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Empowerment and Development on The North Coast of East Java Sri Handini Fakultas Ekonomi dan Bisnis Universitas Dr. Soetomo Surabaya Email. sri.handini@unitomo.ac.id  
Abstract **This study aims to** describe: to find out development and empowerment, obstacles in empowerment, the role of government in empowering MSMEs on the north coast of East Java, and strategies for empowering MSMEs to face the ASEAN free market. This study uses a descriptive qualitative approach.

Technical data analysis is used with the Miles and Huberman model where the data analysis process is 3 periods, namely data reduction (data reduction), data display (data presentation), and verification (conclusion drawing). Triangulation **is used as a** data validity technique in which in this study the triangulation used is triangulation of sources.

The **results of the study show** that: (1) the process of community development and empowerment includes (a) increased skills and independence of the community, (b) there are impacts from social, economic, and education, (2) inhibiting factors including different community characteristics and thoughts, constrained by readiness HR, people's understanding is still low. (3) **the role of the** government, namely by participation and involvement in community empowerment.

(4) Strategies in developing coastal areas, namely the community economy. Keywords: Community Empowerment, Coastal Area Development Preliminary Community empowerment is a process whereby people will become stronger in determining various controls over the **events that affect their lives.**

Community empowerment determines the community, knowledge, and power that is

sufficient to influence their lives and the lives of others they care about (Suharto, 2009). According to Kristiyanti (2016), the reason for the Strengthening of Coastal Communities is very important, because **in the management of** marine resources is still not optimal value.

Wealth in the sea, especially in Java, only a small **portion of the population** of the Coastal people who try to earn it, and even then in small businesses such as traditional farmers. This means that the concept of sea and sea for the people of Coastal Java is not ingrained. Besides that it also discusses activities at sea full of risks, while around considerations about the lives of fishermen are still opaque, then in the process of socialization and during education, there have been no efforts to be oriented to love for the sea, both to find marine, find out sea, also marine technology.

Ignoring this need to support and be proud because seafarers, **as well as their** sincerity **to be able to** exploit the wealth of the sea, is greatly reduced. East Java Province is a Province that has a large Coastal MSME potential. Most of the regencies/cities **in East Java Province** are areas that are traversed by the northern coastline.

Increase investment opportunities in increasing trade and investment. One of **the coastal areas of** East Java Province is Surabaya, Sidoarjo, Lamongan, Gresik, and Tuban which have enormous natural resource potential. Potential marine products that make the Coastal community only manage in the form of nurturing, crackers and shrimp paste.

Aside from the lack of variety of products and marketing, the Coastal community is also lacking in travel. So that the Coastal community cannot expand their business to a wider shutter. This problem is the impact of the community which is still relatively low. With consideration of the awareness issued by the East Java Coastal community, the manager needs to hold training related to the agreement.

The training activities are very useful **in order to increase the** knowledge and skills of the Coastal community. Through skills training, the community is able to prepare provisions to increase their productivity. The skills provided **are expected to be able to** create creative and innovative businesses by the community.

In addition, training evaluations are conducted so that training is not conducted. So it is not just providing training, but also in **the form of business** developed after there is training. The objectives to be achieved in this research are to discuss development and empowerment, obstacles in empowerment, **the role of the** government in empowering MSMEs in the North Coast of East Java, and strategies for empowering MSMEs in

overcoming the ASEAN free market.

Research methodology Research Location and Time This research was conducted in five sub-districts of five districts including Surabaya, Sidoarjo, Lamongan, Gresik, and Tuban in East Java Province. The time of this research was carried out for three months, namely from April 2019 to July 2019. Sampling Technique A purposive sampling technique.

This determination is based on the statement of Sugiyono (2011) that the determination of data sources for people to be interviewed or observed is done purposively, which is chosen with specific considerations and goals. Data Collection Technique In this qualitative research, the role of the research instrument is that the researcher himself is assisted by the existence of observation guidelines, interview guidelines and documentation guidelines for data collection. Researchers conduct observations, interviews and record observations.

As stated by Sugiyono (2011) qualitative researchers as human instruments serve to determine the focus of research, choose informants as data sources, collect data, assess data quality, analyze data, interpret data and make conclusions. Data Analysis Technique The data analysis technique in this research is the componential analysis conducted inductively.

Activities in qualitative data analysis are carried out interactively and continue continuously until completion so that the data is saturated. The process of data analysis tends to use data analysis models from Milles and Hubberman quoted from Sugiyono (2011), namely data reduction, data display, and conclusion drawing verification Data Validity Checking the validity of the data in this study uses triangulation techniques.

According to Moleong (2013) triangulation is a data validity checking technique that utilizes something else outside of the data to check or as a comparison of that data. Results and Discussion In this study, the process of distributing questionnaires was addressed to 50 respondents namely fishermen in Surabaya, Sidoarjo, Lamongan, Gresik, and Tuban. With 20 key informants with criteria as follows business actors, community leaders, village heads, and community empowerment agencies.

The respondents consisted of 13 women and 37 men. Age 21-30 years as many as 16 respondents, 31-40 years as many as 25 respondents, 41-50 years as many as 9, and > 50 years as many as 0 respondents. Discussion Community Empowerment Through The Development Of Coastal Areas Based On The Community Economy.

The process of community empowerment through the development of the East Java

coastal area based on the community economy is by (1) providing awareness to the East Java coastal community through socialization and counseling on the importance of improving the economic welfare of the people in the coastal areas of East Java, (2) providing motivation to coastal communities, (3) developing community capacity through skills training to improve the welfare of coastal communities, including by implementing empowerment steps by collecting data on East Java coastal communities who are interested in participating in skills training programs and being enthusiastic about implementing skills training programs, (4) creating business opportunities independently in order to provide opportunities for coastal communities in the distribution of the products of coastal communities.

In the implementation of the coastal community empowerment program through the development of the East Java coastal area based on the economy of the community with the stages that have been stated by Sulistiyani (2004), where the stages must be passed through the process of community empowerment, namely: (1) the stage of awareness and formation of community behavior through conscious and caring behavior so that people feel they need to increase their capacity, (2) the stage of transformation where the community needs to develop capabilities in the form of adding knowledge insight, skills to be open insight and can have basic skills so that they can take part in development, (3) stage capacity building in the intellectual field, skills in skills to form initiatives and the ability to do innovative to become an independent society. Results of Community Development and Empowerment through the Development of the East Java Coastal Region.

An evaluation process of a program of activities, to achieve the objectives of community empowerment. The results of achieving community empowerment have made the coastal communities of East Java more independent, although not all of the people are directly involved in the group, but this group's activities have had a positive impact on the community directly.

Evidenced by the more independent and productive society in between his busy schedule. Implementation of community empowerment through the development of the East Java coastal area based on the community's economy can provide results in the form of increasing the skills and independence of coastal communities. So that the community can improve the economy and welfare of coastal communities in East Java.

Increased community skills and independence can be seen from the formation of MSME groups that have participated in various skills training to be able to increase income. By participating in pieces of training, the community is expected to be able to develop the skills they have acquired as a provision for their lives. The community empowerment

program will have a positive impact on the community's economy. If there is a significant economic change in the community.

Economic changes in the community can be felt and seen from the increase in income earned by the community and the development of MSMEs in coastal communities. Economically the change in the community is not too big but the impact felt by the community on daily life, especially on the addition of income of coastal communities is the main point in empowering coastal communities.

The results of community empowerment research through the development of community-based coastal areas are under the opinion expressed by Sulistiyani (2004) who said that the goal to be achieved from community empowerment is to form an independent community. The independence of the community can be seen from the ability to think, decide and be able to do something appropriate in solving their problems.

But the impact of the implementation of community empowerment can realize the community independently. Community empowerment through the development of community-based coastal areas has a positive impact in terms of social, economic, and education. The social impact can be seen from the implementation of the East Java coastal community empowerment program by establishing cooperation and trust between the community, government, and entrepreneurs. This partnership will improve the quality of the community in conducting MSME activities.

By participating in all the empowerment activities, the community is expected to have high solidarity. High solidarity will bring solidarity to the community. By helping each other in producing the processed products. The economic impact seen from the implementation of the East Java coastal community empowerment program is by increasing the economy of the East Java coastal community.

Coastal communities have begun to be able to produce innovative and creative products with the abilities they have acquired in participating in training activities. These products include nuggets, chips, shredded, meatballs, scallops and so forth. With processed products that are worth selling can increase the income of coastal communities in East Java.

The impact of education on the implementation of community empowerment is increasing community insight. The insights and skills that people have gained when participating in training activities can be applied in their lives to improve their quality of life. With this knowledge, the community can develop better than before.

The community empowerment program through the development of community-based coastal areas has had an impact that can be felt by the community. Inhibiting Factors in Community Empowerment through the Development of the Coastal Areas of East Java To increase community empowerment, of course, it cannot be separated from the inhibiting and supporting factors.

The following are some of the causes of the inhibiting factors in the implementation of community empowerment programs through the development of the East Java coastal area. Coastal communities are still unable to develop their abilities and there are still doubts about their ability to develop the potential of MSMEs. This can be one of the factors inhibiting the implementation of coastal community empowerment programs because, without the courage and willingness to develop and advance, the coastal community will not succeed in improving the economy and standard of living.

The second limiting factor is the large number of characters and opinions of people who are sometimes not the same as the others. Differences in the character and thinking of the community, sometimes an obstacle in the development of the MSME group, want to win alone, pretentious smart and lazy, sometimes still often found in the members of the UMKM group. So there is less cooperation and active participation from the activities of the MSME group.

The inhibiting factor is the lack of community understanding. The non-development of the mindset of coastal communities does not escape the willingness and courage of the community to develop the potential of human resources to develop themselves. The lack of curiosity of coastal communities to succeed and develop can be one of the obstacles in implementing community empowerment programs.

Supporting Factors of the government's role in empowering MSMEs on the north coast of East Java. In addition to the inhibiting factors, there are also supporting factors from the government's role in implementing community empowerment programs through the development of community-based coastal areas. Among the first supporting factors are the East Java coastal communities must have the will to advance.

Although there are still people who do not have the will to advance and develop their quality of life. However, not a few coastal communities in East Java have the will to progress and develop. This is proven by the fact that there are still many people who have an enthusiasm for participating in training activities.

Besides, the community also seems to still have the spirit to achieve success. With the

participation of the community and willing to be directly involved in the implementation of activities and collaboration with other members. The second supporting factor is the existence of natural resources that support the implementation of community empowerment activities in the coastal areas of East Java, such as coastal ecosystems and sea fish. Abundant natural resources make it easy for people to apply their abilities.

Coastal communities can utilize existing natural resources wisely with creation and innovation. The third supporting factor is the encouragement of the government which has provided facilities and participation of sponsors who assist in the form of funds and procurement of training and skills. Help provided by the government and other parties can be used in improving the ability of coastal communities in East Java.

Among these facilities can facilitate the implementation of empowerment activities in East Java coastal communities. Based on this research, the factors that support and hinder the empowerment of East Java coastal communities are (1) Socialization of the addition of knowledge and skills; (2) Enthusiastic community; (3) Capital; (4) Marketing; and (5) Facilities and infrastructure.

Some of these factors directly or indirectly have influenced the lives of coastal communities in East Java. With these findings, the researcher feels the findings are following the objectives to be achieved by researchers. MSME Empowerment Strategy Facing the ASEAN Free Market Strategy in implementing community empowerment through the development of community-based coastal regions in the face of ASEAN free markets is carried out with a bottom-up development approach.

Where the community must be able to make the East Java coastal area as a tourist destination in the form of a fishing village and be able to increase the ability of the coastal community by organizing training and skills programs, bearing in mind the abundant natural resources along the East Java coastal area, efforts should be made to improve the ability of the people of the coastal areas of East Java to be able to manage the results of natural resources wisely.

The community empowerment strategy in this study is under Putera (2007), Zamzami (2016), and Prabawati (2018), saying that coastal communities can be developed with development strategies that utilize natural resources and social capital of coastal communities, especially the sense of mutual ownership for the future. together and cooperate to optimize the quality and quantity of MSME networks of community groups, communication, initiatives, innovation, and the ability of community adaptation to changes in the economy of coastal communities.

Conclusions and Suggestions The conclusions of this study are: The process of Community Empowerment through Coastal Area Development including (a) providing awareness to coastal communities through socialization to all coastal communities, (b) motivating coastal communities, (c) developing the capabilities of coastal communities through skills training, (d) creating opportunities an independent effort to provide opportunities for coastal communities in the distribution of their products.

The results of Community Empowerment through Coastal Region Development are as follows: a) **The results of the development of coastal areas** are the improvement of community skills and independence, by increasing the community's economic life and the creation of the welfare of coastal communities. The community empowerment program has **a positive impact on the** community's economy.

However, economic change does not occur is not too large, the impact felt by the community is the fulfillment of daily life. b) The social impact of implementing community empowerment is a sense of responsibility, the establishment of cooperation between communities, the community can be more productive, there is an interaction between communities, the value of creativity and the community is further developed.

The economic impact of implementing community empowerment is the improvement of the community's economy. The educational impact of implementing a community empowerment program is increasing knowledge and skills after attending training. The inhibiting factors of community empowerment include a) The unavailability of optimal human resources.

The community has **not been able to** develop the capabilities they have and there are still doubts about developing them. b) The many different characters of society. The characters and thoughts of the community are not the same so that it becomes an obstacle in developing the community, a sense of wanting to win themselves and being lazy is often still found in the community, so it lacks **an active role in** empowering coastal communities. c) Community understanding is still low.

Because of the lack of will, **courage, and curiosity of the people** to succeed and develop. This can create obstacles **in the implementation of community** empowerment programs. Government supporting factors in community empowerment are the government has provided facilities and entrepreneurs who assist in the form of funds and procurement of training. Help provided by the government and other parties that help can be used in activities to improve the ability of coastal communities.

The community empowerment strategy is carried out using a bottom-up development

approach. By increasing the ability of the community by organizing training programs. Suggestion Suggestions for this research are by increasing village institutions in developing coastal areas, improving infrastructure and completing infrastructure, increasing the quality of human resources through training and community assistance in a sustainable manner. References Kristiyanti, M. (2016).

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