



Research Paper

The Development Of A Livelihood Alternative Based On Marine Service In Manado City

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Received 22 December 2014; Accepted 31 December 2014 © The author(s) 2014. Published with open access at www.questjournals.org

ABSTRACT:- The development of marine agribusiness suggests that the availability of marine service gives chances and even more a particular role which is very important in developing the AMP, such as Developing the relevancy of functional among sub-systems and the system of agribusiness in fishery, Developing rural areas' economic, particularly coastal villages, Empowering the growth of fishery entrepreneurship within a big scale and small scale in parallel, and Empowering the establishment of fish production center in economic scale efficiently. The aim of this research are: 1) investigate the potential marine resources as tourist attraction, and 2) formulate the development strategy of marine based AMP fisherman in TNL Bunaken and the coastal area of Manado city. This research was conducted in the coastal area of Manado city, North Sulawesi. The subdistrict was selected and represented by one of the villages in the coastal area, which are subdistricts of Bunaken, the Bunaken islands, Tuminting, Wenang, Sarino, and Malalayang. The analysis method used in this research is SWOT (strength, weakness, opportunity, and threat), used to formulate the development of appropriate job alternatives by maximizing the strength and opportunities as well as minimizing the weakness and threats. Based on the results of the SWOT analysis in the development of AMP-based marine services in TNL Bunaken and coastal of Manado are as follows: development of efficient integrated production centers such as seafood culinary region, "home industry" seafood (fish balls, tuna fufu, shredded fish), "home industry" for craft/souvenir marine life, marine transportation services for the development of the AMP fishermen and contribution to the PAD of Manado in managing resources in TNL Bunaken and the coastal area of Manado in charge based marine services through business coaching for the local economy. Socializing efforts for TNL Bunaken potential and coastal area of Manado city to private parties/ investors to open access for marine services business based economy in supporting the AMP fishermen, like manufacture of pedestrian and green lines in the area Boulevard, Samrat & Sudirman (BSS), development of the community recreation center in Boulevard area, construction, arrangement and ornamental gardens as well as the use of sports facilities, Mantos City Park, construction of bridges and access roads substitute beach Boulevard, retrofitting riverbanks and road construction inspection Tondano watershed as the waterfront city as well as an increase in the value of the business selling the local economy through the fisherman's household marketing and promotion. Increasing the local venture capital of fishermen, government mediation for the development of the business district boulevard, culinary region, maritime and tourism area through the determination of development priorities for the development of local AMP fishermen in TNL Bunaken and Coastal area of Manado. Establishing household entrepreneurship spirit fishermen to run the culinary business, marine craft, restaurants, lodging, transportation and diving equipment rental for the AMP-based support services in the marine and coastal attractions in TNL Bunaken, Manado.

Keywords:- Marine Service, Manado, Livelihood

I. INTRODUCTION

According to Lubis (2005), in its relation to the development of marine agribusiness suggests that the availability of marine service gives chances and even more a particular role which is very important in developing the AMP, such as Developing the relevancy of functional among sub-systems and the system of agribusiness in fishery, Developing rural areas' economic, particularly coastal villages, Empowering the growth of fishery entrepreneurship within a big scale and small scale in parallel, and Empowering the establishment of fish production center in economic scale efficiently.

On October 2003, Department of Marine and Fishery (DKP) has stated the Movement of Mina Bahari (GMB), it is an acceleration program of national development conducted by such integration, synergic, and continually (longlife movement). This program is to be conducted by all of the communities within three pillars of main marine economic such as fishery (cultivation and catch), tourism and oceanic relationship. GMB aims to; 1) improving the fisherman prosperities, the cultivation of fish and coastal areas communities; 2) improving the state income and a contribution to the domestic product (PDB); 3) providing employments and chances to be an entrepreneur; 4) improving the consumption of fish and the provision of industrial raw materials in the country; and 5) cultivating the resources richness and their ecosystems.

Building entrepreneurship sector marine service in Manado city in the long run has a bright prospect, coming from that the making of fishery service of marine must be handled seriously and even more the agribusiness based on fish would be off good by making it as a top agribusiness that have real policy and development. In turn, the sea will be the limitless natural resources, which may have more positive impact, thus gives immense contribution to the growth of national economic as well as to the entrepreneurship in marine service as direct participation (Fauzi, 2004).

In the today's condition, the city of Manado has started prioritizing the development of marine sector. Some infrastructure and more job vacancies in the fishery service have been manufactured to support the development of marine based AMP fisherman. However, the development has not been done in integrated, for it is more local area oriented and has the sector ego. It is indicated by the slow pace of the development, not to mention the poor utilizing of the developed fishery infrastructure. Based on this background of factual condition, this research aims to: 1) investigate the potential marine resources as tourist attraction, and 2) formulate the development strategy of marine based AMP fisherman in TNL Bunaken and the coastal area of Manado city.

II. BASIC THEORITIES

Code of Conduct for Responsible Fisheries (CCRF) has mandated that countries in the world utilize the fishery resources responsibly. Some management principles also apply, which are: 1) involving the conservation attempts any fishery activities; 2) establishing the maintenance of resources quality, biological variety, and its continuity in the management; 3) establishing the reproduction resources to the armada improvement; 4) formulating policies scientifically and empirically; 5) administering the management of precautionary approach; 6) providing the selective and safe improvement for the catch equipment; 7) maintaining the nutrient contents of fish throughout the production processes; 8) protecting and rehabilitating the habitat of critical fishery sources; 9) integrating the fishery sources into the coastal area policies; and 10) maintaining the law by the application of monitoring, controlling, and surveillance (MCS) (Manggabarani, 2006).

According to Nikjuluw (2002), fishery resources need to be managed properly because it is highly sensitive to any human activities. Despite the appropriateness of any approaches employed, the overuse may result in ecological pressure that leads to the quality damage. In other words, the management of fishery resources is a combination of the management of human activities and resources utilization. The administration of UU 32/2004, in fact, results in the change of management and utilization of marine and fishery utilization. In this constitution, the Local Government has a strong fundamental to implement the integrated marine development, involving some aspects, namely planning, utilizing, monitoring, controlling of the resources in the attempt of sustainable development of the marine and fishery. One of the possible attempt to do is to arrange the strategic plan in the integrated utilization of resources from every province and regions. Furthermore, the plan is to divide the area into zones so that each can focus on particular sectors, and to arrange the management plan for particular zones or resources. Another attempt is to create action plan which covers the investment plan in several sectors in behalf of the local government, private companies, or society. Any plans are participatory plans, which mean that every division and elements of the area are involved in the process and phases of the plan (Dahuri 2003).

Despite the plans, in deciding the extent of the development of marine service, the ocean policy is to be the reference. Ocean policy is the umbrella of the national policies, which is developed by the organization approach that encompasses two domains in the governance system, i.e. executive and legislative. By this context, the ocean policy will eventually be the economic-politic policy, one which any related matters become the responsibility of any associates executive divisions of the institutions or development sectors. Besides, in the

legislative layer, the attempt needed is to create the institutional instruments (constitutions), covering the central and the regional institutions in order to uphold the policy (Kusumantanto, 2003).

The Department of Marine and Fishery declares five approaches to the empowerment of coastal communities. They are: (1) creating job vacancies as the alternative source of family income, (2) juxtaposing the coastal society with the capital source by emphasizing the self financing mechanism, (3) juxtaposing the coastal society with up-to-date technology source that is more effective and efficient, (4) juxtaposing the society with markets, and (5) building the solidarity and collective action in the society. The five approaches are conducted attentively to aspirations, needs, income, and potential resources in the society possession.

According to Charles (2001), UU 31/2004, as well as the analysis of needs and system damages, the development of marine based AMP fisherman needs to be arranged in a conceptual system. Besides, the development of alternative jobs refers to the integration principle of economy and ecological needs. Whereas such resources potential in the coastal area of Manado has not been utilized optimally, it has the advantage of providing job alternatives for the coastal society, some of which are; 1) equipping activity services in the coast, 2) culinary services, and 3) marine tourism services.

III. RESEARCH METHOD

This research was conducted in the coastal area of Manado city, North Sulawesi. The subdistrict was selected and represented by one of the villages in the coastal area, which are subdistricts of Bunaken, the Bunaken islands, Tuminting, Wenang, Sarino, and Malalayang. The analysis method used in this research is SWOT (strength, weakness, opportunity, and threat), used to formulate the development of appropriate job alternatives by maximizing the strength and opportunities as well as minimizing the weakness and threats (Rangkuti, 2001).

IV. RESULTS AND DISCUSSIONS

Over 20.000 people live in the Bunaken islands. One of the main source of income in this area is fishery and farming. They are coming from a variety of ethnics of Sulawesi, but the cultural interaction is relatively high, which is indicated by the use of similar language dialects, as well as the use of similar techniques in utilizing the resources. Some accommodations are the charge of the some particular ethnics, as the result of interactions with other groups of ethnics. Besides, the ownership of land is still implementing the ethnical rights, which is inherited (pasini). There is no tenure system on reef flats, mangroves and shallow waters. The community formation was started by the former three generations, and then assumed to have formed ecological balance and harmony.



Figure 1. Catch Equipment of the Fishermen.

The transactions of the catches of the coastal fishing in Bunaken happened in fish auction in Manado city, for no fish factories or any collectors found around due to the small amount of catches and inappropriate treatment on them according to the standard of fish production. Therefore, the catches are then only consumed by the society in Manado and neighborhood regions. In spite of the fact that The Bunaken islands are mostly famous for their marine park, the observation resulted in the findings that the advantage of it as the marine tourist attraction only went to a few of the local society. It is supported by the findings that most of the profession of the local people is as fishermen. Meanwhile, many of the fishermen have stopped fishing due to the high cost of the fuel. To this very condition, the people were supposed to shift to the AMP in the empowerment of some tourism potentials in the marine park of Bunaken, but only a small number of the people

that could utilize such potentials by using their boats for the tourist vehicles to the marine park and selling souvenirs. However, this had not yet been proper, for the marine park Bunaken has been famous to the international society.

a. Strategies of Developing the AMP Marine Service

Based on the potential marine service in Indonesia, the discussions on the development are put into five following sub-fields, which are: other marine services, sea transportations, marine industries, mining, and mining manufactures. The high value of the potential marine services and tourism costs high risks in production and marketing in the development activity. Therefore, the investment strategies focus on the marine services, marine industries, and other development of the marine infrastructures.

4.1.1. Fishery

For the fish catch, the strategies implemented are: (1) only potential WPP are allowed by still concerns the sustainability of the fishery resources (total allowable catch 5,2 million tons per year); (2) the kinds of fishery resources open to utilization are big pelagic, small pelagic, shrimps, and squids; (3) the development of the utilization of the fishery resources are made to the ocean areas over 12 miles (ZEEI); (4) some rationales of the number of armada and relocations for the catch area, and the optimal utilization of the fishery management are implemented; (5) the development of fishery cultivation is made for supporting the fishermen family in order to increase the economic status, by the cultivation of shrimp, grouper, snapper, sea grass, milk fish, pearls, shellfish, indigo, gold, carp, and catfish; given the potential of ponds, pools, and national marine waters are still great; (6) the increase in production for the fulfillment of animal protein, as well as an increase in value-added of fishery products.

4.1.2. Marine Tourism

Strategies of the development of marine tourism implemented include: (1) (1) developing investment for facilities, infrastructure, and other supporting facilities that are environmentally sound; (2) involving the local communities in the management, as well as developing the original values of the local culture; (3) developing a diversity of tourist activity, and an integrated tourism packages/ specific and exclusive; (4) improving the promotion and marketing, (5) improving the coordination of in sectors and cross as well as improving the cooperation between countries; and (6) developing data and information systems and the objects in the tourism area.

b. The Evaluation of Internal Strategy Factors

A. Opportunity Factors

Based on the recapitulation of the evaluation of the overall respondents, some opportunity factors in the strategy of developing the tourism in Manado city are as follows:

- a. The factor of the existence of Sam Ratulangi airport contributes the average of 7.60. the advancement of the aviation which is safe, is a vital factor in the expansion of the airport. By the advancement of expansion of the runway airports likely to open international transport modes directly from Manado to other tourist destination countries, like Singapore, Japan, Australia, Philippines and China. The airport is then expected to be a "gate way" for international tourists to enjoy the beauty and attractions of TNL Bunaken maritime, agro-tourism, culinary tourism, and religious tourism in Manado citu.
- b. Bunaken National Marine Park. This factor is scored at the average value of 7.95. According to the respondents, TNL Bunaken that has become the attraction for foreign tourists to enjoy the beauty of the underwater through diving on some "dive spots" scattered in the Bunaken Island, Mantehage Island, Tanjung Arakan, will impact on increasing household welfare of fishermen and contribute to the PAD of Manado city.

B. Threat Factor

Based on the summary of the assessment of all respondents, the factors to be a challenge in the development of attractions in the city of Manado is as follows:

- a. Household garbage and waste. This factor contributes the average rating of 6.30. On the condition of the current development of migration for work in Manado and the emergence of satellite towns in the suburbs is a challenge for the government of Manado to pay attention to the sewage system household waste, dry and wet waste disposal facilities as well as the provision of the landfill. Surveillance on companies in the business district boulevard for liquid waste disposal systems that contain chemicals, and liquid waste disposal system of housing containing detergent are, therefore, needed.

- b. Reclamation Boulevard. This factor scored 6.05. The progress of Manado city is growing rapidly in Boulevard Business District (B on B) which is "trandmark" shopping is a challenge for the government in monitoring the expansion of the land reclamation impact on marine life conditions, drainage systems, land green environmental conservation, public lands and communication with the affected local fishermen.
- c. Globalization, free markets (MEA, the ASEAN Free trade), and the openness of the world economy. This factor is valued for the average of 5.95. At this globalization era, the region consequently burdened with the important role, which is a major player in economic activity. Therefore, it needs the region's readiness to participate in the global economy. If Manado city does not immediately improve the competitiveness of the local economy and strengthen the infrastructure and the creation of the investment opportunities, it will not be able to compete with other areas possessing similar marine attractions and services.

c. Discussions on the Internal and External of Manado, the Tourism City

The SO strategy in managing the resources in TNL Bunaken and the coastal area of Manado city which play the crucial role in the development of integrated local economy, like the area for seafood culinary tourism, 'home industry' for seafood (fish balls, tuna fufu, and shredded fish), marine transportation services, " home industry " for craft/ souvenir marine life to support the household of AMP fishermen and contributed to the PAD of Manado.

The ST Strategy establishes the entrepreneurship spirit for the fishermen family in support of AMP - based services in the marine and coastal attractions of TNL Bunaken and Manado city, as well as increases the sale value of local economic enterprises fishermen households through marketing and promotion.

Besides, the WO Strategies increase the access of capital for local economic enterprises households in TNL Bunaken and Manado and efforts to socialize the potential TNL Bunaken and coastal area of Manado to private parties/ investors to open access marine services business based economy in supporting AMP fishermen family, such as the creation of pedestrian and green lines in the area Boulevard, Samrat & Sudirman (BSS), construction of community recreation centers in the area Boulevard, construction, arrangement and ornamental gardens as well as the use of sports facilities, Mantos City Park, construction of bridges and access roads to substitute the Boulevard, retrofitting riverbanks and road construction inspection Tondano watershed as a waterfront city .

WT Strategies increase domestic venture capital fishermen, government mediation for the development of the business district boulevard, culinary region, maritime and tourism area through the determination of development priorities for the development of local AMP fishermen in TNL Bunaken and the coastal area of Manado city.

V. CONCLUSIONS

Based on the results of the SWOT analysis in the development of AMP-based marine services in TNL Bunaken and coastal of Manado are as follows: development of efficient integrated production centers such as seafood culinary region, "home industry" seafood (fish balls, tuna fufu, shredded fish), "home industry" for craft/ souvenir marine life, marine transportation services for the development of the AMP fishermen and contribution to the PAD of Manado in managing resources in TNL Bunaken and the coastal are aof Manado in charge based marine services through business coaching for the local economy. Socializing efforts for TNL Bunaken potential and coastal area of Manado city to private parties/ investors to open access for marine services business based economy in supporting the AMP fishermen, like manufacture of pedestrian and green lines in the area Boulevard, Samrat & Sudirman (BSS), development of the community recreation center in Boulevard area , construction , arrangement and ornamental gardens as well as the use of sports facilities, Mantos City Park, construction of bridges and access roads substitute beach Boulevard, retrofitting riverbanks and road construction inspection Tondano watershed as the waterfront city as well as an increase in the value of the business selling the local economy through the fisherman's household marketing and promotion. Increasing the local venture capital of fishermen, government mediation for the development of the business district boulevard, culinary region, maritime and tourism area through the determination of development priorities for the development of local AMP fishermen in TNL Bunaken and Coastal area of Manado. Establishing household entrepreneurship spirit fishermen to run the culinary business, marine craft, restaurants, lodging, transportation and diving equipment rental for the AMP-based support services in the marine and coastal attractions in TNL Bunaken, Manado.

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