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Empowerment of Besek Bamboo Crafts in Coastal Communities, Kasiyan Village, Puger District, Jember Regency**Nanik Hariyana¹, Nuruni Ika K W², Nurkholish Majid³**^{1,2,3}Management Faculty of Economics and Business, UPN Veteran Jawa Timur, Indonesia

ABSTRACT: Activities in the trade of bamboo basket crafts by the people of Kasiyan Village to Mojosari Village, which are mutually beneficial, certainly provide benefits and become a strategic economic link. Matrix IFAS and EFAS note that the results of the weighting of the strategic factors obtained a total score of 1.97 strengths and a total score of 1.93 weaknesses so that the total number of internal factors is 3.91. Meanwhile, the total score of opportunity is 2.41 and the total score of threat is 1.97 with the total number of external factors being 3.9. So that the position of the bamboo besek business in the SWOT diagram is in quadrant I. Therefore, the strategy that must be carried out by this bamboo besek business is an aggressive strategy, namely the S-O strategy which has been analyzed through SWOT matrix analysis.

KEYWORDS: Community Empowerment, Bamboo Besek**INTRODUCTION**

Indonesia as a maritime country has various potentials in the marine and fisheries sector. The potential of local wisdom that is characteristic of this certainly needs to be further developed in order to provide benefits to the community, especially in coastal areas (Burhandin et al, 2013). But unfortunately this reality is inversely proportional to the welfare of coastal communities who are increasingly slumped in a state of poverty (Andrianto et al, 2016). The abundant marine resources have not been able to reach coastal communities who should be able to enjoy the benefits of the potential diversity of marine natural resources in Indonesia.

The lack of appropriate management steps in managing the economic system of coastal communities is also supported by the low level of public understanding of the natural resource management sector (Kusumaningrum, 2013). Natural resources in coastal areas do not only come from the sea but also biodiversity in coastal areas that can be used as a source of local economy. The combination of the potential of natural resources through marine biota and biodiversity around the coast should be able to prosper the coastal community and be able to support the economy of the local community. This problem is now experienced by the community in the village of Kasiyan, Puger District, Jember Regency.

Local people besides having abundant natural resources also have expertise in making a besek craft made of bamboo. The craft is a home industry product that is marketed to fishermen in other villages and sub-districts to be a complementary material in packaging fish catches. The fishing community needs these baskets as a form of packaging and regional characteristics in packaging their catch which is then packaged with the bamboo basket. Activities in the trade of bamboo basket crafts by the people of Kasiyan Village to Mojosari Village, which are mutually beneficial, certainly provide benefits and become a strategic economic link.

However, with the development of time and also the impact of Covid 19, the productivity of the Kasiyan Village community who are proficient in making bamboo basket crafts is decreasing. Based on interviews with several local communities, this is due to the lack of manpower and only a few are able to process a piece of bamboo which initially has little value but when processed into a craft it is able to produce a higher economic value. Thus this study seeks to analyze the problems in community productivity in using bamboo besek crafts and seeks to provide optimal solutions on how the community is able to maximize the potential of natural resources both from the sea and biological as well as expertise in making bamboo baskets which is a characteristic of packaging from fishermen in the neighboring village to be able to market their marine products to various areas outside Jember Regency.

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II. RESEARCH METHODS

2.1 Activity Framework

In the analysis of mapping the income level of the people of Kasiyan Village, an initial survey was carried out, supported by local population data obtained from BPS Jember Regency.

2.2. Research Approach

In this study, the steps to be taken in empowering the coastal community through Fish Besek Crafts in Increasing Family Economic Income are by direct investigation to the research location, namely in Kasiyan Village, Puger District, Jember Regency. This study will use two basic research designs, namely quantitative exploratory and descriptive research which will be carried out in stages.

1. Quantitative Exploratory research
2. Descriptive research
3. SWOT analysis

II. RESULTS AND DISCUSSION

Based on the results of the analysis of internal and external factors carried out both through observations and interviews in Kasiyan Village, Puger District, Jember Regency. The results of the analysis of the internal factors possessed by the Bamboo Besek Craftsmen are shown in table 3.1 below.

Table 3.1 Internal Factor Analysis Results

Internal factors				
No	Strength	Score	Weight	Score
1.	The potential of natural resources is abundant bamboo.	0.8	0.75	0.6
2	Potential of Human Resources, especially Housewives.	0.5	1.5	0.75
3	The need for bamboo besek by traders to sell the catch of fish.	0.3	0.75	0.225
4	The marketing reach of Besek Bamboo is to various sub-districts in Jember Regency.	0.2	0.5	0.1
5	The abundant marine potential makes Besek Bambu the most effective container for packing fish.	0.6	0.5	0.3
Amount		2.4		1.97
No	Weakness	Score	Weight	Score
1.	The quality of the Bamboo Besek is not so guaranteed	0.6	0.7	0.42
2.	The packaging design is still considered simple	0.3	1.2	0.36
3.	Craftsmen who tend to be passive only rely on the needs of traders	0.5	0.6	0.3
4.	The work ethic of the craftsmen is less than optimal	0.5	0.5	0.25
5	The number of craftsmen is decreasing due to the progress of the times	0.6	1	0.6
Amount		2.5		1.93
Total		4.9		3.91

(Source: Processed Research Data, 2021)

The results of the analysis of external factors faced by Bamboo Besek Craftsmen, among others, are shown in table 4.2 below:

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Table 3.2. External Factor Analysis Results

External Factors				
No	Opportunity	Score	Weight	Score
1.	The potential number of housewives who can be directed to become bamboo besek craftsmen	0.8	1.5	1.2
2	Increasing the income of local residents through bamboo management is not only a besek	0.5	1.3	0.65
3	The potential for natural wealth other than bamboo that can be used for various crafts	0.4	0.8	0.32
4	Support from local officials and government to the residents as an effort to empower.	0.6	0.4	0.24
Amount		2.3	4	2.41
External Factors				
No	Threat	Score	Weight	Score
1.	There will be fewer craftsmen in the future because the next generation prefers other professions	0.5	0.4	0.2
2.	The emergence of fish packaging methods in a more modern way in the future	0.5	1.6	1.28
3.	Fish collectors who prefer to set low prices for their bamboo baskets	0.4	0.3	0.12
4.	Packaging with bamboo baskets which in the future will be less desirable when sold in the market	0.5	1.7	0.85
Amount		2.2	4	1.97
Total		4.7		3.9

(Source: Processed Research Data, 2021)

IV. DISCUSSION

After knowing the position of the Bamboo Besek Craftsman in Kasiyan Village which is in quadrant I of the SWOT diagram, the strategy that must be carried out by the Bamboo Besek Craftsman business in Kasiyan Village is an aggressive strategy. SWOT matrix analysis needs to be done to find out the steps that can be taken to implement this strategy.

The WO strategy and WT strategy are described as follows:

The SO strategy uses strengths to take full advantage of opportunities. In this strategy, the bamboo basket craft business can increase the amount of *mass* production so that it can reduce production costs. With a more competitive price so that it can attract the interest of the local market, especially for fishermen who use fish baskets for selling their fish outside the Puger area. Carry out product innovation so that *packaging* innovation is in accordance with the target market. Maintaining a relatively competitive product image because bamboo baskets are not only used for fish preservation, but can also be used as a medium for planting chili seeds and other media and have added *value* because the raw materials come from their own gardens so as to guarantee the product which are of high quality and have the potential to penetrate markets outside the Kasyan village area, Puger sub-district. Increase partnerships, especially in the fields of marketing, technology and capital. Recruiting university graduates from the region and its surroundings to carry out more targeted and measurable business management as well as conducting training and developing knowledge and skills to improve the quality of human resources.

The ST strategy utilizes strengths to reduce threats. In this strategy, the bamboo besek business can increase production to reduce production costs so that prices are more competitive and still maintain the quality of the besek made of quality bamboo material. Bamboo besek is produced in large quantities during the fish and chili harvest season and the shape of the besek is designed according to market demand.

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WO strategy is a strategy that reduces weaknesses by taking advantage of opportunities well. In this strategy, bamboo besek business with a strategy of increasing capital Cooperation, collaboration or through financial institutions such as banks or other agencies for business development investment. Collaborating with government agencies, companies and universities to hold skills training and increase knowledge related to the bamboo besek business. Collaborating with several MSMEs and BUMDES utilizing social media and creating an integrated digital marketing system to expand market reach through online promotions.

WT strategy is a strategy that identifies weaknesses that can increase the risk of threats. In this strategy, the bamboo besek business can create new var designs that match market demand. Using technology to increase the amount of production so as to reduce production costs and make selling prices more competitive. Using promotions through *social media* to introduce high quality and safe products for consumption.

V. CONCLUSION

Based on the IFAS and EFAS matrices, it is known that the results of the weighting of the strategic factors obtained a total strength score of 1.97 and a total weakness score of 1.93 so that the total number of internal factors was 3.91. Meanwhile, the total opportunity score is 2.41 and the total threat score is 1.97 with the total number of external factors being 3.9. So that the position of the bamboo besek business on the SWOT diagram is in quadrant I. Therefore, the strategy that must be carried out by this bamboo besek business is an aggressive strategy, namely the SO strategy which has been analyzed through SWOT matrix analysis.

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