

## Coastal Resource-Based Entrepreneurship: A Strategy to Improve the Quality of Life of Coastal Area Communities

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### ABSTRACT

This research is a descriptive qualitative research using observation, interview and documentation data collection. The research subject is the community of Untia Fishermen Village in Makassar City, totaling 5 informants who have various incomes ranging from agriculture, fisheries and marine potential in Untia Fishermen Village. The results showed that coastal communities need knowledge and understanding of entrepreneurship and how to process coastal resources. The process of community empowerment through coastal resource-based entrepreneurship training in accordance with the empowerment stage, namely the stages of training implementation, namely planning, counseling, coastal resource-based entrepreneurship training activities, mentoring and evaluation. Supporting factors such as the positive response of the community, adequate natural potential as the main raw material and support from the government, while the inhibiting factors for empowerment through manufacturing training are lack of capital, packaging equipment is still rarely sold, and the community has not been able to optimize the training process and has not been able to manage time. Hopefully, coastal resource-based entrepreneurship is an emerging concept as a potential solution for wise management of coastal natural resources with the aim of maintaining the sustainability of natural resources and the environment, while increasing the income and quality of life of coastal communities.

**Keywords:** *quality of life, entrepreneurship, coastal resources*

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## 1. INTRODUCTION

Coastal areas have a widespread importance in the global context, as they not only hold tremendous natural resources, but also have a significant impact on human life and ecosystems on earth. Coastal areas are home to high biodiversity (Nengsih, 2020). Coral reefs, mangrove forests, seagrass beds, and other coastal ecosystems are home to a variety of plant and animal species, including some that are rare and endangered. The existence of these diverse organisms in coastal areas not only supports local ecosystems, but also plays an important role in the global food chain (Sharma & Chatterjee, 2017). Therefore, maintaining the balance of coastal ecosystems is critical to the balance of ecosystems around the world. Coastal areas also have a direct impact on human life. Many communities around coastal areas depend on coastal natural resources as their main livelihood (Ferrol-Schulte et al., 2014). Catches of fish, shellfish and crabs, as well as seaweed, provide important protein for people around the world. In addition, coastal areas also provide people with important sources of clean water, firewood and building materials.

In the context of the global economy, coastal areas play a significant role. Major ports located in coastal areas are vital international trade hubs (Dwarakish & Salim, 2015). Raw materials, consumer goods and commodities are traded through these ports, connecting countries around the world. In addition, coastal tourism is also an important economic sector. Beautiful beaches, diving activities and the natural beauty of the sea are

the main attractions for tourists, creating economic opportunities for local communities (Syahrial & Badollahi, 2020). Apart from ecological and economic aspects, coastal areas also have an impact on the global climate balance. Coral reefs, for example, play an important role in sequestering carbon dioxide from the atmosphere, helping to control global warming (Hori et al., 2019). As natural carbon sinks, coastal ecosystems play a strategic role in climate change mitigation.

Thus, the importance of coastal areas in a global context is enormous, in terms of nature conservation, the sustainability of human livelihoods, the global economy, and their role in addressing climate change. Efforts to protect and maintain coastal areas are an investment in the future of the Earth and the sustainability of ecosystems that are home to all (Arkema et al., 2017). The diversity of natural resources possessed by coastal areas, such as fisheries, coral reefs and seaweed resources, makes them one of the most valuable economic assets.

However, despite their great potential, coastal areas are also faced with a series of serious challenges. Poverty and environmental degradation are two of the main problems that plague coastal areas around the world (Ghimire & Pimbert, 2013; Araújo & Costa, 2019; Olanipekun et al., 2019; Juju et al., 2020). Poverty is rampant in many coastal communities, with limited access to adequate education and health services. Many coastal communities around the world live in alarming conditions of poverty. Limited access to education, health services and decent employment opportunities are problems that coastal communities often face. This poverty is the result of a variety of factors, including a lack of economic resources and opportunities for sustainable livelihood development. In addition to poverty, coastal areas also face serious environmental degradation. Coastal natural resources, such as fish, coral reefs and seaweed, are valuable economic assets. However, poor management and overexploitation have led to a drastic decline in the abundance and sustainability of these natural resources. In addition, rapid climate change also threatens the sustainability of coastal ecosystems by increasing the risk of flooding, seawater intrusion and stronger storms.

One of the main roles of coastal natural resources is as a source of livelihood. Fish is one of the most important coastal resources in supporting the lives of coastal communities. Fishing communities rely on fish catches as their main source of income. Fish is not only a vital source of protein for community consumption, but also an important trade commodity in local, regional and international markets (Vianna et al., 2020). Therefore, the sustainability of coastal fisheries is critical to maintaining the livelihoods of coastal communities. Apart from fish, other coastal natural resources also play an important role in community livelihoods. Seaweed, for example, is used in the food and pharmaceutical industries, and is a source of income for seaweed farms. Clams, oysters and crabs are other examples of captured and farmed products that provide income for coastal communities.

In addition to the fisheries sector, coastal tourism is also an important source of livelihood. Beautiful beaches, stunning coral reefs and abundant marine biodiversity attract tourists (Kundur & Murthy, 2013). Local communities can generate income from the provision of accommodation services, restaurants, diving equipment rentals, and various other tourism activities. At a broader level, coastal natural resources also support livelihoods in other related industries, such as fish processing, boat building and trade in coastal products. All of these create employment and economic opportunities for coastal communities.

However, it is important to remember that sustainability in coastal natural resource management is crucial. Overexploitation and unsustainable management can threaten the livelihoods of coastal communities and damage the coastal ecosystems that support them (Onyena & Sam, 2020). Therefore, it is important to maintain a balance between natural resource exploitation and environmental conservation so that the livelihoods of coastal communities can remain sustainable and provide long-term benefits to these communities. In facing this challenge, it is important to work together across sectors and involve local communities in the decision-making process. Only with a holistic and sustainable approach can we achieve sustainable management of coastal natural resources and protect the sustainability of these precious ecosystems.

In this context, the concept of coastal resource-based entrepreneurship emerges as a promising solution. Coastal resource-based entrepreneurship not only includes wise management of coastal natural resources, but also involves the active participation of local communities in decision-making and utilization of these natural resources (Prihanta et al., 2020). This concept emphasizes the importance of a sustainable approach in utilizing coastal natural resources, with the aim of not only increasing community income, but also maintaining the sustainability of natural resources and the environment.

Thus, in this article, we will explore the concept of coastal resource-based entrepreneurship as a strategy that can improve the quality of life of people in coastal areas. The article will outline the importance of coastal areas in a global context, the key role of coastal natural resources, the problems faced in their management, and how entrepreneurship can be a sustainable solution. With a better understanding of coastal

resource-based entrepreneurship, it is hoped to explore the great potential of coastal areas to achieve better economic, social and environmental sustainability.

Coastal resource-based entrepreneurship is an emerging concept as a potential solution to address these issues. The concept encompasses the wise management of coastal natural resources with the aim of maintaining the sustainability of natural resources and the environment, while increasing the income and quality of life of coastal communities.

## **2. RESEARCH METHODS**

This research adopts a descriptive qualitative approach to explore an in-depth understanding of the community empowerment of Untia Fishermen Village in Makassar City. This research method combines observation, interview, and documentation data collection to detail important aspects of the study.

### **2.1. Research Design**

This research uses a descriptive qualitative design because the main objective is to explain the phenomenon of community empowerment in Untia Fishermen Village in detail and in depth. This approach allows researchers to explore various perspectives and understandings that exist in the field.

### **2.2. Data Collection Technique**

The data collection technique in this research is by using observation, interview, and documentation. Data will be collected through direct observation of activities and situations in Untia Fishermen Village. Observations will include empowerment practices and ways of processing coastal resources. In-depth interviews will be conducted with informants involved in the empowerment process. Interviews will be used to gain a deeper understanding of their views on coastal resource-based entrepreneurship training. Data will also be collected through the analysis of relevant documents, such as training plans, records of the empowerment process, and other relevant documents.

### **2.3. Data Analysis**

The data collected will be analyzed qualitatively. Data from observations, interviews, and documents will be analyzed to identify patterns, themes, and important aspects related to community empowerment through coastal resource-based entrepreneurship training. The qualitative analysis approach will allow researchers to explore the meaning and deep understanding of the data.

Thus, this research will use a descriptive qualitative approach by integrating data from various sources, namely observation, interviews, and documentation, to explore the understanding of community empowerment in Untia Fishermen Village and the factors that influence the empowerment process.

## **3. RESULTS AND DISCUSSION**

### **3.1 Improving the Quality of Life of Coastal Communities**

Coastal communities consisting of fishermen, fish farmers, seafood processors and traders, as well as other communities whose socioeconomic lives depend on marine resources, are a segment of the nation's children who are generally still classified as poor. The underdevelopment of coastal communities is in addition to limited access to capital sources and weak socio-economic institutional infrastructure. Conditions like this make coastal communities increasingly left behind (Nurhasanah & Jalal, 2021).

According to Wardiani et al. (2018) coastal areas have often been neglected in governance and development. In various aspects of life, especially social/economic, coastal areas and their communities are still in a deprived condition, far behind the conditions of people in urban areas. The governance of coastal areas is considered to determine the progress of coastal areas or the improvement of the welfare of coastal communities, so it is appropriate to improve the governance of coastal areas to be the focus of the Indonesian agenda. Untia Fishermen Village is a coastal area with the average community working as farmers, fisheries and fishermen. The natural resources produced include rice, milkfish, shrimp, garden products, and fish caught by fishermen.

One of the causes of the low quality of life of the Untia Fishermen Village community is due to the lack of public awareness in participating in activities both formal and non-formal education so that the experience gained is very minimal even though the ability to make things, the community is very creative and able to digest learning well. therefore one of the ways to improve the quality of life of coastal communities is to carry out training activities that are in accordance with the conditions of the Untia Fishermen Village community.

In analyzing the need for entrepreneurial knowledge and skills for the Untia Fishing Village community, data was collected through documentation and planned and structured interviews and training. From

the interview results, it can be explained that 60% of the people are enthusiastic in participating in the training process, the rest are still many who think and cannot manage their time to attend training. From the implementation of the training, it can be concluded that 70% of people who have never attended education and training at all and 20% who have attended training, but the education and training process does not touch on aspects of building entrepreneurial knowledge and skills. Meanwhile, 10% of the community have participated in non-formal education and training related to entrepreneurial skills. So it can be concluded that most of the people of Untia Fishermen Village still do not have knowledge of literacy and in-depth skills regarding entrepreneurship.

This research understands the condition of the community's quality of life before participating in coastal resource-based entrepreneurship training. After attending the training, the community of Untia Fishermen Village wants to implement the results of the training directly in the form of business. This has proven that the work productivity of coastal communities about business has been understood and the urge to create alternative businesses for the creation of quality life satisfaction.

### **3.2 Diversification of Coastal Resource Products**

The material presented in the training is Entrepreneurship. Entrepreneurship is a discipline that studies the values, abilities and behavior of a person in facing life's challenges and how to get opportunities with the risks that may be faced (Marfuah, 2021). The survival mechanism of the Untia Fishermen Village community is highly dependent on quarterly harvests for rice farmers and pond harvests once a year, while for fishermen their daily income comes from catching fish at sea. The results of an interview with one of the people of Untia Fishermen Village that milkfish has many bones so that rarely are interested in processing it. Even though without the community realizing the process of removing the thorns on milkfish takes a maximum of 5 minutes. The form of business diversification used as a sample is making milkfish meatballs and nuggets which can be developed on the coast of Untia Fishermen Village, especially in ecotourism activities in Untia Fishermen Village. With the combination of product diversification with entrepreneurship material, the community began to understand and be enthusiastic in the process of practicing diversification of coastal resources.

The community of Untia Fishermen Village has a fairly high entrepreneurial spirit seen from the results of interviews conducted, namely many who want to become entrepreneurs but the community has not been able to jump directly due to lack of knowledge and the community is unable to determine and manage a business. From the observations made in the field, there are several stages in the process of implementing empowerment activities through coastal resource-based entrepreneurship training conducted by researchers. According to (Sulistiyani, 2014) empowerment that must be passed in empowerment, namely:

- a. The stage of awareness and behavior formation towards conscious and caring behavior so that they feel the need for self-capacity.
- b. The ability transformation stage in the form of knowledge insights, skills to open up insights and provide basic skills so that they dare to take a role in development.
- c. The stage of increasing intellectual abilities, skills so that initiative and innovative abilities are formed to lead to independence.

In the stage of awareness and formation of conscious behavior of the community and care feel the need for self-capacity is included in the planning stage and extension of material activities this is in accordance with the stages described in the research results. Furthermore, the stage of ability transformation in the form of knowledge insights and skills is included in the stage of understanding coastal resource-based entrepreneurship material. Then in the stage of increasing intellectual abilities and innovative and creative abilities included in the training assistance process and evaluation provided by the community as a lesson learned whether there are still many shortcomings in this training.

### **3.3 Supporting and Hindering Factors in the Training Process of Coastal Resource Product Diversification**

#### **a. Supporting Factors**

Community Empowerment through Entrepreneurship Training based on coastal resources can run well due to supporting factors, namely:

- 1) Positive response from the enthusiastic community. This is evidenced by the participation and attendance of the community, the process of making meatballs and nuggets which are relatively easy can also be created so that they are easily accepted by the community.
- 2) There is support from the government in the form of equipment used when carrying out training.
- 3) Adequate natural potential, the availability of raw material sources that are easily obtained around the coastal area helps to get raw materials for easy production, so that the problem of raw materials is not too difficult to find.

b. Inhibiting Factors

Community empowerment in the process of implementing coastal resource-based entrepreneurship training has several inhibiting factors that make it less than optimal and not in accordance with the objectives.

From the above statement, it can be concluded that the inhibiting factors for the community in participating in coastal resource-based entrepreneurship training:

- 1) Lack of capital so that people are still hesitant in starting a business.
- 2) The equipment needed for packaging is rarely available in the local area.
- 3) The community has not been able to optimize the training process and cannot divide time.

The inhibiting factors and constraints in terms of the research implementation process are as follows:

- 1) Training activities are carried out during the fasting month so that the training implementation time is only 1 day.
- 2) Government transition and the inauguration of the new RT and RW or village head.

### **3.4 Community Implementation of Coastal Resource-Based Entrepreneurship**

In Wantah's research (2017) entitled Empowerment of Fishermen Based on Economic Education and Coastal Potential in North Minahasa Regency, this study took 40 subjects who work as fishermen spread across 3 North Minahasa Districts. In contrast to the research subjects in Untia Fishermen Village by taking research subjects who work as pond farmers, rice and fishermen and entrepreneurs. As for the results of Wantah's research (2017), analyzing the needs of fishermen about business diversification based on coastal and marine potential and understanding the characteristics, attitudes and principles of being a successful entrepreneur that can be implemented in productive business activities on the coast and requires knowledge of business capital literacy. This research provides training activities on coastal resource-based entrepreneurship, namely understanding the characteristics of being an entrepreneur and practicing product diversification with milkfish raw materials. The results of the research from the community who participated in the training are expected to be able to implement coastal resource diversification and require ongoing training on understanding entrepreneurship by the local government. A small part of the Untia Fishermen Village community has the desire to start a business.

## **4. CONCLUSIONS AND SUGGESTION**

The problems often faced by coastal communities are abundant natural resources but limited ability and knowledge to manage and utilize them properly. This is a strong reason for the community so that most people are only indifferent and dependent on coastal resource income. However, the spirit of the community in entrepreneurship is very good, therefore it is necessary to hold coastal resource-based entrepreneurship training. Coastal resource-based entrepreneurship training has stages in the implementation of training including planning is the initial stage carried out before carrying out training activities, this stage analyzes the economic condition of the community and the level of quality of life of the community. The second stage is counseling training activities, in this stage introducing and providing information to the community about the basics of entrepreneurship and providing information on the existence of coastal resource-based entrepreneurship training activities. The third stage is coastal resource-based entrepreneurship training activities. The fourth stage is the mentoring process, in this process the community is assisted in making meatballs and nuggets and processing them into instant food. The last stage is the evaluation stage is the community's assessment of training activities and the community is required to issue the ability to process coastal resources so as to improve the quality of life of coastal communities.

Supporting factors in the process of coastal resource entrepreneurship training are positive responses from enthusiastic communities, support from the government and adequate natural potential. The inhibiting factors of the coastal resource entrepreneurship training process are the lack of capital, inadequate packaging equipment and the community has not been able to optimize the training process and cannot manage time. Hopefully, coastal resource-based entrepreneurship is an emerging concept as a potential solution for wise management of coastal natural resources with the aim of maintaining the sustainability of natural resources and the environment, while increasing the income and quality of life of coastal communities.



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