attention of these two institutions occurred when the marketing of Shredded Fish was carried out to Employees of the Fisheries Office of the City of Kupang, and students, employees and lecturers of the Muhammadiyah University of Kupang, so that the City Fisheries Service then carried out a direct survey to the location of the KPPI Al Ijtihad, and were given the opportunity to take part in guidance Fisheries product processing techniques organized by the Kupang City Fisheries Service, and by the Kupang City Fisheries Service KPPI Al Ijtihad were recommended to obtain appropriate technology assistance for fisheries for the APBNP P2HP Program Fiscal Year 2013, which was submitted directly by the Head of the Fisheries Service Office of Kupang City to KPPI Al Ijtihad.

Meanwhile, from the Muhammadiyah University of Kupang, the marketing strategy was marketed to the Chairperson of LP3M UM Kupang, so that this process was then continued by LP3M UM Kupang by providing assistance through a lecturer service and research program carried out by the Research and Community Service Institute at the University of Muhammadiyah Kupang, including several lecturers' research and Muhammadiyah University students are carried out in the Al Ijtihad UKM Group. The Al Ijtihad UKM group also received attention from the government media through coverage carried out by TVRI Kupang and broadcast nationally, so that the existence of the Al Ijtihad UKM and its superior products was known by many people from various circles.

The description of the research is that KPPI Al Ijtihad is growing, when it was included in the City Fisheries Service's fostered group in 2013. According to Susilawati; through the guidance of the Kupang City Fisheries Service, the shredded fish business managed by



KPPI Al Ijtihad is getting lighter with a larger amount of production and has wider market opportunities after using fishery technology machines through the APBNP P2HP Program for the 2013 Fiscal Year using appropriate technology, the APBNP P2HP Program for the 2013 Fiscal Year could reach 30 Kg at a time, and this condition also resulted in the addition of 2 group members, bringing the total members of the Al Ijtihad UKM group to 5 people.

An interesting phenomenon from the research results is that in 2014 KPPI Al Ijtihad was recommended by the Fisheries Office of Kupang City to take part in marine product processing training at the Fisheries Center of the Ministry of Maritime Affairs and Fisheries Office in Jakarta, regarding the use of marine product processing technology, in order to strengthen the production process for SME groups processors and marketers of marine products throughout Indonesia, namely training programs for processing fish into shredded fish, fish into dendang fish, fish into fish chips, fish bones into fish bone sticks, fish into fish nuggets, fish into fish pilus, fish into fish meatballs, fish into fish satay and others. As a result of the training, then KPPI Al Ijtihad selected these three products to be superior products, namely: shredded fish, fish jerky, and fish bone sticks.

Group strengthening was also carried out by the East Nusa Tenggara Province Fisheries Service for the Fish Processing and Marketer Group, where KPPI Ijtihad Members were included in activities according to recommendations from the Kupang City Fisheries Service and Provincial Fisheries. This recommendation was also given to fish processing and marketing groups under the guidance of the Kupang City Fisheries Service. KPPI Al Ijtihad is directly involved in every activity carried out by the Fisheries Service of East Nusa Tenggara Province, so this opportunity is utilized by KPPI Al Ijtihad to expand business networks both with fellow marine product processing groups and with the local government through the staff of the Fisheries Service of East Nusa Tenggara Province.

Strengthening the KPPI Al Ijtihad business is also carried out through fishery field extension workers at the City Fisheries Service who always coordinate with groups in the form of assistance in providing information on marine sector business developments, as well as accepting all problems and constraints experienced by groups in the production process, financial management and marketing, as well as facilitating administrative matters related to NIB, Business Certificates, as well as activity invitation letters from the Fisheries Service at both the Provincial and Central levels. These reinforcements then had an impact on MSME Home Improvement Assistance carried out by the Ministry of Maritime Affairs through the Central DIPA Fund, where KPPI Al Ijtihad became one of the MSME recipients of the Fund assistance.

While on the other hand, according to the results of the study, strengthening the KPPI Al Ijtihad business was also carried out through a process of strengthening the understanding of the quality of production results through BPOM laboratory examinations, as well as determination of IRTP by the City Health Service and Strengthening halal food by the Indonesian Ulama Council of East Nusa Tenggara Province in collaboration with the Office Industry and Trade of East Nusa Tenggara Province. The above research components are important aspects for the progress of KPPI Al Ijtihad in Processing and marketing fishery products in the form of Shredded Fish, Fish Jerky, and Fish Bone Sticks in the city area of Kupang, East Nusa Tenggara Province, and outside the province of East Nusa Tenggara.

A further description was also conveyed by Susilawati as Chair of KPPI that: the development of empowering fishery product processing cannot be separated from the support of the ministry of Religion, Muhammadiyah University, Ministry of Maritime Affairs and Fisheries, BPPOM, Ministry of Health MUI and Deperindak, as partner institutions that have an adequate role significantly in encouraging the development and progress of every MSME. Therefore it is necessary to realize that the progress of every MSME lies in how UMKM can build partnerships and trust to always be the concern of government agencies, private institutions and higher education institutions as well as the general public both technically and administratively.

The description of the research results obtained through the opinions above shows that the forms of community empowerment through the processing of fishery products for coastal fishermen in Kupang City, especially for MSME fish processors and marketers, and the



progress achieved lies in the partnership process that is built continuously between the business community, government agencies, private institutions and higher education institutions.

*Production capital in empowering fish processors and marketers in the city of Kupang.* The description of the research shows that the form of business capital for the AI Ijtihad UKM group was initially carried out independently, so that this type of business was sought to be developed in a gradual manner while keeping abreast of market developments. This was explained by Susilawati that if demand increases, the production process is multiplied and when market demand decreases, the production process is reduced, similarly when fish prices increase, the production process is reduced. This was further explained by Susilawati that Business Problems in the fisheries sector require hard work, because when it is the west season (wind wave), business actors will have difficulty getting fish raw materials and when the season is bright, business actors will get fish raw materials at low prices. high price,

The use of business capital by KPPI AI Ijtihad at the beginning of its production in 2013 after using appropriate technology APBNP P2HP, amounting to Rp.3,800,000, which was used to develop three superior products of KPPI AI Ijtihad, this capital was adjusted to market demand, because all products produced depending on the size of market demand. In the reality of production, sometimes market demand can go up and down, so that demand cannot be fully fulfilled or served due to limited capital, limited raw materials, and limited marketing.

The description of the research results on the use of production capital by the AI Ijtihad UKM group was explained by Susilawati as Chair of the AI Ijtihad KPPI that: based on production experience, the capital used was IDR 3,800,000. With these funds, working capital was issued IDR 3,783,000. - with a turnover of 4,062,000; - and a net profit of Rp. 393,000, - in one production. This net profit is calculated after production capital is spent, Group Member Honor and Infaq and Taxes. It is hoped that the turnover from this production can provide space and encouragement for group members, especially housewives, to be more enthusiastic about supporting the family economy in the domestic sector.

The description of the research interview above was then analyzed using a table by looking at the three superior products of KPPI AI Ijthad, namely the production of shredded fish, fish jerky and fish bone sticks which are contained in the following detailed table:

Table 1 – Production Capital of KPPI AI Ijtihad

No	Type of business	Capital (Rp)	Working Capital/Day (Rp)	Turnover / month (IDR)	Net profit (Rp.)
1	Shredded Fish	2.600.000,-	2,596,000,-	2,762,500,-	280.800,-
2	Fish Bone Sticks	500.000,-	495.200,-	520.000,-	24.500,-
3	Fish Jerky	700.000,-	692,300,-	780.000,-	87.700,-
Amount		3.800.000,-	3,783,000,-	4,062,000,-	393.000,-

Source: KPPI AI Ijtihad, 2021.

From the description of the table above by looking at the flow of working capital movement up to the turnover and profit of the AI Ijthad MSME group in one production, it is known that the production capital for Shredded Fish is Rp. 2,600,000, - with details: working capital of 2,596,000, - turnover of 2,762,500, - and profit of 280,800, - with details:

Table 2 – Details of Expenditures and Receipts of Shredded Fish Production of KPPI AI Ijtihad

Entry and Expenditure of Raw Materials and Other Expenditures	Turnover	Working capital	Profit
Turnover in 1 time of work 17. Kg @ 162,500	Rp. 2,762,500.-		
The cost of applying fish is 20 kg @ IDR 65,000.		Rp. 1.300.000,-	
Cost of purchasing cooking oil and spices		Rp. 445.000,-	
Packaging and labeling costs 85 @ 3000		Rp. 255.000,-	
Honorarium Fee for 5 members @ Rp. 80,000		Rp. 400,000-	
Machine Maintenance Costs		Rp. 100,000.-	
Infaq/zakat fee 2.5%		Rp. 69.050,-	
1% Tax Fee		Rp. 27.650.-	
Profit	Rp. 2,767,500	Rp. 2,596,700	200,800

Source: KPPI AI Ijtihad, 2021.



The data obtained from the KPPI Al Ijtihad group above shows that the greater the amount of production, the greater the amount of turnover and profit generated, so that management mastery of capital and marketing becomes a determining tool for the progress of micro-business actors in the marine and fisheries sector, especially in the fish processing and marketing sector in Kupang City, of course by looking at the amount of fish raw materials obtained for the production of processing fishery products in Kupang City.

The production process that is run from three types of products produced in one production in Table 1 with a capital of IDR 3,800,000, working capital of IDR. 3,783,000, - estimated to reach a turnover of Rp. 4,062,000,-/production and profit of 393,000,-/production after deducting production costs and member honoraria, Infaq, Taxes, maintenance of production equipment and additional purchases of production equipment. Susilawati explained that: Market demand for production results becomes a problem if demand is not balanced with production output, and market share control is not sufficient so that it does not have a positive impact on larger quantities.

The involvement of the banking world is an important factor in efforts to strengthen production capital. For the sake of business progress, MSMEs need to build partnerships with the banking world which have been prepared by the government through people's business credit funds (KUR). The Sisuka Card Account Program is an alternative program from the Ministry of Maritime Affairs and Fisheries for an empowerment program for MSME actors, because of this Strengthening makes it easier for each KPPI Member as a banking alternative to answer market share requests. The results of the research description show that in order to strengthen capital, the ministry of maritime affairs has programmed sisuka cards for fishermen, where MSME members. Production facilities are the basic potential in carrying out the production process according to the type of business that is needed and planned to be developed by KPPI Al Ijtihad.

This is described by Susilawati as Chair of KPPI Al Ijtihad that: Her subjective experience in managing KPPI Al Ijtihad in order to get support from the banking world through People's Business Credit (KUR) funds, for MSME business actors it is enough to complete several administrations according to the provisions, including: 1) Statement Letter Business, 2) Account Book / Sisuka Card Account, Photocopy of KTP, and photocopy of family card, NPWP Card and other guarantees in accordance with the amount of the loan request. According to Susilawati, with good financial management, MSMEs can enter the circle of the banking world to obtain capital support for the strengthening and development of MSME actors engaged in the marine and fisheries sector.

From the description of several opinions in the research above, it can be concluded that the regular management of financial management in the production process originating from own capital, socio-economic assistance and bank loans will influence the development of KPPI in increasing its business productivity.

*Barriers to production and marketing in empowering fish processors and marketers (KPPI) in Kupang City.* Human resources and socio-cultural culture, and access to marketing in empowerment programs are one of the obstacles to the development of KPPI in Kupang City. The results of the study show that the slow and declining development of MSMEs is influenced by local fishermen's resources which are still limited to the traditional selling culture of non-economic raw fish catches, as well as the social culture of the community which is still strong with traditions in traditional parties in the amount of expenditure that exceeds income, so this condition has an impact on the tendency of declining economic productivity values among housewives.

The basic problem of production and marketing barriers for KPPI:

First, from the aspect of human resources, MSME members in Kupang City are still below the standard in processing fishery products both from the production and marketing aspects, so that the development of MSME in the maritime sector and fishery in Kupang City is not too significant;

Second, group member conflicts often occur because each group member tries to get out of the group and do their own business because they feel more fortunate and don't want to be bound by the rules made in the group;



Third, the weak market access of group members due to the weak use of electronic media and transportation media so that the products produced do not quickly enter the consumer market environment;

Fourth, strong traditional party traditions with large budgets, so that members become passive in the production process when consumer market demand is high;

Fifth, the sale of product results depends on the amount of production produced taking into account the size of the fish raw materials obtained by KPPI Al Ijtihad from Partner institutions originating from tuna companies and raw tuna business actors who carry out marketing of fishery docks and at the City Oeba market Kupang in the west season, where in that season MSME actors experience difficulties in obtaining fish raw materials.

This was also explained by Susilawati as Chair of KPPI Al Ijtihad that limitations in production are caused by the west monsoon and sea waves, as well as the full moon season where fishermen find it difficult to get catches due to weather conditions that do not support the activities of fishing fishermen, besides that the increase in the price of tuna causes the demand for raw materials by the MSME group to decrease. This condition is one of the obstacles to market demand for fish floss, fish jerky and fish bone sticks produced by KPPI Al Ijtihad. Besides the limited knowledge of members in accessing consumer needs, as well as being passive in groups so that they separate themselves from the group because they want to run other businesses.

The description of the research results obtained through the opinions above shows that production and marketing obstacles in the empowerment program for fish processing and marketing groups (KPPI).

## **CONCLUSION**

The development and progress of community empowerment through the processing of fishery products for coastal fishermen in Kupang City lies in a partnership process that is built on an ongoing basis between the business community, government agencies, private institutions and higher education institutions.

Organized financial management in the production process originating from own capital, socio-economic assistance and bank loans will affect the development of KPPI in increasing its business productivity.

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