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Digitalization of The Fisherman Community in Taipa Hamlet, Takalar Regency

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ABSTRACT

In order to promote the economic well-being of fishing villages in Taipa Hamlet, Takalar Regency, this study attempts to ascertain the circumstances, digitization efforts, and the government's significant role in their achievement. With qualitative descriptive data analysis, this study is qualitative in nature. According to research findings, the Taipa Hamlet fishing community is made up of people who are between 20 and 60 years old and is divided into three groups based on capital ownership: skipper fishermen, working fishermen, and owner fishermen. The issue that these groups face is the low selling price of the catch because of the direct marketing process. In Taipa Hamlet, Takalar Regency, there are a number of digitalization initiatives that can be implemented to enhance the economic well-being of the local fishing villages. These initiatives include the introduction of technology, instruction in its use, and testing of the technology that will be put to use. As the custodian of the reins of power, the government may play a significant part in accelerating the digitization of fisherman in Taipa Hamlet, Takalar Regency. Increasing people's access to technology is one of them.

Keywords: *Fishermen, Digitization, Fisheries.*

1. INTRODUCTION

Technology related to information systems is always evolving and has an infinite amount of time. The Industrial Age 4.0, which was launched by Germany at the Hannover Messe 2011 and encouraged various nations to compete for worldwide adoption, has most recently pushed industrial automation via digitization. Human civilisation has altered as a result of the evolution of information systems toward digitization. People now work more flexibly and freely online than in the past, and traditional social connections have also changed significantly (Ismail et al., 2021).

The buying and selling interaction model is one example of how people's lives are changing along with the growth and expansion of the internet world. We Are Social, in partnership with Hootsuite, found that at least 3 hours and 23 minutes per day are spent by Indonesian internet users browsing social media. 130 million active users and a penetration rate of 49% were recorded on Indonesian social media. And it was discovered that 83 percent of Indonesia's active internet users also use

WhatsApp (Fadli Shani et al., 2020). Customers may have the chance to purchase the desired goods through the marketing process using online media (Kurniawan et al., 2022).

The ease of this marketing process can be utilized in marketing Indonesia's abundant natural resources. One of them is the marketing of fish resources. The potential for fish resources in Indonesia is very high, both in terms of fishery resources and cultivation. This fishery resource is one of the national assets that must be managed properly. It is hoped that the development of science and technology will be able to support the management of fish resources and increase the quality and quantity of fishery production as a moneymaker (Harahap et al., 2018).

Fishermen as part of the provider of animal protein sources and as a labor-intensive group as well as an alternative to poverty alleviation have not received attention to increase self-sufficiency and welfare. Poverty still characterizes groups of people who live in this coastal area, so government assistance is deemed

necessary to increase their productivity (Ismail et al., 2021). Limited education, lack of opportunity to access and master more modern technology, and insufficient capital are internal factors that often reduce the vitality of fishermen (Lubis et al., 2012). Fish resources can actually be used to improve the standard of living and welfare of fishermen, but in reality there are still many fishermen who have not been able to increase their catch, so that the income level of fishermen does not increase (Susilawati, 2019).

Therefore, a digitization process is needed for fishing communities, especially in Taipa Hamlet, Takalar Regency, where most of the people are traditional fishermen and trap fishermen. Several studies have raised this topic, including Ana Windarsih's study "The Role of New Media in the Healthy Food Distribution Chain for Fishermen". Online new media must be integrated into fisheries development, and in the maritime sector. Fisheries and marine products are rich in nutrients and innovative derivative products can be developed from them. The hope is to attract a digital native generation whose activities are always connected to the internet. Starting in 2018, the startup Nalayan.id was born which is claimed to be an integrated system for fishermen to sell products and solve fishermen's problems. Youth and community activists in fisheries and difficulties must be involved so that the planned action is successful and appropriate (Windarsih, 2018).

Based on this description, this article will focus on discussing the digitization of fishing communities in Taipa Hamlet, Takalar Regency with several discussants, namely regarding the conditions of fishing communities in Taipa Hamlet, Takalar Regency, digitalization efforts that can be carried out to improve the economic life of fishing communities in Taipa Hamlet, Takalar Regency, as well as explaining the government's important role in helping the successful digitization of fishing communities in Taipa Hamlet.

2. METHOD

The research to be conducted is a qualitative research method. Qualitative research in general can be used to study people's lives, history, behavior, organizational functions, social activities, and other activities (Rahmat, 2009). According to Strauss and Corbin, qualitative research can generally be used to study life, history, behavior, organizational functions, social functions and others (Salmiati et al., 2019).

There are two types of data collected: primary and secondary data. Primary data is information obtained by researchers directly from the source or location where the research is being conducted. While secondary data is data that supports research findings in the form of other documentary data that can strengthen research data findings. As proof of purchase and other supporting references.

At the data collection stage, two methods were carried out, namely interviews and documentation, using a purposive sampling technique in selecting informants. Purposive sampling is a sampling technique with certain aspects (Sugiyono, 2021). The sources for this research are determined by occupation, namely fishermen.

Data analysis on the digitization of marketing of fishermen's catch in Taipa Hamlet, Takalar Regency was carried out using a qualitative descriptive analysis approach. Qualitative descriptive analysis is intended to describe and describe existing phenomena, both natural and human-made, which pay more attention to characteristics, quality, interrelationships between activities (Utami et al., 2021).

3. RESULT

3.1. Condition of Fishermen in Taipa Hamlet, Takalar Regency

Fishermen, according to Hermawan, are a group of people whose livelihoods are directly dependent on marine products, both through fishing and farming. Fishing communities usually live on the coast which is close to their activities. Fishermen are very dependent on natural conditions and the level of occupational risk cannot be predicted. Fishing communities are characterized by the dynamic nature of their resources, forcing fishermen to relocate to get maximum catches. In addition, high business risks make fishing communities live in a harsh natural environment which is always full of uncertainty in running a business (Vibriyanti, 2014).

Several characteristics of fishermen in Taipa Hamlet were obtained through interviews with several informants, namely Age around 20 to 60 years. Elementary to junior high school education (elementary school graduation to junior high school graduation). Ownership of fishing gear and vessels is one's own, namely, fishing gear in the form of nets (nets) and rakkang (bubu), while ships, namely outboard motor boats. Ownership of own house, which can be said to be livable but too small for a family to live in. The income of fishermen with an income system per day is between IDR 50,000-100,000/day (net income). Some have side jobs, such as construction workers, traders, and other jobs.

The classification of small or large, offshore or offshore, small or commercial, traditional or modern fisheries is still controversial because the standards are broad. These groupings are often based on vessel size, boat engine tonnage, type of fishing and the distance of the fishing area from the coast (Vibriyanti, 2014).

In general, fishing communities in Taipa Hamlet are divided into 3 categories based on capital ownership,

namely Master Fisherman, Worker Fisherman, and Fisherman Owner.

Master fisherman. This fisherman is a fisherman who has a boat and fishing gear that can help fishermen catch fish from the sea. These fishermen own land that they cultivate during the lean season. There are three kinds of captains, namely ship captains, beach captains who run their business from the mainland, and people who own boats, fish and money but are not real fishermen, called tauke (toke) or cakong.

Worker fishermen, namely fishermen who do not have the means of production and capital but have jobs that are sold to boatmen to help fishermen manage fisheries in the sea. These fishermen are also called cultivator fishermen or saw (fishing boat crew). This working relationship between fishermen is based on an unwritten contract that was formed hundreds of years ago. In this case the captain is obliged to provide food and fuel for fishing activities, as well as food from the family kitchen left behind during the trip. The catch at sea, after deducting all operating costs, is divided among the respective owners according to different regulations.

Fisherman owner. He is a fisherman with a small capital, only has a small boat for his own use and basic fishing equipment, therefore he is also called a lonely fisherman or a poor fisherman. These fishermen do not have a work area during the lean season (west wind). Most of these fishermen do not have their own working capital, but borrow money from moneylenders under certain arrangements. Fishermen who usually start from the bottom gradually become skipper fishermen.

Based on the results of interviews conducted with Mr. Hartono as a fishing fisherman in Taipa Hamlet, it is known that most of the coastal communities in Taipa Hamlet work in the fisheries sector due to the strategic location of Taipa Hamlet so that it has abundant natural resources. This abundance of natural resources can be utilized by the surrounding community to meet their daily needs, namely by working as fishermen looking for fish, oysters, shrimp, crabs, salt pond farmers, and pond workers.

People in Taipa Hamlet do not need to spend a lot of capital for transportation because the sea is close to their homes, so they can save on daily expenses. In addition, the tools and materials provided for working at sea are also not too many and complicated, making it easier for people to work. Although the income earned is not much, it is still sufficient to meet daily needs.

However, the biggest problem faced by the community is the low selling price they are given. Generally, fishing communities in Taipa Hamlet market the marine products they catch directly to their neighbors or through collectors. This is the reason why the selling price they provide is low. Therefore,

digitalization efforts are needed for fishermen so that they can improve the economic life of fishing communities in Taipa Hamlet, Takalar Regency.

3.1. Efforts to Digitize Fishermen in Taipa Hamlet, Takalar Regency

Technology advances at a rapid pace and changes from year to year. As a result, new digital marketing trends arise each year, adapting to changing circumstances and scenarios. The Indonesian e-commerce sector is growing year after year, especially this year due to the pandemic. Many consumers who have never purchased online before are now compelled to use digital shopping platforms to suit their needs. This expansion is also inextricably linked to Indonesia's infrastructure development and digital penetration. Many Indonesians use online shopping to find and purchase things. This year, practically all internet users in Indonesia, 88%, purchased things online. The digital economy in Indonesia is mostly driven by people born after 1990, who actively use digital technologies and spend more time online (Irawati & Prasetyo, 2021).

Along with technological and scientific advancements, it can be used as an innovation to create a firm so that it can grow. In the commercial sector, particularly in entrepreneurship, one must always keep up with technological and informational changes and improvements. Based on the current circumstances, the usage of the Marketplace application is extremely relevant given the numerous benefits of its application, one of which is that it is easier and more practical for businesses to do it at home and reach a broader audience. Campaigns or marketing via billboard programs have been shown to enhance sales and business growth over time (Setiyanto et al., 2022).

Because there are so many people on social media nowadays. The advent of the internet has had a significant impact on the corporate sector, particularly in social media marketing. Digital marketing (digital marketing) refers to online marketing. The use of technology to support marketing activities aimed at providing information to consumers based on their requirements is known as digital marketing. Indeed, many business owners today use digital marketing to market and promote their products (Priatama et al., 2021).

First, the fishing village in Taipa Hamlet, Takalar Regency, can be introduced to technology. This is because most fishermen are in their 30s, do not own smartphones, and only have telephones with limited internet access. However, there are fisherman whose families own cellphones, including their children, who utilize cellphones in their daily lives. The cellphone can then be utilized for digital marketing.

Following an introduction to technology for fishing villages in Taipa Hamlet, Takalar Regency, direct instruction and simulations can be provided. This activity can take the form of instruction in the usage of digital marketing support apps like WhatsApp, Instagram, and Facebook, as well as market place apps like Shopee, Tokopedia, and Lazada. Not only were these activities carried out, but trials were also carried out in order for fishing communities to become more adept at using technology.

It is intended that this digitalization activity will aid in the selling of catches collected by fishing communities in Taipa Hamlet, Takalar Regency, particularly in improving their economic standing. Using technical improvements, fishermen may advertise their products directly to consumers at the correct price, without the need for intermediaries or wholesalers.

Another thing that can be done is to provide training in the processing of marine items obtained by fishermen. Raw materials can be processed into new goods using cutting-edge technology such as peeling machines, grinding machines, and other sophisticated devices. The ultimate result of this activity is the ability to produce finished products that are ready to be marketed at a greater price than selling raw products, allowing fisherman to profit significantly.

3.1. The Government's Role in Increasing Fishermen's Digitization in Taipa Hamlet, Takalar Regency

As the holder of authority, the government can play a key role in boosting the digitization of fisherman in Taipa Hamlet, Takalar Regency. There are several approaches used to improve the welfare of fishermen, including: 1) strengthening institutional roles in optimal socioeconomic relations with the community; 2) increasing community access to technology; 3) optimizing existing community institutions, particularly in every government program; 4) integrating informal and formal institutions; and 5) creating new cooperatives or reactivating existing cooperatives (Klara et al., 2019).

To increase the welfare of fishing communities in fisheries development, the relative superiority of original resources must also be utilized comprehensively and thoroughly through a systematic agricultural strategy. In the framework of regional autonomy, livestock development is intended to speed national economic recovery and regional economic development in line with domestic economic development. The demand for the role of agribusiness in regional development is very important, not only because the resources of each region are agricultural inputs, but also because the majority of the economic activities of the people in the regions, both individually,

households, and small, medium, and cooperative businesses, are agricultural economic activities.

The agricultural system's regional economic development strives to create jobs and boost value creation so that fishermen's income increases as much as feasible. Regional economic growth, on the other hand, minimizes economic inequities in Indonesia between areas and groups. Furthermore, poverty can be addressed in an efficient, inclusive, and long-term manner. The empowerment of fishing communities through the concept of agribusiness-oriented fisheries development is inextricably linked to attempts to generate productive household-level businesses that may add value to the lives of fishermen and their families. Currently, the marketing of fishery goods is still dominated by primary products with very low and variable selling prices (Jumiati, 2012).

4. CONCLUSION

The fishing population in Taipa Hamlet, Takalar Regency is primarily composed of people aged 20 to 60, who are separated into three groups based on capital ownership: skipper fishermen, worker fishermen, and owner fishermen. The fishing community is concerned about the low selling price of their catch as a result of the direct marketing procedure, which leads the selling price to be low. Digitization initiatives that can be done to improve the economic lives of fishing communities in Taipa Hamlet, Takalar Regency, including the introduction of technology, technology training, and testing of technology that will be used. As the keeper of the reins of power, the government may play an essential role in boosting the digitization of

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